
MEDIA INFORMATION

Inspired new retail environment elevates INFINITI's Total Ownership Experience

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A deeper look into INFINITI's new retail architecture

INFINITI's new retail architecture, led by the INFINITI global design team based in Atsugi, Japan, blends a clean, minimalist exterior with an open, light-filled interior.

Drawing inspiration from Japanese design philosophies, the design pays homage to INFINITI's rich heritage while providing a truly immersive experience for customers.

The overarching design embodies the Japanese concept of "Ma," a philosophy that considers the space between things. Unlike the Western construct of minimalism, Ma embraces empty space in an additive capacity to ensure balance between all elements.



Caption: Inspired by modern Japanese architecture, the new design delivers an open, transparent ambience where the boundary between outside and inside is deliberately blurred.

The design also mirrors "*engawa*," a transitional architectural element to create seamless transitions from outside to inside spaces to blur the boundaries in between. The exterior façade features a distinctive "deep eave" along the roofline that purposefully creates shadow and controls direct sunlight into the showroom. Further, the expansive use of glass fosters harmony between the structures and their surroundings to elegantly integrate with the environment.

The interior, the space where guests spend most of their time interacting with the brand, has been reimagined with the aim of evolving INFINITI's signature Total Ownership Experience, delivering an even more seamless and memorable experience.

Interior spaces have individual purposes but are not walled off from one other, creating a sense of spaciousness and movement for the customer.

New retail architecture: Inspired details

For the new retail architecture, each detail as well as the space in between is thoughtfully considered, adhering to the minimalist philosophy of *Ma* to create a refined and balanced environment including:

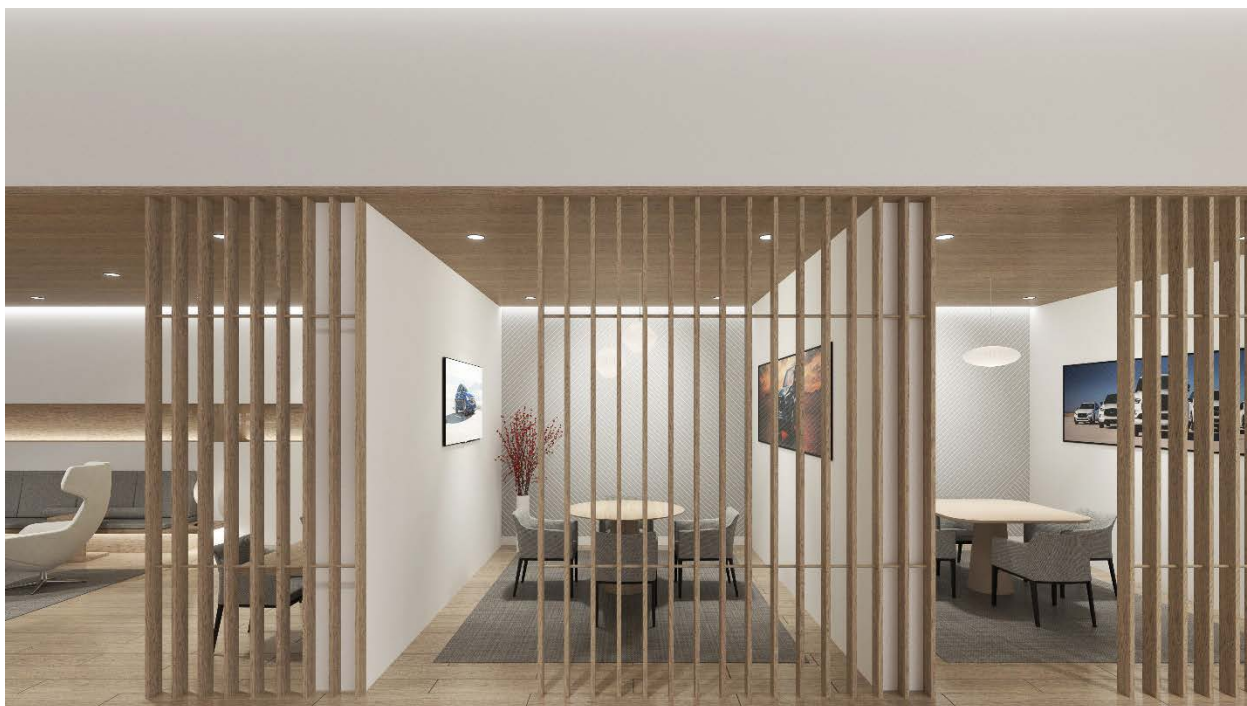
- Extensive, intentional use of wood-toned finishes throughout to deliver a warm modern ambience and sense of calm
- Indirect lighting on the floor and ceiling at the perimeter of the building to draw inspiration from the INFINITI logo and create a "vanishing point" when the building is viewed from afar
- The "Kimono fold" pattern applied as a motif on selected walls and surfaces as a subtle nod to one of INFINITI's signature textural details
- A large semi-translucent mesh screen positioned within the central showroom displaying content from a ceiling-mounted projector, inspired by a Japanese "*Noren*", a fabric divider typically hung between rooms, in doorways or in windows. The color and theme of the display evolves with the seasons, with nature-inspired content bringing a sense of warmth and interest. Viewed from outside, the screen acts as subtle backdrop to accentuate the INFINITI logo and create a welcoming environment for guests.



Caption: A semi-translucent screen within the showroom projects nature-inspired content, bringing a sense of warmth and interest.



Alfonso Albaisa, senior vice president of global design, explains, "You won't find a lot of doors within the interior; instead, spaces are defined using lighting and wide vertical screens, ensuring a spacious, transparent ambience. At the same time, the distinction between exterior and interior is intentionally blurred for a truly harmonious experience."



Caption: The bright, minimalist showroom delivers a modern ambience and sense of calm.



INFINITI reaffirms commitment to physical retail spaces

INFINITI is committed to offering physical retail spaces that allow valued customers the opportunity to connect with the brand – a key to bringing to life the signature Total Ownership Experience.

While virtual experiences have never been more important, for many customers nothing compares to the tactile for ultimate decision-making.

The new INFINITI retail design is scalable and accommodates different site configurations and parameters regardless of whether the location is within a busy city or a large, standalone flagship. Considerable thought was given to ensuring the scalable design supports the smooth renovation of existing sites.

Refreshed sites opening this month

Guests to selected retail locations within the U.S., Mexico and Middle East can experience the new retail design from this month onwards.

Customers in Doha, Qatar; Monterrey, Mexico; downtown Los Angeles; and Georgetown, Texas, will be among the first to experience the new INFINITI showroom layout and aesthetic.

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About INFINITI

INFINITI Motor Company is headquartered in Yokohama, Japan with operations around the world including regional offices based in the Americas, China and INFINITI International Markets based in Dubai. The INFINITI brand of premium automobiles are assembled in manufacturing facilities in Japan, North America and China. INFINITI design studios are located in Atsugi-Shi near Yokohama, London, San Diego and Beijing.

More information about INFINITI can be found at <http://www.infiniti.com>.

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