

The Cassette at Waverley Mall wins Creative Edinburgh Award

A new business space created at Waverley Mall and designed by GRAS, a part of Groves-Raines Architects based in Leith, has won an award for its innovative style.

The idea behind The Cassette is to form a unit to house small independent businesses in Edinburgh and connect them to a wide range of customers. It is the second space which GRAS have designed for the Mall. The key elements are openness and brightness transforming an unused area into something contemporary and playful.







The occupier at The Cassette at the moment is Mademoiselle Macaron who make the most delicious handmade macarons. Mademoiselle Macaron herself, Rachel Hanretty, said: “Working with, and having space in Waverley Mall has been exciting and rewarding! What has made this venture more positive and reassuring is that the Waverley Mall team work with us and are very much team orientated. I couldn’t have imagined a more perfect space for our business.”

The Cassette Unit is next to the escalators from Waverley Station.

Daryll Bunce, Director of New Revenue Solutions, Moorgarth Group Ltd said: “The initiative behind The Cassette was to be able to house small independent businesses within Edinburgh and connect them to a wide ranging customer base of tourists and locals.

“Working initially with Mademoiselle Macaron who is our current vendor alongside GRAS – the outstanding architects behind the concept of The Cassette, together they have completely transformed the space. To be awarded the coveted

'Commercial Award' at the Creative Edinburgh Awards is an amazing achievement for us as they provide a very current and relevant offering to our customers.

"To be recognised following the recent launch of The Cassette is exactly what we are striving to achieve for local independent businesses and connecting them with our customers towards our overall vision for Waverley Mall."

The Creative Edinburgh Awards celebrate the city's creative community, uniting creative thinkers across the city, helping them to grow and bring together the city's creative scene.



All photos Carolyn Henry