

**Winner**  
Best Retail Design

**Designer**  
Hecker Guthrie

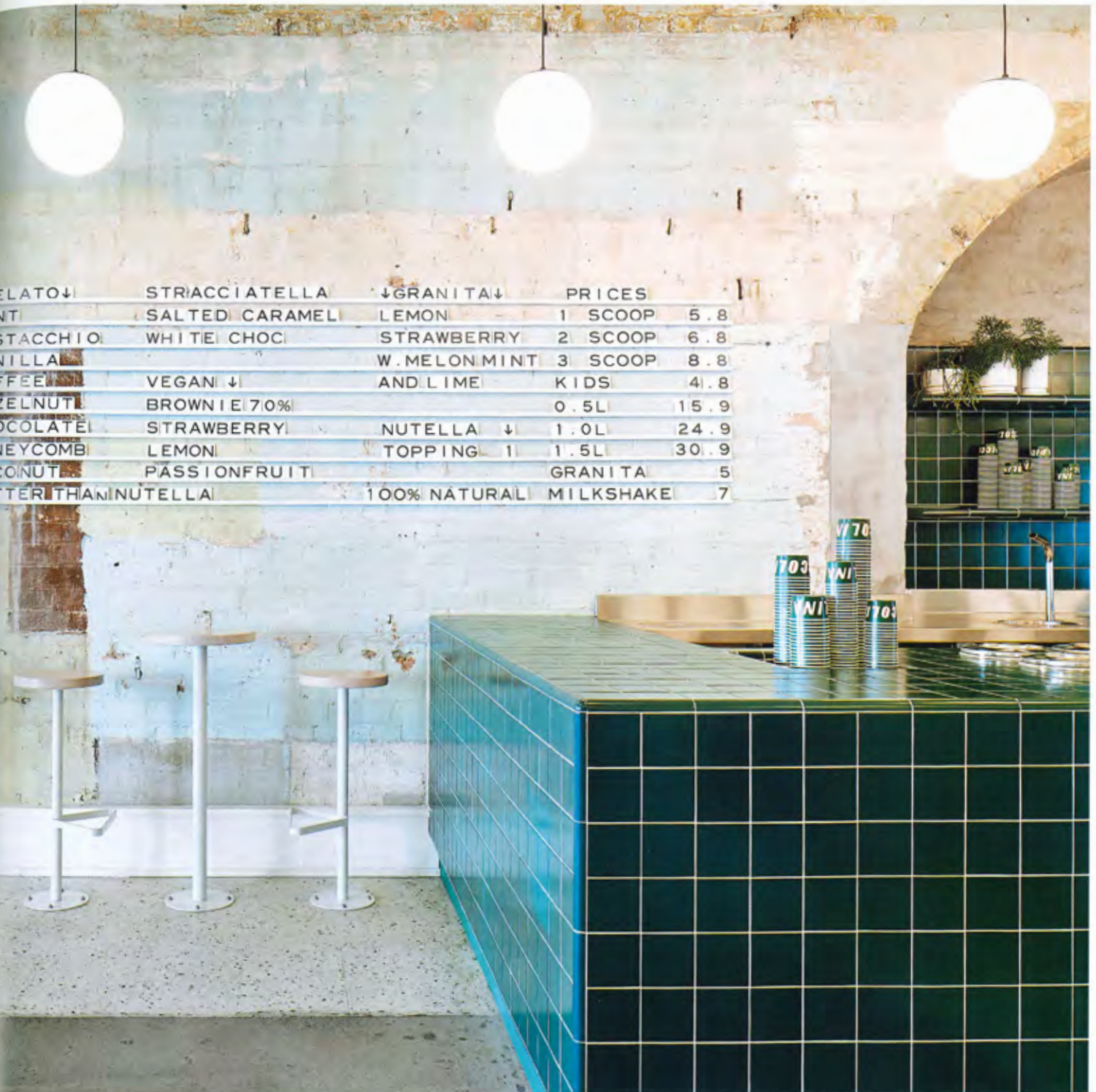
**Location**  
Collingwood, Victoria

# Piccolina

**Jury comment —**

The Collingwood outpost of popular gelato shop Piccolina showcases an approach that makes wonderful use of the raw materials with which the designers were presented. Elements of the historic building were defining factors for the overall design of the project: original interior brickwork was exposed, as well as layers of light green, cream and brown paint, which became the inspiration for the colour palette of the shop. Original terrazzo floors and a pressed metal ceiling were also restored, giving the space an authentic vintage feel, while clean lines in the gelato counter, seating and signage modernize the space. The result is understated but beautiful, and evokes Southern Italy — a specific request of the client — without blunt literal interpretation. As a retail space, the shop expresses an appropriately stylish sense of fun, in perfect alignment with the product being sold.





	↓	↓	↓	PRICES
ELATO	STRACCIATELLA	GRANITA	1 SCOOP	5.8
NT	SALTED CARAMEL	LEMON	2 SCOOP	6.8
STACCHIO	WHITE CHOC	STRAWBERRY	3 SCOOP	8.8
NILLA		W. MELON MINT	KIDS	4.8
FFEE	VEGAN ↓	AND LIME	0.5L	15.9
ELNUT	BROWNIE 70%		1.0L	24.9
COLATEL	STRAWBERRY	NUTELLA ↓	1.5L	30.9
KEYCOMB	LEMON	TOPPING	GRANITA	5
CONUT	PASSIONFRUIT		MILKSHAKE	7
TER THAN	NUTELLA	100% NATURAL		





**Design statement —**

Hecker Guthrie's approach was to touch the existing building space lightly, taking cues from the existing patina to form the palette. The owner wanted the space to echo 1950s Southern Italy, from the colourways and the theatre of gelato to the idea of home cooking and gathering around the kitchen. Coats of green are intended to reference the Italian flag, as is Projects of Imagination's red, white and green logo and packaging. The green is also a nod to the building's earlier occupancy. During the site's renovation, Hecker Guthrie exposed original architectural features and worked only lightly to shape the new space.

**Project —**

Piccolina  
Collingwood  
269 Smith Street  
Collingwood, Vic  
piccolinagelateria.  
com.au

**Design practice —**

Hecker Guthrie  
1 Balmain Street  
Cremorne, Vic  
heckerguthrie.com

**Project team —**

Hamish Guthrie, Paul  
Hecker, Josh Watt

**Photography —**

Shannon McGrath