

# Retail Environments

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## 2011 design awards Winners Book

**STORE OF  
THE YEAR**

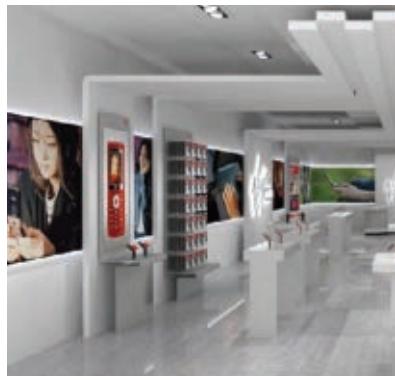
**SUSTAINABILITY**  
Awards

**STORE FIXTURE**  
Awards

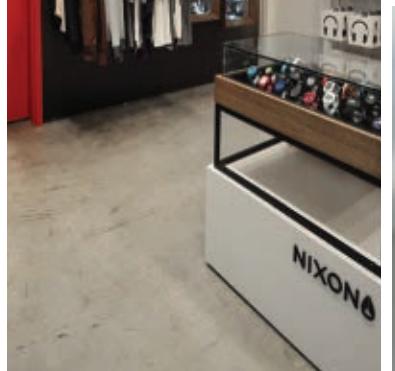
**VISUAL  
PRESENTATION**  
Awards



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## 2011 A.R.E. Design Awards

### Judges

**Mitch Abbott**, The Rockport Company

**Luiz Andrade**, Sony Electronics Inc.

**Jessie Bove**, DDI magazine

**Anne Dinardo**, VMSD magazine

**Elizabeth Dowd**, REI

**Katherine Field**, Chain Store Age

**Danette Kroll**, Foot Locker Inc.

**Charles Sparks**, Charles Sparks & Co.

### A.R.E. Design Awards Committee

**Co-Chairs:** **Jim Wiemer**, DCI Marketing and **Mike Haddon**, American Installation Companies

**Darcy DiFazio**, Allegheny Store Fixtures Inc.

**Tim Fearney**, Nielsen Business Media,  
a Division of the Nielsen Company

**Jackie Glanz**, MG Concepts

**Roelena Manning**, Retail Marketing Services East

**Johnathan Sanders**, Chippenhook

**Richard Stolls**, Lifestyle/Trimco Inc.

## A.R.E.'s Sustainability Awards

### Judges

**John Blattel**, EMI Industries

**Nancy Everhart**, AIA, CDT, NCARB, LEED AP, Little

**Bob Johnson**, bjohnson Design

**Michael Payne**, AIA, NCARB, mikemade design

**Bob Riley**, DSA/Phototech

**Lisa Russell**, LEED AP, Ecoxera

**Richard Shelley**, LEED AP, Fetzer Architectural  
Woodwork

**Lisa Thompson**, Assoc. AIA, LEED AP,  
idX Corporation

**Rick Troxel**, Roseburg

**Wesley Woelfel**, Greneker

## ON MARCH 28 IN LAS VEGAS,

57 awards were presented in 23 categories of retail design

before a crowd of retail industry leaders. The 2011 A.R.E. Design Awards recognized store and shop designs, and individual store fixtures, visual presentations, flooring, lighting, wall treatments, and in-store communications. The announcement of the Store of the Year, Visual Presentation of the Year, and Fixture of the Year completed the evening.

The Sustainability Awards portion of the program honored three retail projects for outstanding green building achievement, including the Sustainable Project of the Year and a special award for Innovation in Energy.

Look for detail about next year's competition online by mid-July. Mark your calendar now for our next competition's early-bird deadline to enter: December 15, 2011.



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**4 | Store of the Year Award**

**6 | Grand Prize & Outstanding Merit Store Awards**

**32 | Sustainable Project of the Year**

**34 | Sustainability Awards**

**36 | Store Fixture of the Year**

**38 | Store Fixture Awards**

**42 | Visual Presentation of the Year**

**44 | Visual Presentation Awards**

**46 | Special Awards**



**CONGRATULATIONS Chute Gerderman** on your award-winning design and partnership for the Exchange Store at Tinker AFB. And – to Denny for receiving the 2011 Markopolous Award!



Proud partners in the development of the Exchange store @ Tinker AFB.

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# “Natural Hat-Trick”



Bell Store, Toronto – 2011  
Full Store and Store Fixture Category



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the teams at Bell and Burdiflek  
on the Bell 1.0 concept.



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Hudson's Bay Company –  
The Room, 2010 Grand Prize,  
Softline Shop within a store



Solo Mobile, 2009  
Store Fixture award



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GRAND PRIZE

# STORE OF THE YEAR





# Wenger® Maker of the Genuine Swiss Army Knife

Boulder, Colo.

[See more images of this project online](#)

**INVITED TO CRAFT** the first U.S. retail flagship for the 116-year-old Wenger Brand, designers connected the outdoor adventure-loving community to the brand through materials and graphics. A 15-by-9-foot woven wall sculpture of hand-cut logs of pine wrapped in twine is featured at the rear of the store. In addition, the entire collection of current knives is displayed along with the Guinness Book of World Records' World's Largest Knife, creating a destination gathering space. A hand-painted wall art mural based on vintage Swiss travel posters provides a colorful visual focus that directs customers to the back of the store while also referencing the rich history of the legendary brand.

**Design:** Gensler, Denver, CO 

**Display Rails:** Alu, Chicago, IL 

**Forest Chair:** Janus et cie, Denver, CO

**General Contractor:** Sand General Contractor, Arvada, CO

**Glass:** Denver Glass Interiors, Denver, CO

**Leather:** Edelman Leather, Denver, CO

**Lighting:** Lightolier, Denver, CO

**Lighting:** Solid State Luminaire, Denver, CO

**Lighting Design:** Greenlight Engineering, Denver, CO

**Retailer:** Established Brands, Boulder, CO

**Store Fixtures:** LIT Workshop, Portland, OR

**Store Fixtures:** R+L Woodworks & Design, Boulder, CO

**Visuals/In-Store Graphics:** Al Lenzi Group, Inc., Denver, CO

**Visuals/In-Store Technology:** King Systems, Denver, CO

**Visuals/Wall Treatment:** Larry Polzin, Denver, CO

**Visuals/Wall Treatment:** Patrick Marold, Denver, CO

**Visuals/Wall Treatment:** Sjotime Industries, Denver, CO

**Wall Treatment/In-Store Graphics:** iZone, Temple, TX

**Wall Treatment/In-Store Graphics:** Vision Graphics, Loveland, CO





# Autostrada

Vaughan, Ontario

In Italian, Autostrada means “highway” and hints of travel appear throughout the casual dining space. A map of Italy became the inspiration for the graphics, Pirelli tires inspired the restaurant’s signature millwork wall feature, and signature highway colors of green, yellow, blue, and red make up the design palette. The unique Pirelli tire tread, three-dimensional and custom-crafted, appears in the Sunken Dining Area, encircled by a laser-cut, custom, lacquered screen of inverted trapezoids, the symbol for highway on Italian road signs. It repeats on the red-orange doors to the private dining room, and is lit from the top and bottom. The restaurant’s Pizza Bar continues the Italian theme as a market-style charcuterie where pancetta and other meats hang on full display next to a ceiling-height woodpile that fuels the pizza oven.

