

Morrisons Superstore, Willenhall



Challenge:

To create a design and feel for the new superstore that acknowledges both the vernacular Victorian architecture and more recent industrial additions, yet contains a number of subtle 'art deco' influences in line with a number of more contemporary local designs.

Solution:

The building has developed into four distinctive elevations, although common themes/elements are evident throughout. The gently rounded corners, created using radius glazed bricks, echo the local art deco design influences whilst also providing a smooth and very tactile surface which enables the building to sit comfortably in its surroundings. The inclusion of bold, striking green glazed brick entrance features create a strong and individual identity, enhancing the sense of place and local identity. The green colour of the glaze was chosen as it's a close reflection of Morrison's corporate green, as used in store signage.

Architect: WCEC Architects

Brick:

Green and Olive Green Glazed, Priory Weathered Red