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Retail | Experience Design Director at Gensler



The role of physical design is evolving fast, and it's brands who are over-investing in creating rich, layered and highly experiential environments that continue to stand out.

Great design today has to directly address the transformational forces shaping how we shop, live and work; this requires an insightful approach where strategic analysis converges with innovative creativity, creating superlative returns and deeper brand loyalty.

Having worked in retail design for over 25 years, Andrew has a grounded and intuitive understanding of what makes successful environments work. His experiences are vast and varied and his involvement with a myriad of clients, sectors and worldwide locations are intrinsic to his design and business sensibilities.

Andrew has designed and managed the implementation of retail environments of all shapes and formats: boutiques across many sectors (fashion, accessory, tech, jewelry, food, beverage), department stores, duty-free / airport, showrooms, cinemas, financial institutions, restaurants, big-box stores, grocery and shopping centers. He has an affinity for design and experience research, branding, brand strategies, corporate identities, environmental communications and way-finding.