See more images of  
this project online

**Custom Glass:** NGI Design Glass, Toronto, ON, Canada

**Design:** II BY IV Design Associates Inc., Toronto, ON, Canada 

**Fabric:** Maharam, Toronto, ON, Canada

**Furniture:** Credible Upholstery, Toronto, ON, Canada

**General Contractor/Millwork:** Von General Contractor, Toronto, ON, Canada

**Lighting:** Eurolite, Toronto, ON, Canada

**Stone:** New Age Granite and Marble, Toronto, ON, Canada

**Table Bases:** ISA Inc., Toronto, ON, Canada

**Tile:** Ciot Marble & Granite Inc., Toronto, ON, Canada

**Wall Treatment:** Metro Wallcovering, Toronto, ON, Canada

## GRAND PRIZE



Photographer: David Whittaker | Photographer, Toronto, ON, Canada



# IPIC Theater Scottsdale Quarter Scottsdale, Ariz.

Unlike a typical movie theater, this luxury entertainment destination provides a movie and dining experience, including Salt Ultra Lounge and Tanzy, a full-service Mediterranean restaurant. Guests can begin with cocktails in Salt, which is outfitted with circular couches and a dramatic oval-shaped bar set before a 28-foot-tall, backlit wine bottle display. Dinners at Tanzy enjoy plush leather seating and intimate zones set beneath a theatrical shimmer-screened ceiling. Both the bar and restaurant are awash in deep purples and browns that continue the theatrical backdrop to the wood panels, and copper, red, and silver accents. LED lighting around the radial of the shimmer screens also continues the theatrical ambiance, reinforcing curvilinear forms and refracting the colors off of the copper, champagne and silver shimmer screens. Deep purple walls feature a thousand candles within its niches, adding to the intimacy of this luxurious space.

[See more images of this project online](#)

**Architect-of-Record:** TK Architects Inc., Kansas City, MO

**Design:** ID & Design, Fort Lauderdale, FL 

**Flooring:** Atlas Carpet Mills, Los Angeles, CA

**Flooring/Stone:** Walker Zanger, Dania, FL

**General Contractor:** A.R. Mays General Contractor, Scottsdale, AZ

**Lighting Design:** ID & Design, Fort Lauderdale, FL 

**Paint:** Benjamin Moore, Montvale, NJ

**Retailer:** IPIC Entertainment, Scottsdale, AZ

**Shimmer Screens:** Cascade Coil Drapery, Tualatin, OR

**Wall Treatment:** Janus et Cie, Miami, FL

## GRAND PRIZE



Photographer: Jaime Guillen, Fort Lauderdale, FL



## The Chairman's Suites

### Air Canada Centre Toronto

Breaking free of the traditional sports bar with scotch-and-cigar ambience, the design team brought a fresh approach to a masculine, members-only space. Materials were kept classic and simple yet luxe, including rosewood, Italian marble, polished bronze, leather, and painted glass. The restaurant's "Portal" is a short tunnel lined with vintage wines of the month, inset in bronze mirror-clad walls and behind glass, creating a unique entrance to the dining room. But perhaps the most eye-catching element can be found behind the bar, where asymmetrical, multi-faceted grouping of bronze mirror, etched bronze mirror, and black-painted glass, adds texture, reflective lighting, and interest.

**Design:** II BY IV Design Associates Inc., Toronto, ON, Canada  ARE

**General Contractor:** B.L.T General Contractor Services Inc., Toronto, ON, Canada

**Leather:** Edelman Leather, Toronto, ON, Canada

**Lighting:** Nelson & Garrett, Toronto, ON, Canada

**Metal Work:** Simon Custom Metal Co., Toronto, ON, Canada

**Millwork:** Coletech Quality Woodworking Inc., Toronto, ON, Canada

**Mirror/Glass:** Adanac Glass Limited, Toronto, ON, Canada

**Stone:** Ciot Marble, Toronto, ON, Canada

**Upholstery:** Credible Upholstery Ltd, Toronto, ON, Canada



Photographer: David Whittaker Photographer, Toronto, ON, Canada

See more images of  
this project online

## specialty food retailer

### outstanding merit



## Starbucks Coffee

### East Olive Way Seattle, Wash.

This inviting space was inspired by a coffee warehouse that grew over time into a coffee shop, adding and changing over time since it began in the 1920s. Starbucks' design team incorporated the evolution into its design, exposing the original elements of the building, such as floors, beams, and columns. A rough-sawn wood ceiling and distressed, worn woods throughout the space keep the space warm, as does the double-sided fireplace that can be enjoyed indoors or out. Transparent "window" screens were used as opposed to opaque walls to visually and physically divide the space, as well as to provide additional merchandise displays and messaging.

**Casework:** Interior Environments, Seattle, WA

**Design:** Starbucks Coffee Company, Seattle, WA

**Furniture:** Perfect Imperfections (Kirk Albert), Seattle, WA

**Lighting:** Gexpro, Renton, WA

**Retailer:** Starbucks Coffee Company, Seattle, WA

**Store Fixtures:** Lumastrada, Seattle, WA

**Urban Salvaged Wood:** Meyer Wells, Seattle, WA

**Wall Treatment:** Seattle Curtain, Seattle, WA

See more images of  
this project online



# Culinary Institute of America Campus

## Store Tasting & Teaching Facility St. Helena, Calif.

Designing a space that is unique to the culinary arts experience, a hybrid retail/tasting/restaurant/food education store was created in an environment filled with the materials of the cooking process. Maple butcher block, glass, and stainless steel are abundant in the store, with a curving overhead stainless steel range hood/pot rack serving as the primary design element of the project. Custom, mobile gondola fixtures were created with butcher block and food service shelving. Bamboo flooring in a butcher-block pattern was used on the walls to extend the feeling of the materials used throughout the space. To meet strict health and food service codes, surfaces had to be washable and tempered clear glass panels were placed over the existing rough stone walls to allow for exposure and preservation in a cleanable material. The finished space consists of a store filled with culinary tools, olive oil and chocolate tasting facilities, teaching kitchens, and a new café, housed within a historic former winery.

