

STUDIO PAOLO FERRARI takes cannabis from the backstreet to the high street in the new minimalist dispensary ALCHEMY

TORONTO — Dubbed ‘Canada’s first immersive cannabis retail store’ by the designer Paolo Ferrari, Alchemy is a masterclass in carefully curated spatial experience. A tree breaking through the terrazzo floor in the entrance hall greets customers and embodies the tension between the organic and the technical. The studio describes this juxtaposition as falling somewhere between ‘a laboratory and a temple’, rejecting cannabis clichés by fusing art, nature and technology to deliver ‘a cerebral experience’.

Inside the white main circular chamber, a bright yellow lacquered metal shelf displays cannabis accessories while white Corian shelves along the curving perimeter showcase the minimally packaged products. Reminiscent

of an apothecary, edibles are laid out in a dedicated area of specially created belljar pods. An organically formed niche – made of red-orange eco-resin – creates another opportunity to display bongos, pipes and other accessories.

While saturated colour is used to highlight product displays in the main space, the check-out room defaults back to neutral pale unglazed terracotta tiles and features a rectangular counter made of the same material. The project’s collage of materials and accent colours highlighting distinct experiential zones stimulates curiosity about the products, while the pared-back background highlights Alchemy’s position as a holistic and healthful lifestyle brand.

The bright yellow lacquered metal partition at the entrance doubles as display shelves for cannabis paraphernalia.

Joel Esposito

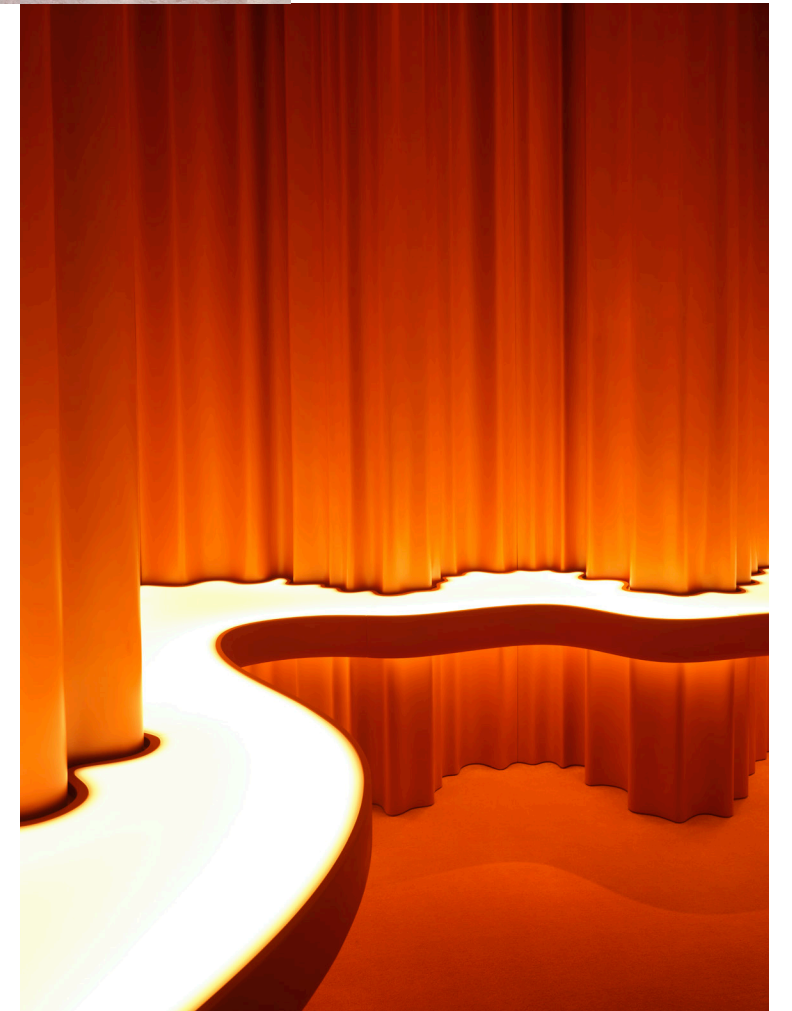


Left The main circular perimeter is lined by white Corian shelves to showcase the minimally packaged products.

Below Red-orange eco-resin makes up an organically formed niche, fostering the sense of curiosity and discovery.

Opposite Neutral, unglazed terracotta tiles ground clients as they check-out from the minimalist dispensary.

Alchemy's interior rejects cannabis clichés by fusing art, nature and technology to deliver 'a cerebral experience'





Bright pops of colour are used to highlight product displays, while the pared-back background reflects the store's position on holistic health.