

How to copy **MPREIS** – UTRECHT 2013

BILD 1 TITEL

Ext. Language

BILD 2 DUNKEL

MPREIS is a supermarket-company located mainly in Tyrol. You might know Tyrol as alpine skiing-destination. The merchants'-family M \ddot{o} lk owning and running MPREIS has a long and eventful history **reaching back to the 1920ies.**

In the 1970ies the third generation had to restart the whole company consisting of about **20 old-fashioned groceries** in and around Innsbruck, the capital of Tyrol.

The outstanding leading family-members were the **cousins Hansjörg and Anton M \ddot{o} lk** who were hardly 30 years old, when they took over the family-business.

But there is a M \ddot{o} lk for each problem.

Only few are not in the business like **Franz M \ddot{o} lk** who is a powerful **painter.** He **invented the name MPREIS** and is **living in Innsbruck during winter and in Amsterdam during summer.** So he also is the Dutch connection of MPREIS. MPREIS has learnt a lot from Dutch supermarkets.

MPREIS appeared rather late on a market dominated by very few **big players**, who **laughed at the newcomers** but as well underestimated them.

Based on a rapid growth in Innsbruck during the first decade the company expanded to rural areas. Consequently MPREIS supplied the customers with **a complete sales mix** available **for the same price all over the country** where prices had corresponded strictly to the level above sea before.

MPREIS occupied the broad gap between the incomplete and expensive groceries, that could not support the grocers family anymore **and the first big shopping malls** emerging on the edge of the bigger cities.

By the end of the **1980ies** MPREIS integrated **a combination of a bread-shop and a café, called BAGUETTE.**

This type of shop and is quite usual all over Europe meanwhile. But **connected to the everyday food-supply especially in rural areas the BAGUTTE brought back the communicative function of inns** and pubs that have vanished in villages and suburbs long ago.

It was the economical breakthrough when around **1995 the MPREIS-people convinced their distributors and especially the big brands to give MPREIS the same conditions** as conceded to the big players. The argument was the benefit for the big brands themselves on a market with a decreasing number of purchasers.

MPREIS became irreversible and the big players stopped laughing.

Finally **since about 2000 MPREIS functions as professional distributor of the various products of local farmers and food producers** on a wide range.

Altogether made **MPREIS noticed as the outstanding and original Tyrolean food supplier.** The company is the **biggest player in Tyrol now holding more than 30%** of the market, running **more than 200 shops** in and around Tyrol.

That is all to be said about the 'concept' of MPREIS.

I did not lose one word about **architecture** yet although **Architecture made MPREIS well known internationally.**

The reason is that **architecture ranks far behind the quality of products, price, friendly staff and furthermore.**

Nevertheless **architecture can make a difference, when everything else is all right.**

And even more: **Architecture can be a backbone for an overall awareness** of what is going on. And it **can help to gain an attitude** that brings more profile than anything else.

Architecture is not a simple gimmick you can attach easily to what you are doing anyway.

To make clear what I mean I have formulated **7 advices to copy MPREIS**

beyond the concept which probably is **based on special local and historical conditions**.

Ext. hm concept

The pictures you will see have been taken by a friend of mine, **Thomas Eisl**, an artist living in London. He is **virtuosic on cheap pocket-cameras**. I sent him to most of the MPREIS-markets a few years ago knowing he will bring back **pictures of backsides and coincidences** that **express much more of the everyday appearance** and atmosphere of MPREIS than glossy review pictures can do.

This is contradictory to the advices to copy, but **you have to come to Tyrol anyway to experience MPREIS**.

BILD 3 1st ADVICE

1st ADVICE:

Do shopping yourself! Stock up for your family

BILD 4-8 MDIV. 2 MIN. AUTO

This is an **advice especially for the higher management, for politicians, maybe for men generally**.

You will find out that **you cannot carry a 50€-food-shopping very far**, and also that **the toilet-paper-promotion '3for1' is a challenge on your bicycle**.

In Tyrol you also can experience the **comfort of straightforward supermarkets in a well-balanced size equally distributed all over the country**, and the communicative benefits of the Baguette.

Ext. regulated size of markets, near to home beats near to traffic hotspots, miniM

BILD 9 2ND ADVICE

2nd ADVICE:

Give top priority to architecture !

BILD 10-14 MDIV. 2 MIN. AUTO

Let architecture be **more than a simple service following given concepts without being involved directly in their evolution and improvement.**

Permanent **discussions between the responsible and deciding members of the management and the architects are most efficient** and essential.

Already **in our first discussion eventually 1990 Hansjörg and Anton MÖlk formulated their basic wishes:**

Hansjörg: "**Make the supermarket a liveable and lovable place of everyday life!**"

Anton: "**Not long ago we thought to know how a supermarket works or has to work; now we know we have to reinvent it every day.**"

The first wish requests **to make more out of the necessities**, to be **aware of the needs and desires of customers and staff** also.

The second is a **permanent invitation to question everything** and get involved in every aspect of selling food.

Besides (for the architects among you) **the top priority is bilateral of course.** To delegate the communication with Hansjörg MÖlk to an employee for instance brings the next commission probably to the employee if he or she has been convincing.