See more images of  
this project online

**Consultant (Historic):** Architectural Resources Group, San Francisco, CA

**Design/Lighting Design:** Miroglio Architecture + Design, Oakland, CA

**General Contractor:** Sodexo, St. Helena, CA

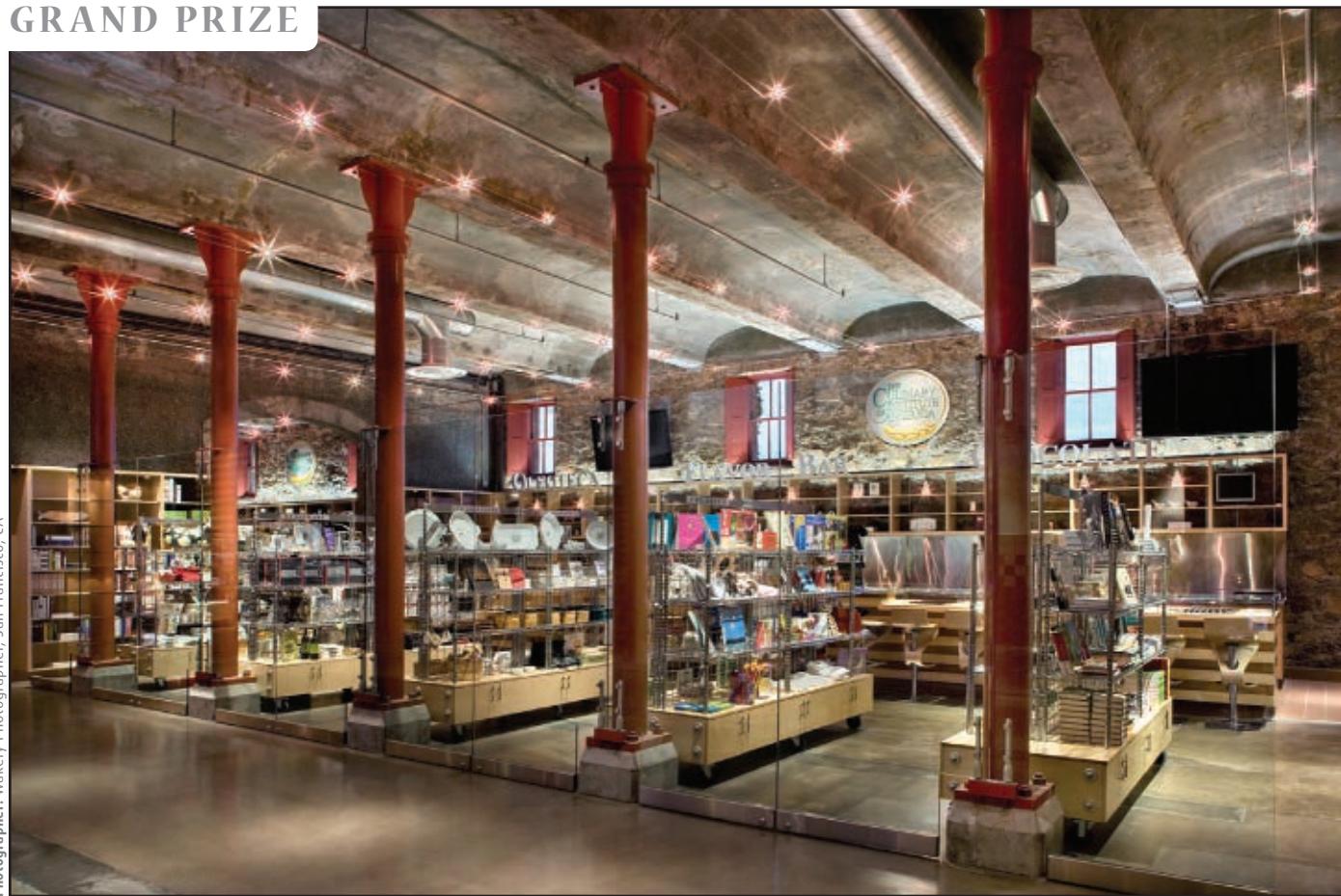
**HVAC Engineering:** The Engineering Partnership, Santa Rosa, CA

**In-Store Graphics:** Tracy Signs, Tracy, CA

**Retailer:** The Culinary Institute of America Greystone, St. Helena, CA

**Store Fixtures:** Trinity Engineering, Rohnert Park, CA

## GRAND PRIZE



Photographer: Wakely Photographer, San Francisco, CA



# blt\* supermarket

## KK Shopping Center Shenzhen, Guangdong, China

Working in more than 34,000 square feet, designers created an extraordinary space targeted at young, time-pressured consumers while keeping a consistent brand and marketing strategy. The result is a crisp and dramatic store that presents merchandise categories in easy-to-find placement with effective layout and simple wayfinding communication. A linear ribbon design motif is translated throughout the store in the architectural façade and interior graphics, and a contemporary and narrow palette of colors and materials keeps the attention on the merchandise. Fixtures largely consist of enhanced basic metal supermarket gondolas, while straightforward T-5 fluorescent lighting runs wall to wall and diagonally to create a patchwork of ceiling definition. Light cove frames with graphic patterning are strategically placed throughout the store to highlight key areas.

See more images of  
this project online

**Design:** rkd retail/iQ, Bangkok, Thailand 

**Retailer:** China Resources Vanguard, Shenzhen, China

**Store Fixtures:** ShenZhen BaoZuo Furniture Co. Ltd.,  
Shenzhen, China

**General Contractor:** ShenZhen YouGaoYa Decoration  
Engineering Co., Ltd., Shenzhen, China

## GRAND PRIZE





# Longo's Brother Fruit Market Inc.

Maple Leaf Square Toronto

Breaking the stereotype of brightly lit, sterile grocery spaces, Longo's is warm and inviting with Caesar stone countertops, dark walnut finishes, and sandy porcelain-tiled floors. Energy-efficient compact fluorescent and high-bay fixtures were used for both general and ambient lights, with incandescent used only for highlighting features. An irregular store footprint and a number of architectural columns were challenging, but designers transformed the columns into communication vehicles by wrapping them in graphics and adding shadow boxes to suggest a "fresh from the fields" feeling. Store destinations were created in the space, moving consumers from one department to the next, including the Chocolatier, the Kitchen, the Salad Bar, the Tortilleria, and the Hardwood Smoker.

See more images of  
this project online

**Architect:** Stephen Pile Architect Inc., Toronto, ON, Canada  
**Design/In-Store Graphics:** Watt Inc., Toronto, ON, Canada

**Flooring:** Ciot Technica, Concord, ON, Canada  
**Flooring:** Olympia Tile: Toronto, ON, Canada  
**Flooring:** OSI Surfaces, Mississauga, ON, Canada  
**Furniture:** Tusch Seating , Toronto, ON, Canada  
**General Contractor:** RFB General Contractor: Burlington, ON, Canada  
**Lighting/Lighting Design:** Jordan Architectural Group Ltd., ON, Canada  
**Millwork:** Aspen Laminating, Bolton, ON, Canada  
**Plastic Laminating:** McFadden's, Oakville, ON, Canada  
**Refrigerators:** Neelands Refrigeration Ltd., Burlington, ON, Canada  
**Store Fixtures:** ISPA, Georgetown, ON, Canada  
**Visuals:** Canadian Sign Systems, Port Perry, ON, Canada  
**Wall Treatment:** Benjamin Moore, Toronto, ON, Canada  
**Wall Treatment:** Nedlaw Living Walls, Breslau, ON, Canada

*outstanding merit*



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# Donato Salon + Spa Shops at Don Mills Toronto

Striving to create a luxurious, modern space with a touch of majesty, designers created a boutique experience in Donato's flagship location. The salon's reception area features a marble reception desk and shaded chandeliers reflecting from a backdrop mirror set in black matte wall detailed with moulding. Merchandise is displayed in lacquered wood armoires, and black and ivory is used heavily throughout the salon with white lacquered free-standing fixtures, a black porcelain floor, black ceiling with white glass chandeliers, oversized black-and-white photography and graphics, and a black spa corridor with white light troughs that create a tunnel effect. Graphic artwork was custom designed on 10-by-6-foot installation panels in the hair wash station and the Colour Bar, images inspired by smoke and hair waving under water in a current.

See more images of  
this project online

**Art:** Angela Cameron Fine Arts, Vancouver, BC, Canada

**Art:** Fly Freeman, Toronto, ON, Canada

**Corian/Metal/Woodwork:** N-Style General Contractor, Toronto, ON, Canada

**Design:** II BY IV Design Associates Inc., Toronto, ON, Canada ARE

**Flooring:** Olympia Tile, Toronto, ON, Canada

**Furniture:** Plan B, Toronto, ON, Canada

**Lighting:** Eurolite, Toronto, ON, Canada

**Retailer:** John Donato, Toronto, ON, Canada

**Stone:** Ciot Marble & Granite Inc., Toronto, ON, Canada

**Wall Treatment:** Brenlo, Toronto, ON, Canada

## GRAND PRIZE



Photographer: David Whittaker Photographer, Toronto, ON, Canada



*outstanding merit*



photographer: Ilor Pona Photographer, South Surrey, BC, Canada

## Unleashed Dog Spa

Vancouver, BC, Canada

This full-service dog grooming specialty store was given a spa-like, high-quality setting. An eye-catching feature that attracts attention from the street, two custom play/lounge hoops invite dogs to lounge on pillowed cushions in sculpted metal hoops. The hoops connect the curved glass barrier between the retail space and the play-care area. Materials were selected for both aesthetic and canine purposes. For example, the undulating textured resin cash desk panel doesn't scratch when Fido jumps up, and floors and walls are finished with durable, cleanable, and easy-to-maintain surfaces.

