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## **Kids land dream role designing The Warehouse Albany toy section**



*Image for publication: Torbay School students work on their concept ideas for the new toy aisle at The Warehouse. More images available via [Dropbox](#).*

When you're a Year 5 or 6, school takes on a whole new level of 'cool' when your classroom is transformed into a toy store without warning. And when you're given the opportunity to come up with a whole new look for The Warehouse toy section, it's an absolute dream come true.

That's exactly what happened to 58 students from Year 5 and 6 at Torbay School earlier this month. The surprise was part of a co-creation workshop led by The Warehouse and SchoolKit. It put retail design power into the hands of young toy experts who were tasked with sharing their views on what kids might like to see in the new-look The Warehouse Albany.

With no idea considered too big or too small, the students had a free run at everything from store layout and product display options to how customers might interact with the toys.

In response, the students came up with everything from a rainbow floor to a virtual reality centre - where shoppers could be immersed in a jungle environment, under the sea, or even

Antarctica.

10 year old student Annah said her big idea was to place navigation buttons in store which when activated, would let customers know where to find their favourite toys in the voices of characters such as the Hulk and Captain America.

9 year old Zahra suggested The Warehouse create a 'big tree trunk' inside the toy aisle, which popped out at different areas.

"One would have heaps of books and a reading corner, and another would have lots of toys," she said.

By the end of the day, hundreds of great ideas were generated and everyone went away having learnt a lot. The kids reflected on the workshop, saying it was a day at school which they'll never forget.

Teachers Renee Heasley and Jennifer Dawe said they were thrilled for their classes to be involved in such a relevant and innovative learning experience.

"It was the most authentic and memorable day a class of students could wish for. Who wouldn't want their classroom turned into a toy store for a day," said Dawe.

Head of Customer Experience at The Warehouse Peter Hall says that when it comes to toys, it's kids who are the experts.

"For those who have grown up with The Warehouse, we know the childhood memories are strong, and this rings particularly true when it comes to our toy section.

"It's clear these kids take their toys seriously and we've been amazed by some of the ideas that have been put forward as part of the workshop.

"They haven't held back on their views of the current layout, and we're excited to work with them on creating a whole new, immersive experience for our customers."

Hall says the company will review the ideas from the session with its store design team to see how elements can be incorporated into the store overtime.

"We don't expect to see a big change overnight but rather several changes overtime. We're all very excited to see it come to life," he says.

The new-look experiential store at The Warehouse Albany is set to roll out later this year.

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