



London Fields Cycles

Established in 1996, London Fields Cycles is an independent bike shop in the heart of Hackney. Starting out as a bike repair shop in an old warehouse, London Fields Cycles moved to its first shop at 210 Mare Street after the owners realised that there was a need for bicycle repairs in Hackney.

In 2005, after outgrowing the original shop, they moved to 281 Mare Street. Sadly in late 2015 the shop suffered a fire in the front of the store, which caused the store to close for a complete refurbishment.

The Main Contractor on the refurbishment was Sam Forster with made with volume developing the architectural design and retail strategy of the store.

Creative Director of made with volume, Carlo Viscione spoke to Premier Retail magazine about working on the refurbishment.

He said: "I ride race BMX and downhill mountain bikes and the owner of London Fields is in the same BMX club as me. I knew him a little bit but I didn't know he owned the shop. One evening

at club training he said that the shop had burnt down. I explained what we do at made with volume and the project started from there. He had a rough sketch of how he wanted the store laid out and quite quickly he realised that he could take this a bit further from what he wanted to do in terms of the layout and design of the store."

made with volume defined the brief in collaboration with staff at London Fields Cycles and created a new concept for the store to freshen it up and making it easier to browse and shop.

Carlo said: "The whole space was a shell. There was a lot of smoke damage so all of that had to be cleared out and stripped back to the breeze blocks and walls. We took it from there and evolved it from the very beginning with the shop layout, retail strategy, stock



A relaxed and comfortable interior.



density, materials palette, lighting scheme, new shop front – everything really.”

Celebrating the store’s 20th anniversary, the re-launch has provided London Fields Cycles with a completely new layout, bespoke display units and a unified materials palette and lighting scheme.

Explaining the layout, Carlo commented: “The main walkway across the shop to the service desk is where you can go for advice and repairs and to the right are all of the mid-floor units which hold the bikes – they are slightly elevated and tiered. On the left are the perimeter wall bays with all accessories and spare parts, such as locks, saddles, clothing etc, which are easy to access, making it much easier to find what you are looking for.”

Carlo added: “It is a community shop and we really wanted to embrace the importance of staff interaction with the customer.”

The soft launch of the new look London Fields Cycles took place at the end of April with the refurbishment completed at the beginning of May.

Carlo said: “I used to live in the area so have used the bike shop before. I have been passionate about bikes all of my life and getting the opportunity to work on a bike shop was great and very rewarding. It was nice to work on a project that I was so involved with personally.

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