**Design:** Square One Interiors Inc., Vancouver, BC, Canada

**In-Store Graphics:** Angela Chan Design, BC, Canada

**Retailer:** Unleashed Dog Spa, Vancouver, BC, Canada

**Store Fixtures:** ALU, San Francisco, CA

**Store Fixtures:** Sorea, Seattle, WA

**Store Fixtures/Lighting:** Karice, Surrey, BC

**Wall Treatment/Flooring:** Pacific Stone Tile, Vancouver, BC, Canada

See more images of  
this project online

*outstanding merit*



photographer: del rio photography, Calgary, AB, Canada

See more images of  
this project online

## Westside Laser + Light

Calgary, AB, Canada

This medical laser and aesthetics clinic provides a spa-like environment through the use of natural materials and colors. As the clinic's name may suggest, light became important in the design. Translucent resin panels were used throughout the space to allow for light to pass through. In Acne Pods, simple pot lights and organic-shaped pendants set against a bright-green round recess act as general lighting and create a moody quality with green, glowing walls. When light therapy treatment machines are turned on, the different colored lights change the color of the glowing panels and create a playful, ever-changing space. A UV film was added to windows and birch-branched resin panels were suspended within the window frames, which both filter the light into the space.

**Design:** keddie architecture inc, Calgary, AB, Canada

**Flooring:** Christopher Carpets (Amtico), Calgary, AB, Canada

**Flooring:** Julian Tile: Calgary, AB, Canada

**Flooring:** Shaw Contract Group, Calgary, AB, Canada

**Furniture:** Davis Furniture, High Point, NC

**Furniture:** Garnish, Calgary, AB, Canada

**General Contractor:** Centrex Contracting, Calgary, AB, Canada

**In-Store Graphics:** Quintaro Imaging, Calgary, AB, Canada

**Lighting Design:** Stebnicki + Partners, Calgary, AB, Canada

**Retailer:** Westside Laser + Light, Calgary, AB, Canada

**Store Fixtures:** Marcor Millwork Ltd., Calgary, AB, Canada

**Wall Treatment:** 3form, Salt Lake City, UT

**Wall Treatment:** Metro Wallcoverings, Calgary, AB, Canada



# Eyewear from the Beginning to the Future

Grand Central Terminal New York City

Designers of this unique eyewear display set up to rethink the glass display case "as a fractured but still iconic and representative model of movement and connection in urban spaces." A large, abstracted convex glass lens was cut by a series of vectors connecting various architectural and programmatic elements in Vanderbilt Hall. The shattering of the glass created cracks and fissures that led to a deeper labyrinthine "city of information." Graphic surfaces, created by adding film layers and fluorescent backlit surfaces, present a uniform illuminated background for the display of the delicate and detailed items, text, and graphics.

See more images of  
this project online

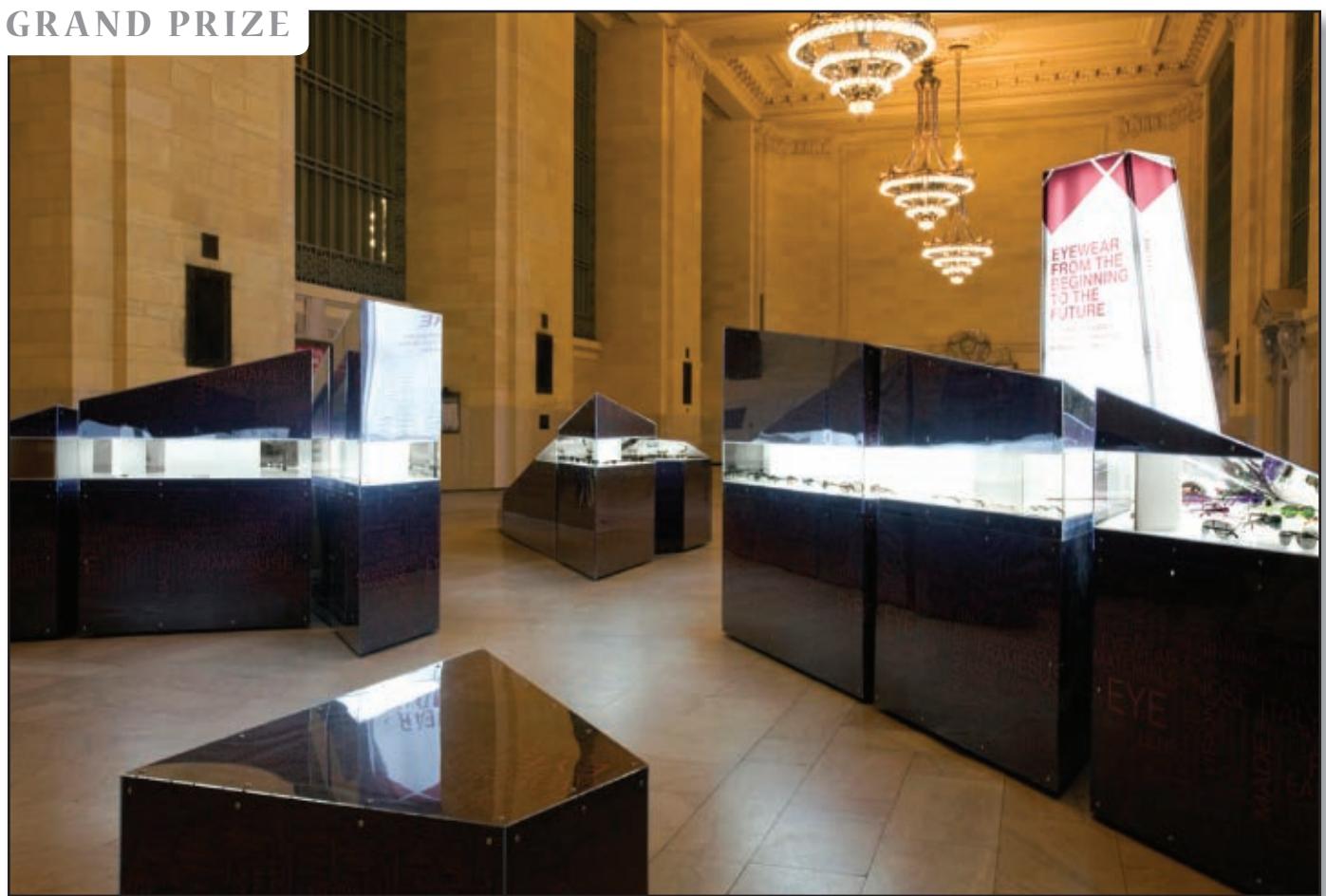
**Design:** Giorgio Borruso Design, Marina Del Rey, CA 

**Retailer:** ANFAO, Milan, Italy

**Retailer:** Italian Trade Commission, New York, NY

**Store Fixtures:** T.Alongi, St-Leonard, PQ, Canada

## GRAND PRIZE





# Galeriile Sabion

## COCOR Department Store

Bucharest, Romania

With jewelry pieces that are works of art in themselves, designers created a retail space that feels more like an art gallery than a retail store. The “works of art” are displayed in handmade wrought-iron frame exposures beneath a handmade mirror ceiling. The light from 227 meters of LEDs is reflected in the store’s glass curtains and pallet displays and metal used in the floor, frames, showcases, and furniture. The checkerboard floor is made up of black granite and stainless steel, with each stainless steel slab outfitted with 12-volt induction currents to provide electricity and lighting to any display positioned on the terminals and eliminate unsightly sockets. The ceiling above mimics the floor in a black-and-silver checkerboard pattern.

