

The Design Solution inks retail planning deal with Toronto airport operator



Toronto Pearson Airport's luxury retail area (picture courtesy of The Design Solution)

Greater Toronto Airport Authority (GTAA) has appointed The Design Solution to carry out the commercial planning across terminals 1 and 2 as well as the environmental design of the commercial areas of T3 at Toronto Pearson International Airport.

This is the latest of a number of new developments at Toronto Pearson, Canada's busiest international airport. The project marks the sixth collaboration between The Design Solution and GTAA, dating back to 2011.

The airport has embarked on one of the largest development projects in its history. As well as this new commission The Design Solution is also working on the commercial planning throughout the new Pier G as well as the landside area of T1.

Robbie Gill, Managing Director, The Design Solution, said: "We hold a long, proud and highly effective relationship with GTAA and are absolutely delighted to be appointed to support this dramatic new phase in the airport's development, working closely with the commercial consultants, Pragma Consulting."

Giovanna Verrilli, Associate Director, Commercial Development, GTAA, added: "We are continually addressing the evolving needs of our passengers and this holistic development program is crucial to our strategy of driving the most effective commercial performance across every part of our estate. 1

We have a long and successful relationship with The Design Solution and are delighted to once again have their input as we continue delivering a great travel experience as we work to achieve our vision of making Toronto Pearson the best airport in the world.”

Traffic at Toronto Pearson reached a new record high of almost 50 million last year and GTAA’s comprehensive commitment to the passenger experience was recently awarded Best Large Airport in North America’ in the 2018 ACI Airport Service Quality awards, winning the category for the second year running.

The Design Solution has previously supported GTAA with extensive commercial planning across a number of piers in T1 and T3 as well as the creation of the main walkthrough duty free store in Pier C.

In addition to working with GTAA, it also worked with Dufry (under The Nuance Group branding) to design the walkthrough store as well as the duty free and specialty retail area at the end of Pier F (T1), including a complete packaging solution and store environment for the innovative Tastefully Canadian brand.

Gill said: “We share GTAA’s passionate and long-held commitment to not only developing optimal commercial effectiveness across the airport but also using our design expertise to embed a unique and engaging sense of place that projects an authentic expression of Toronto and the region.”