



CASE STUDY: MARIMEKKO

Marimekko Launches Experiential Sound In New Retail Stores

The Marimekko stores in Berlin and Malmö opened in November 2010 with the first of the Helsinki stores in December 2010 (all approx. 100m²) The most recent store which opened on February 10th, 2011, is a two-story, 400m² shop in downtown Helsinki called Marikulma.

World's first use of 3D sound in retail.

In a world's first, Marimekko—an iconic Finnish clothing and textile brand—is using MorrowSound® True 3D to create a unique shopping experience in four new stores. This new audio environment is an important part of the company's brand identity at the outlets in Berlin, Malmö and Helsinki, and aims to create a truly immersive in-store experience for customers. The new company-owned stores strengthen the Marimekko brand through color and style. MorrowSound® True 3D expands the Marimekko environment, giving it more appeal for the wide variety of customers visiting the store.

MorrowSound® True 3D brings an immersive and dynamic feel to the shopping experience, attracting ever more visitors.

Marimekko employed MorrowSound® True 3D developed by Charles Morrow Productions. MorrowSound®

True 3D is a sound processing software that creates 'atmospheres' of sound modeled on the way sound is heard in the real world. The sound is not at ear level, and does not beam down from the ceiling, as in typical retail sound systems, so patrons are not aware of the sound from individual loudspeakers. The sound content constantly changes and moves to mimic how sound behaves in nature.

Marimekko's designs are closely linked to and inspired by nature. The stores use creative soundscapes that blend music and natural sounds—calm rainfalls, quiet birdsong, or simply a tranquil forest—which create a refreshing state of mind. Sound levels are pitched to facilitate customer and staff communication. The use of MorrowSound® True 3D allows Marimekko to tune and refine the experience of its individual store environments to suit the different locations, seasons and tastes of individuals.

Welcome to Marimekko's newest store in New York City.



Contact us at:

Charles Morrow Productions LLC
New York Helsinki Barton VT

Telephone: (212) 989-2400 • Fax: (206) 222-2125
Email: info@cmorrow.com • www.cmorrow.com