See more images of  
this project online

**Design:** SABION ELEN, Targu Mures, Romania

**Retailer:** Galeriile Sabion, Targu Mures, Romania

**Store Fixtures:** SABION ELEN, Targu Mures, Romania

### GRAND PRIZE





## Nixon Encinitas, Calif.

Set in 600 square feet of space to spotlight watches, accessories, headphones, bags and clothing, Nixon takes its action sports brand upscale. With limited space, multiple pathways needed to remain clear for existing storage area access in a flagship while introducing a new level of function and style and maintaining the Nixon identity. The result is a space organized by gender and price to simplify the customer experience. Floating vignette and cases mounted from above, stainless hangers suspended using sailor's rope and pulleys, and an eclectic collection of display styles provides a museum-like ambience. The simple color scheme, featuring oak veneer, matte black steel, and glass, keeps the shop open while directing focus to the merchandise.

**Design/Lighting Design:** Displayit Inc., Foothill Ranch, CA ARE  
**General Contractor/Store Fixtures:** Displayit Inc., Foothill Ranch, CA ARE  
**Lighting:** Step 1 Lighting, Irvine, CA  
**Retailer:** Hansen's Surf Shop, Encinitas, CA  
**Retailer/Visuals:** Nixon, Encinitas, CA

See more images of this project online

### outstanding merit



### outstanding merit



See more images of this project online

## supermarket Bio AVRIL Quartier Dix30 Canada

To create this organic supermarket that specializes in exclusive beauty products and lifestyle tips, designers were tasked with incorporating a lifestyle of beauty, health, and wellbeing. The result is a store that aims to be simple with a host of natural elements and designs. Visual presentations, for example, are supported by freestanding coral fixtures and grass hanging down the walls. Lighting fixtures also incorporated hanging grass and coral, with custom designs for wall lights in papier torchon for the store's "treatment cabins." LED lighting under shelving was combined with natural light to bring a softness to the store.

**Consultant (Marketing):** Solnyx Consultants Inc, Montreal, PQ, Canada  
**Design:** TUXEDO, Montreal, PQ, Canada  
**Retailer:** SUPERMARKET BIO AVRIL, BROSSARD, PQ, Canada  
**Store Fixtures:** EMA Design inc, St Jean-sur-Richelieu, PQ, Canada  
**Store Fixtures:** Virtuose, Montreal, PQ, Canada



# Macy's Oakbrook Women's Shoe Department, Oakbrook Shopping Center Oakbrook, Ill.

A 15,400-square-foot shop within a shop, Macy's women's shoe department features curvilinear aisles and fixtures that set a central hub for Macy's Impulse brand and serve as the focal point of the floor plan. Merchandise categories are separated into "rooms" using transparent architectural screen dividers, creating "lifestyle rooms." Collections and brands create stories featured in dramatic perimeter and floor fixture design. Fixed shelving configurations flow in horizontal ribbons without dividers. Residential-inspired furnishings are elegantly understated and comfortable in a mid-century style. Negative space in the high ceilings is diminished by indirect lighting on the walls, and overall, the shop is open and connected.

[See more images of  
this project online](#)

**Architect-of-Record:** Antunovich Associates, Chicago, IL  
**Design:** Charles Sparks + Company, Westchester, IL   
**Fabric:** Knoll Textiles, Chicago, IL  
**Flooring:** Atlas, Chicago, IL  
**Furniture:** Wesnic, Jacksonville, FL  
**General Contractor:** W.E. O'Neill General Contractor, Chicago, IL  
**Lighting:** Design Lighting Group, Chicago, IL  
**Plastic Laminate:** Abet Laminati, Engelwood, NJ   
**Plastic Laminate:** Formica, Cincinnati, OH

**Plastic Laminate:** Pionite, Elk Grove Village, IL  
**Plastic Laminate:** Wilsonart, Temple, TX   
**Retailer:** Macy's Inc., Cincinnati, OH  
**Store Fixtures:** Pinnacle Woodwork, Germantown, WI   
**Wall Treatment:** Benjamin Moore, Carol Stream, IL  
**Wall Treatment:** Innovative Stone, Hauppauge, NY  
**Wall Treatment:** Knoll Textiles, Chicago, IL  
**Wood Finish:** R.S. Bacon Veneer, Burr Ridge, IL

## GRAND PRIZE



Photographer: Charlie Mayer Photographer, Oak Park, IL



# Kastner & Ohler

Graz, Austria

The goal: to create Austria's largest, most modern and most beautiful department store—and incorporate traditional values. The resulting space is reminiscent of the Belle Époque era in 430,556 square feet across six floors. Atria were reconstructed and upgraded with two escalator facilities to take people up six floors, where a striking roof system floods the interior with daylight during the day and an exclusive rooftop area provides panoramic views of Graz. Luxury is abundant in both materials and furnishings, with natural stone, wood, onyx, and marble as staples. Unique items are scattered throughout, including the egg chairs at the champagne bar. The store remains breezy, well arranged, and attractive, and each floor offers a different look and feel, while maintaining a similar design principal.

See more images of  
this project online

**Architect:** Blocher Blocher Partners, Stuttgart, Germany 

## GRAND PRIZE





# Liverpool Polanco Department Store

Mexico City

This full-line, flagship department store delivers a simple but powerful design that enhances the Liverpool Brand while captivating and inspiring shoppers. A combination of hyper-scale staircase and visual art, including a feather sculpture, adds "wow" while inspiring vertical movement throughout the space. The two-story atrium features monumental columns that connect the ground level with the mezzanine floor and serves as the visual heart of the store. Black-and-white accents, architecture icon elements, graphic design, and visual merchandising presentations also deliver the simple, yet powerful brand message, while creating a sense of drama. The high-gloss, white porcelain tile flooring is luxurious, but does not compete with the space.

**Audiovisual:** Planica, Mexico City, Mexico

**Design:** FRCH Design Worldwide, Cincinnati, OH 

**Flooring:** Grupo Porcelanosa, Mexico City, Mexico

**General Contractor:** JF Supervision y Coordinacion de Obra, Leon, Guanajuato, Mexico

**Lighting:** Lightmex, Mexico City, Mexico

**Lighting Consultant:** Lighting Workshop, Inc., Brooklyn, NY

**Retailer/Design:** Servicios Liverpool, SA de CV, Mexico City, Mexico

**Store Fixtures:** Grupo Huitzilin, Mexico City, Mexico

**Store Fixtures:** PC Proyectos, Mexico City, Mexico

*outstanding merit*



See more images of  
this project online



# innovation Chute.

Congratulations to Exchange and designer Chute Gerdeman! All your hard work – the starts and stops and the designs that were almost but not quite there – has paid off in a well-deserved ARE Design Award.

We are honored to have been a part of your inspiration and your design.

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# The Exchange

## Tinker Air Force Base Oklahoma City

Offering retail goods to the military base since 1895, the rebranded marketplace wanted to update its looks to feature a dramatic identity in a mall concept. The Exchange begins with an Entry Zone that boldly introduces customers to the store's three key words: Home, Life, and Style. Its V-aisle layout attracts customers to the lifestyle destinations where every fixture and architectural element is mobile. Even the 20-foot focal walls that define the softlines departments are on hidden wheels. Custom modular walls define the four corners of the Welcome Home feature room and soft-fits and overhead structures are moveable. Designers also worked to create a sustainable environment. Exterior lighting and signage is solar powered, flooring is made from recycled content, and low-VOC paints were used throughout.

