



A WORLD OF WONDER: INSIDE THE UK'S FIRST EXPERIENTIAL TOY SHOP

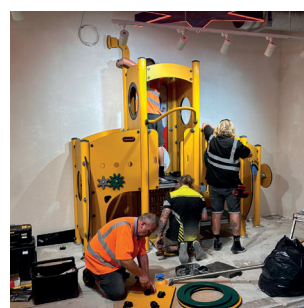
When online toy retailer Booghe decided to open its first physical location, the owner did not want just another toy store. The vision was bigger. It was to be a space where technology, creativity, and play came together to create a fully immersive experience for families. The result is the United Kingdom's first experiential toy shop, brought to life by Andrii Yeksarov, founder and creative director of ATRIO Design & Build.

Known for his bold ideas and precision-led delivery, Andrii led the project with the same immersive approach he brings to his award-winning hospitality and entertainment spaces. Under his leadership, ATRIO transformed an ambitious brief into a vibrant, two-storey destination that redefines how children and adults engage with retail.



FROM
CONCEPT

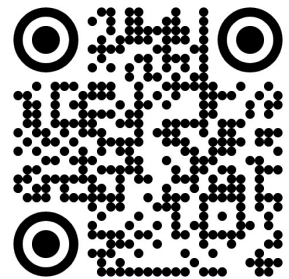
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TO
COMPLETION

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On the ground floor, guests are welcomed into a playful, visually rich environment. On the first floor, the centrepiece is The Dragonfly Cafe, home to a four-metre dragon sculpture that was delivered in sections and assembled on site. Downstairs, a bright yellow submarine playground with thirteen portals invites discovery and movement. The entire space feels alive because it's a place where colour, light and form spark curiosity.

Upstairs, the experience becomes more immersive. A custom-designed virtual reality zone offers guests the chance to box, fly jets, or race supercars. Each VR machine was carefully dismantled, transported to the first floor, and rebuilt in situ. Every installation was executed with precision to meet technical requirements without compromising the atmosphere.

"Each space had its own character, its own set of challenges," says Andrii Yeksarov. "Designing for retail, hospitality, and entertainment all under one roof meant every detail had to be tailored. The real creativity occurs in the solutions."

The project was completed in two phases. The ground floor opened within six months, just before the summer holidays. The first floor followed ahead of Christmas, introducing the VR experience in time for the festive season. Throughout both stages, ATRIO provided full-service delivery, from concept and spatial design to on-site coordination and final detailing.

Customer experience was a key focus from the beginning. Digital ordering screens allow toys to be selected in store and delivered the same day, often before the customer leaves. This frictionless blend of digital and physical design reflects ATRIO's commitment to building spaces that are not only engaging but intelligent.

The chosen material also plays a vital role in the sensory appeal. Walls are finished with natural lime-based Venetian plaster by ELFDECOR UK. Furniture is sculpted from liquid metal. The ceiling, curved and coated in metallic paint, casts a soft, glowing reflection that enhances the overall atmosphere.

The colour language of the shop evolves by floor. The ground level features bold reds and yellows. Upstairs, soft pinks and blues take over. Rainbow-striped stairs guide visitors between the two, while motion-sensitive LED lighting in the corridors tracks footsteps and changes colour with every pace. These layered experiences were crafted not only to impress but to invite play, pause, and presence.

"There is a story in every corner," Andrii explains. "We designed Booghe as a place where families can explore together, where the experience is the memory. That is the power of immersive design."

Booghe is more than a retail launch. It is a case study in what happens when vision is matched with expertise. Through ATRIO Design & Build, the space becomes more than a store. It becomes a destination. It's a place built with imagination, precision, and, of course, heart.

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Find out more about Atrio Design and all the incredible projects Andrii has worked on email hello@atriodesign.co.uk