Ext. making a merchant's work thrilling and adventurous (ao)

BILD 15 3rd ADVICE

**3rd ADVICE:
Customer focus is too less !**

BILD 16-20 MDIV. 2 MIN. AUTO

You are creating an important part of the everyday environment; **life is also**

happening while you are shopping, and it must not hurt to buy your daily food.

The natural way through the market lets you **pass everything you need without thinking**, and at the same time **it does not offend your intelligence** if you know what you have to buy and remember where to find it.

Give the customers **shortcuts, space to breathe, daylight, views to the landscape**. Let them smell bread and food entering your market, **not** toilet-paper and **washing-powder!**

Don't treat your customers like rats in a scientific experiment!

Ext. competition for the best recreation area, MWÖRGL in films, views

BILD 21 4th ADVICE

4th ADVICE:

Respect places in the same way as humans!

BILD 22-26 MDIV. 2 MIN. AUTO

In 1990, when I have started to work with MPREIS, there was a **short attempt to create a Corporate Identity** as it became fashionable at that time. A **red cube and blue windows** and a touch of heavy Wilhelminian style should express importance and power.

My first market to be realized was located in Lienz, an outpost in Eastern Tyrol.

Soon **it became evident that such an attitude was not adequate to spread into rural areas.**

So well discussed **MPREIS Lienz** became an **invisible market between two filling stations originally.**

The hermetic **cube was broken up and vanished in transparency.** As the roof is based on the thin window-frames the building seems so fragile that people came in from the street during construction expressing their fear that the whole thing could collapse.

The whole building was fragile, vulnerable, cheap, almost ridiculous and somehow strange.

It was **contrary to a bank-building of that time** impressing its customers by wasting the money they had given to the bank.

Since then **each MPREIS tries to find a unique answer to the special place where it is built**. This makes **each MPREIS different from each other**. And the **customers (and the staff as well) can identify their MPREIS as unique original and consider this as appreciation**.

MPREIS-architecture somehow **has corrupted the customers**, a big part of the Tyrolean population.

Unconsciously **daylight, breath-taking views, sensual materials have been taken for granted more and more and has been expected also from other buildings**.

So MPREIS has improved the perception of architecture more than anything else in Tyrol, although MPREIS is no architectural project.

Ext. Two clients (long living / short living)

BILD 27 5th ADVICE

**5th ADVICE:
Don't be compliant!**

BILD 28-32 MDIV. 2 MIN. AUTO

MPREIS-markets were judged as **strange in the beginning** just for referring to the people and places they came to. But **soon daylight, openness, the natural finished surface of materials was recognized as sensual quality** not very common in supermarkets generally.

In this context it also gets **obvious if architecture is attached superficially or created out of the functions and contents of the building as well as out of the potentials and needs of the place** the building is occupying.

In the early 1990ies, when blue windows (and a red cube) were added to a building it was clear that it was going to be a MREIS. By about 1995 any different construction was suspected to

become a MPREIS.

The axiomatic laws of Corporate Identity were ignored. Fortunately no branding experts were on board until about the year 2000 when they added the inevitable pylon.

At that time we also found a lecture in www held by a Saatchi-expert somewhere in the US. He appointed MPREIS being a **'love brand'**.

Ext. CI as warfare

BILD 33 6th ADVICE

6th ADVICE:

Avoid the most comfortable way!

BILD 34-38 MDIV. 2 MIN. AUTO

The most comfortable way is normally the most expensive and easily leads to the worst results.

The singular treatment of each MPREIS-market corresponds to the principle that no single architect is dominating MPREIS-architecture.

There are about **30 architects** working with MPREIS among them also Dominique Perrault. And although the architects exchange experiences freely **each one must be instructed.**

But new discussions, new views and new ideas pay back a lot and keep the MPREIS-project going.

Encourage your architects to question everything and prevent them from censoring their thought and proposals as seemingly absurd.

The other way round **do not censor your thoughts and requests as well, let your architects try to realize them.**

Ext. circles, misunderstandings and changing views

BILD 39 7th ADVICE

7th ADVICE:

Trust in confidence!

BILD 40-44 MDIV. 2 MIN. AUTO

Give your architects **clear and transparent budgets**. And if they save money on one side **allow them to invest the savings into something you believe to be luxury**, and also **accept extra costs in special cases**.

Let your architect plan all details. But **let him also take care of the costs**, which is the only way **to get the best result out of your budget**.

Avoid inflated and complicated structures of cost control, keep them simple and transparent.

Confidence motivates much stronger than complicated contracts can do.

And your architect knows that **it is up to you to give him a second commission**.

Treat the neighbours and the commissioned companies erecting your projects **well**.

The life of a supermarket starts long before its opening. And all are potential customers.

Ext. neighbours, context, communities

BILD 45 DUNKEL

As you see now **copying MPREIS** will probably lead to **a similar attitude** but produce **your own unique and new results**.

And **competition will not produce markets that could be located in the second basement** together with the prices for your goods. Instead **it will promote** steady and common **improvement of a liveable and loveable environment**.

BILD 46 USU SPOT

BILD 47 TATANKA

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