See more images of  
this project online

**Architect:** CG Architecture, Columbus, OH ARE  
**Consultant (Advertising/Multi-media/  
E-commerce):** Mozaic, St. Louis, MO  
**Design:** Chute Gerdean, Columbus, OH ARE  
**Engineering:** MS Consultants, Columbus, OH  
**Fabric:** CF Stinson, Rochester Hills, MI  
**Fabric:** Naugahyde, Nappanee, IN  
**Flooring:** Amtico, Atlanta, GA  
**Flooring:** Atmosphere Recycled Flooring  
**Flooring:** DalTile, Dallas, TX  
**Flooring:** General Contractor Specialties, Muncy, PA  
**Flooring:** J&J-Invision, Dalton, GA  
**Flooring:** Scofield, New Castle, IN  
**Furniture:** 2Modern.com, Mill Valley, CA  
**Furniture:** Bradley Corporation, Menomonee Falls, WI  
**Furniture:** Cabot Wrenn (From Dan Binford &  
Associates), Cincinnati, OH  
**Furniture:** Ekitta, Lakewood, OH  
**Furniture:** Make Be-Leaves, Agoura Hills, CA  
**Furniture:** Nevins (From Dan Binford & Associates),  
Cincinnati, OH  
**Furniture:** Seating Concepts, San Diego, CA  
**General Contractor:** Chance General Contractor,  
Hemphill, TX  
**Graphics/Signage:** D|Fab, Madison Heights, MI ARE  
**Graphics/Signage:** Priority Sign, Sheboygan, WI  
**Graphics/Signage:** RetailOne, Atlanta, GA  
**Lighting:** All Modern Lighting, Boston, MA  
**Lighting:** Alluminare, Beaverton, OR  
**Lighting:** Get Back Inc., Oakville, CA  
**Lighting:** T-Trak by Tech Lighting, Skokie, IL  
**Lighting:** Western Extralite, KS City, MO

**Metal Finishes:** Kawneer, Norcross, GA  
**Paint/Coating:** Benjamin Moore, Montvale, NJ  
**Paint/Coating:** The Sherwin-Williams Co.,  
Cleveland, OH ARE  
**Paint/Coating:** TIGER Drylac U.S.A. Inc.,  
Reading, PA ARE  
**Plastics:** Chemetal, Easthampton, MA ARE  
**Plastics:** Formica, Cincinnati, OH  
**Plastics:** Lamin-Art Inc., Schaumburg, IL ARE  
**Plastics:** Panolam Industries, Shelton, CT  
**Plastics:** Wilsonart, Temple, TX ARE  
**Project Management:** Jones Lang LaSalle, Chicago, IL  
**Retailer:** The Exchange, Dallas, TX  
**Solid Surface:** Corian, Wilmington, DE  
**Store Fixtures:** D|Fab, Madison Heights, MI ARE  
**Store Fixtures:** Madix, Terrell, TX ARE  
**Store Fixtures:** Vira Manufacturing Inc.,  
Perth Amboy, NJ ARE  
**Store Fixtures:** Walls+Forms, Coppell, TX ARE  
**Store Fixture Receiving and Coordination:** American  
Installation Company, Plymouth, MN ARE  
**Visuals:** Melvin S. Roos & Co., Atlanta, GA ARE  
**Visuals:** Seven Continents, Toronto, ON,  
Canada ARE  
**Wall Base:** Johnsonite, Chagrin Falls, OH  
**Wall Treatment:** DalTile, Dallas TX  
**Wall Treatment:** DL Couch, New Castle, IN  
**Wall Treatment:** Hamilton Parker, Columbus, OH  
**Wall Treatment:** Marlite, Dover, OH ARE  
**Wood Products:** Advantage Trim & Lumber Company,  
Buffalo, NY  
**Wood Products:** DPI-Decorative Panels. Inc., Toledo, OH

## GRAND PRIZE



Photographer: Mark Steele Photographer Inc., Columbus, OH

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## outstanding merit



[See more images of this project online](#)

## Barefoot Books

Concord, Mass.

To create a magical children's bookstore, designers designed a theme suggesting gypsy storytellers arriving by caravan and telling stories on crates of books, benches, floor pillows, and a throne. Specialty detail of birds and finials create quiet discoveries, with found objects making up finials and scrap pine boards creating bird collections. Custom-printed tablecloths and wall embellishments decorate the rooms with the brand message. With party rooms and a studio, the flooring throughout the space was kept durable and colorful, while also being warm enough for yoga classes, cleanable for pottery painting, and exciting for a small space.

**Birdman:** Dubler Studio, Newton, MA

**Custom Textiles:** Costume Works, Somerville, MA

**Design:** Edie Twining Design: Boston, MA

**Exterior Signs:** Sign Works Group, Watertown, MA

**In-Store Graphics:** ICL Imaging, Framingham, MA

**Store Fixtures:** CW Keller, Plaistow, NH

**Visuals:** Fine Garden Art, Lee, NH

## Bell Toronto

Rejuvenating the retail environment of one of Canada's largest telecommunications service providers, designers created a store that reflects the approachable, clean line of the company brand. An oversized backlit Bell logo along the length of the store provides an instant visual connection to the brand. The entire space is warm with a color palette of blue, white, gray and black. Behind the cash desk, a collage of floating white cubes and smiling faces adds to the warmth. Crisp, white Corian display surfaces allow for typically black and silver products to pop. Fixtures are flexible to change with the new products, and touch-screen monitors with product information beside products encourages an interactive environment.

[See more images of this project online](#)

**Colored Glass:** NGL Designer Glass, Concord, ON, Canada

**Custom Wallpaper:** Cactus Imaging Centre, Toronto, ON, Canada

**Designer:** Burdiflek, Toronto, ON, Canada

**Flooring Supplier:** Stone tile, Toronto, ON, Canada

**General Contractor:** JAG Building Group, Concord, ON, Canada

**In-Store Graphics Supplier:** Forward Signs, Toronto, ON, Canada

**In-Store Graphics Supplier:** Leo Burnett, Toronto, ON, Canada

**Laminate:** Pionite, Bolton, ON, Canada

**Lift-technology Integration:** SHI Canada, Toronto, ON, Canada

**Lighting Designer:** Lightbrigade, Toronto, ON, Canada

**Lighting Supplier:** Juno Lighting, Des Plaines, IL

**Lighting Supplier:** STL Lighting, Cambridge, ON, Canada

**Lighting Supplier:** Omnilumen, Richmond Hill, ON, Canada

**Millwork & Metal Work:** Forte Fixtures & Millwork Inc., Concord, ON, Canada 

**Paint:** Benjamin Moore, Mississauga, ON, Canada

**Resin:** Reynolds Polymer, Bluesprings, MO

**Retailer:** Bell Corporate Flagship Store, Toronto, ON, Canada

**Solid Surface:** Dupont/Willis Supply, Burlington, ON, Canada

**Store Fixture Supplier:** B+N Industries, Burlingame, CA 

## outstanding merit



Photographer: A-Frame Inc., Toronto, ON, Canada



*outstanding merit*



## holpe+ Shenzhen, China

Judges loved the simplicity of this retail environment that used materials and space to create an upscale impression focused on the brand and marketing for the mobile communications retailer. Targeting two key customer groups, fashion and business, designers created a relaxing, informative and welcoming space to contrast with the cutting-edge merchandise and services. Designers created focal points in its sculptural cellular wall and its "runway" fixtures that provided open-sell solutions in a way that was user-friendly and interactive to consumers. New signature colors, branding, and graphics incorporate a neutral pattern to create a serene space, allowing the merchandise to stand out.

**Design:** rkd retail/iQ, Bangkok, Thailand

**Retailer:** holpe Shenzhen Commercial, Shenzhen, China

**Store Fixtures:** Universal Design Productions Ltd.,  
Hong Kong, China

See more images of  
this project online



7 For All Mankind — Santa Monica Place, Santa Monica, CA

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# 7 For All Mankind

Santa Monica Place Santa Monica, Calif.

