



WHERE TO...

SEX UP YOUR SUPERMARKET SHOPPING

Mpreis, a family-owned chain of supermarkets in Austria, bills itself as 'The Seriously Sexy Supermarket'. But don't expect singles nights or dating at the deli counter here. No, what makes Mpreis stores sexy is their 'unusual' and 'progressive' alpine architecture. In fact, the 130 stores, designed by up-and-coming architects, are quickly becoming tourist attractions.

The sense of design continues inside the stores, with sleek cafes and carefully chosen materials. Mpreis's most iconic shop is perched half-way up a mountain

just outside the small town of Wenns. This store was designed by Rainer Koberl and Astrid Tschapeller and it's a dazzler – made from white concrete and dark glass with a low roof and surrounded by stunning alpine scenery. By night, when the interior lights are switched on, the whole store is illuminated. It's a testament to the architects' skill that it even manages to look at home amid the twee Tyrolean farmhouses. Sadly, there are no plans to expand into the UK market.

www.mpreis.at