

Vodka Baikal opens a shop-in-shop installation at Pulkovo Airport



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Over the last six months, the travel retail world has experienced a lack of good news. However, with the new installation at Pulkovo Airport (Russia, St. Petersburg), this is about to change. The team at Baikal Vodka has introduced its BAIKAL ICE SHOP.

The idea and project for the décor of the zone was born before the world learned about COVID-19. The team planned to finish editing in March 2020. Since the pandemic has both delayed and ended many plans across the globe, it's important for the company, despite all of the risks, to bring this to an end.

Together with its partner Dufry St. Petersburg, Baikal Vodka managed to transfer the spirit of Lake Baikal to the largest airport in Russia. In its opinion, several months of painstaking work have been crowned with success.

In collaboration with its contractors Klarus Design and Technoreal24, the team solved a number of complex technological problems and combined its features and values in a single concept of the natural origin of the product.

Lake Baikal is unique: the Heart of the World, the Pearl of Siberia, a global mystical center of attraction that unites tourists and travelers from all over the world. Considering the history of its heritage, the company aimed to reflect this in the décor.

Struggling to convey the feeling and image of the real ice Baikal in a functional way, the main problem of the project was in connection to the floor. To solve this problem, the team used several layers of different materials, which were assembled like a puzzle on the spot.

It's believed that all temporary difficulties associated with the pandemic will be overcome by joint efforts, people will become spiritually closer to each other and BAIKAL ICE SHOP will become a symbolic place at Pulkovo Airport for many years to come.