Taking an existing store into its second generation, designers drew strengths from the first store, such as the use of marble, to create a high-end appeal and incorporated new elements for a fresh, updated look that better represents the brand's men's and women's apparel. Materials of blackened steel, whitewashed birch plywood, raw oak and walnut, cypress timber logs, and burnished bronze mimic the ambience of a Southern California, Mid-century home. Dramatic features abound, including the 10-foot-tall wood plank pivoting entry doors, metal cashwrap with cantilevered wood ceiling, over-scaled mirrors, and custom-made, hand-blown glass "bubble" chandeliers. The flooring is innovative—a self leveling, engineered polished cement—used throughout the entire space without feeling industrial. 7's artistic use of visual merchandising—draped over logs, for example—provides beautiful displays without intimidating customers.

See more images of  
this project online

**Architect:** Epoch Design Group, St. Louis, MO

**Design:** Freelance Consultant, Los Angeles, CA

**Design:** Vanity Fair Corporation, Los Angeles, CA

**Store Fixtures/Wall Treatment:** High Country Millwork, Longmont, CO 

## GRAND PRIZE



*outstanding merit*

Photographer: Slade Architecture, New York, NY ARE

[See more images of this project online](#)

## Flight Club

Greenwich Village New York City

A mecca for sneaker collectors and urban fashion, Flight Club's clean, authentic urban store references urban recreational spaces like basketball courts, handball courts, and playgrounds, as well as spaces that skaters and bikers use. The existing space was stripped down to its structural elements, which came to be the backdrop. A custom backboard and hoop serve as a projector screen, and all functional objects, including cash registers, scanning stations and benches, are covered in basketball leather and rubber. The colorful merchandise was used as foreground and treated as architectural elements. The end result is an authentic "underground" atmosphere.

**Design:** Slade Architecture, New York, NY ARE

**Design/In-Store Graphics:** Flight Club, New York, NY

**General Contractor:** Bronze Hill, New York, NY

**Retailer:** Flight Club, New York, NY

**Store Fixtures:** KC Store Fixtures, Kansas City, MO ARE

**Store Fixtures:** Xiamen Displayart Co. Ltd., Xiamen, China

## My.Suit New York City

Less is more in this men's suit retailer, which offers a 3,000-square-foot space for men to enjoy custom designing their own suit, a tangible representation of their web shopping experience. Suits are visually displayed without looking busy, suit fabrics on hand to touch and feel are held by magnets, and fixtures have integrated projectors and monitors for the interactive suit-building process. Touch-screen computers and projectors offer a step-by-step process for customers to follow in a streamlined, yet dramatic space filled with neutral black, white, and gray.

**Audio:** Innovative Audio, New York, NY

**Ceiling Mural:** Ivan Felix, New York, NY

**Design:** UnSPACE INC., New York, NY ARE

**Flooring:** Ann Sacks, New York, NY

**Flooring:** Architectural Systems Inc., New York, NY ARE

**General Contractor:** Ocean Pacific Interiors, New York, NY

**Lighting:** Jesco Lighting Group, Glendale, NY ARE

**Lighting Design:** Ryoko Nakamura, New York, NY

**MEP Consultant:** Ohanes Choubaralian, New York, NY

**Retailer:** My.Suit, New York, NY

**Store Fixtures:** Amunel Manufacturing Corp., Philadelphia, PA ARE

**Store Fixtures:** Fleetwood Fixtures, Leesport, PA ARE

**Store Fixtures:** Uhuru Design, Brooklyn, NY

**Visuals:** Bernstein Display, New York, NY ARE

**Visuals:** RHO, New York, NY ARE

**Wall Treatment:** Aimee Wilder Designs

*outstanding merit*

Photographer: Christophe Randall, New York, NY

[See more images of this project online](#)



# Brown Thomas Luxury Hall

Dublin, Ireland

Sparkling as much as the jewelry within its display cases, the newly created department within the historic Dublin Street flagship conveys sophistication and modernism. Created as a central piazza, curved displays encourage exploration and lead customers through the space. The perimeter is sheathed in a veil of subtly reflective diachroic glass, revealing a shimmering gold-hued iridescence. Invisible floating vitrines are suspended on the modulated transparent glass, allowing visibility into adjacent shops. Cantilevered over sandblasted champagne-colored starfire glass bases, semicircular fixtures appear to float above honed marble flooring. Handmade polished nickel rods extending floor to ceiling appear to be suspended. Columns are clad in tinted antiqued mirror to further reflect the polished nickel sculptures, maximizing its visual impact.

See more images of  
this project online

**Architects:** BKD Architects, Dublin, Ireland

**Designer:** Burdiflek, Toronto, ON, Canada

**Flooring (stone):** Clot, Toronto, ON, Canada

**General Contractor:** John Sisk and Sons, Hertfordshire, UK

**Lighting Designer:** Lightbrigade, Toronto, ON, Canada

**Lighting Designer:** dpa Lighting Design, London, UK

**Lighting Supplier:** One Point Two Lighting, Dublin, Ireland

**Mechanical & Electrical Services Consultant:** Curely

Smith Design Partnership, Dublin, Ireland

**Metal Sculptures:** Dennis Lin, Toronto, ON, Canada

**Millwork (metal) & Dichroic Glass:** Knoblauch,  
Markdorf, Germany

**Structural Engineer:** Arup Consulting Engineers,  
Dublin, Ireland

**Retailer:** Brown Thomas: Dublin, Ireland

## GRAND PRIZE



Photographer: A-Frame Inc., Toronto, ON, Canada

**outstanding merit**

[See more images of this project online](#)

**David Yurman**

Madison Ave. New York City

A Madison Avenue townhouse was transformed into a six-level, multi-purpose space that includes a prototype flagship retail store and office space, as well as storage. Organic finishes create a warm atmosphere that showcases the sculptural background of David Yurman's jewelry. Walnut millwork and "live edge" wood slabs for display cases ground the space, while weathered steel panels, aged patina and bronzed mirror glass adds a bit of drama. A six-story spiral staircase becomes a focal point, with a skylight that provides natural light, drawing people to the upper floors.

**Design:** Gabellini Sheppard Assoc., New York, NY

**General Contractor:** Shawmut Design and General Contractor, New York, NY

**Retailer:** David Yurman, New York, NY

**Store Fixtures:** Mark Richey Woodworking and Design Inc., Newburyport, MA

**Telus** Toronto

The launch of a brand-new corporate tower secured Telus a presence on the Toronto skyline, and with that, the brand required an equally dramatic statement on the ground level. The unique environment serves as a brand gallery, corporate presentation center, and retail space. Towering silos provide a white canvas for brand messaging, with the largest, 40 feet in diameter by 60 feet high, serving as a "Brand Theater." Interior and exterior walls are wrapped in oversized graphics, creating a changeable wallpaper that can reflect the current brand. Multi-perspective video installations appear in the collection of video screens on polished stainless steel posts referred to as the "Brand Forest" creating a dramatic point of interest.

**Architect:** Sweeney Sterlington Finlayson & Co., Toronto, ON, Canada

**Designer:** Burdifilek, Toronto, ON, Canada

**Electrical Engineer:** Precise Engineering, Oakville, ON, Canada

**General Contractor:** Claridge Construction Ltd., Maple, ON, Canada

**In-Store Graphics Supplier:** Taxi Advertising, Toronto, ON, Canada

**Lighting Designer:** Burton Lighting, Toronto, ON, Canada

**Lighting Supplier:** TPL Lighting, Toronto, ON, Canada

**Mechanical Engineer:** The Mitchel Partnership Inc., Toronto, ON, Canada

**Millwork:** Alliance Store Fixtures, Concord, ON, Canada

**Retailer:** TELUS Mobility, Toronto, ON, Canada

**Visual Supplier (touch screens, video screens):** Adflow, Burlington, ON, Canada

**outstanding merit**

[See more images of this project online](#)

Photographer: A-Frame Inc., Toronto, ON, Canada

# Carlo Pazolini Piazza Cordusio Milan, Italy

This 4,155-square-foot flagship for the shoe retailer—its first in Western Europe—juxtaposes its modern design and historic building, capturing attention from its piazza exterior. A series of large windows faces the busy piazza, together with high ceilings and cast-iron columns. Color compositions shift as shoppers move through the space. In reference to the store's merchandise, the shape of an infant's foot inspires an iconic "cell" in a network of display shelving and seating. The shelving and seating cells incorporate an innovative and glueless molding process, which bonds natural wool felt with the polymer, forming a new structural composite. Paths manifest as metal tubing or dashed wood slatwall panels, which eventually peel away from the plaster wall, creating a dramatic and eye-catching display to lure customers into the space.

See more images of  
this project online

**Design:** Giorgio Borruso Design, Marina del Rey, CA 

**Retailer:** Carlo Pazolini, Civitanova Marche, Italy

**Store Fixtures:** Chiavari, Italy

**Store Fixtures:** Paola Lenti, Italy

## GRAND PRIZE



*outstanding merit*

Photographer: Mark Steele Photographer, Columbus, OH

## The Flagship Store Powered by Reebok

**New Meadowlands Stadium** East Rutherford, N.J.

In a most unique twist, one store serves as two at the flagship store of the New York Giants and New York Jets at the New Meadowlands Stadium. With Giant blue and Jet green, the interchangeable store provides an appropriate backdrop to each team's branded merchandise. The store uses a combination of modern architectural design and innovative fixtures, digital technology, and lighting to transform from Giants to Jets in three hours. The 9,600-square-foot store uses creative lighting, posted graphics, hidden storage and flexible and modular fixtures. The completed design features gleaming white floor-to-ceiling striped bands and color-changing LED ceiling that glows in team-specific colors.

**Architect:** CG Architecture, Columbus, OH

**Design:** Chute Gerdeman, Columbus, OH

**Epoxy Floor Paint:** Sherwin-Williams, Cincinnati, OH

**Flooring:** Retroplate System, Provo, UT

**General Contractor:** Shawmut, Boston, MA

**In-Store Graphics:** CG RetailOne, Atlanta, GA

**Laminates:** Formica, Cincinnati, OH

**Lighting Technology:** X-nth, Maitland, FL

**Millwork:** Environments, Minnetonka, MN

**Millwork/Vince Lombardi Trophy:** Storyland Studios, Lake Elsinore, CA

**Paint:** The Sherwin-Williams Co., Cleveland, OH

**Retailer:** Delaware North Companies, Buffalo, NY

**Store Fixtures:** OPTO International Inc., Wheeling, IL

**Visuals:** Seven Continents, Toronto, ON, Canada

**Wall Base:** Johnsonite, Chagrin Falls, OH

See more images of  
this project online

## Levi's Flagship Store

**London** Regent Street, London

The re-crafted flagship store was designed to "demystify what makes one pair of Levi's distinctly different from another while easing the buying process for customers," according to its designers. Creating a variety of spaces to help with that goal, shoppers now can see the jeans in its 22 stages of washing in the 501 area, view art exhibitions in the Origin Gallery, and enjoy a personalized way to buy jeans in the Inspection Room, where leg forms dressed in each available jean style show buyers fit and color. The leg form's product sits in clean fixture shelving just below, making the shopping experience easier.

**Design:** Checkland Kindleysides, Leicester, United Kingdom

**Lighting:** ERCO Lighting, London, United Kingdom

**General Contractor:** CDS Group Services, Hampshire, United Kingdom

**Project Management:** Design Time, Leeds, United Kingdom

**Steel Engineering/Glazing:** Mtech Engineering, Nottingham, United Kingdom

**Store Fixtures:** Birley Manufacturing, Sheffield, United Kingdom

*outstanding merit*

Photographer: Keith Parry, London, United Kingdom

See more images of  
this project online



# Bloomingdale's Santa Monica Place

Santa Monica, Calif.

Bringing the casual yet contemporary feel of Bloomingdale's SoHo location to Santa Monica, this smaller-scale store also takes a cue from its beach-side community to create a "beach chic" lifestyle. The iconic black-and-white checkerboard floor remains, along with elegant touches like glass gilded with metal. However, the store incorporates elements that create an imaginative departure from the renowned retailer's style. Natural light pours through new windows, and the floor plan allows for clear circulation, wide aisles, and strong visibility. Unexpected splashes of color, varied textures, and unusual contrasts including weathered wood with glass

and glazed concrete bring a unique freshness. In men's, reclaimed bar fixtures and casework are abundant, while in women's, mannequins float on a ceiling-mounted conveyor belt and Chinese lantern-style pods serve as dressing rooms. Maintaining California's strict seismic codes restricted interior glass use, so designers used offbeat solutions including metal mesh screens and white-washed woods, as well as floating drywall sections and metal trusses, to take advantage of higher ceilings for an eye-catching look not found in New York.

**Architect (exterior):** Kevin Kennon Architects, New York, NY

**Architect (interior)/MEP Engineering:** Hixon Architects, Inc., Cincinnati, OH

**Design:** Mancini Duffy, New York, NY

**Feature Walls/Upholstery Fabrics:** Carnegie Fabrics, Rockville Centre, NY

**Flooring:** Architectural Systems Inc., New York, NY 

**Flooring:** Atlas Carpet, New York, NY

**Furniture/Upholstery:** Barrett Hill, New York, NY

**Furniture/Upholstery:** Vaswani, Union, NJ 

**General Contractor:** CW Driver, Pasadena, CA

**Lighting Design:** Lighting Workshop, Brooklyn, NY

**Metal Racks:** Mega Vision, Inc., Brooklyn, NY

**Retailer/Design:** Bloomingdale's, New York, NY

**Retailer/Design:** Macy's, Cincinnati, OH

**Retractable Fitting Room Pods:** Moon Design Manufacturing, Vista, CA 

**Showcases:** Faubion Associates, Dallas, TX

**Specialty Metal Racks:** JPMA, New York, NY 

**Stockroom Units:** Mobile Media, Pine Bush, NY 

**Store Fixtures:** Bruewer Woodwork Mfg. Co., Cleves, OH 

**Store Fixtures:** Builders Furniture Ltd., Winnipeg, MB, Canada 

**Store Fixtures:** Stanly Fixtures, Norwood, NC 

**Structural Engineering:** Sailful Bouquet, Pasadena, CA

**Wall Treatment/Upholstery Fabrics:** Wilsonart, Temple, TX 

See more images of  
this project online

## GRAND PRIZE



Photographer: Grey Crawford, Santa Fe, NM

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# Albertsons Clairemont

San Diego, Calif.

**WITH A CLEARLY DEFINED** integrated design approach and high benchmarking goals, the project team implemented innovative energy and waste reduction features. An on-site natural gas fuel cell powers the store. Although parallel interconnection with the utility grid provides a dual energy supply stream, the fuel cell has the capacity to generate 100 percent of the store's annual electricity usage. Waste heat generated by the fuel cell is reclaimed to heat and cool the store, and the chiller is water-fired. Demand-controlled ventilation cuts the energy consumption, as does LED accent, track and refrigerated case lighting. An energy management system dims ambient light levels in accordance with daylight levels from the numerous skylights. While providing appropriate color rendering for produce and perishables, the system exceeds California Title 24 code requirements for the lighting power load by almost 20 percent. The store's overall energy consumption is 10 percent below Title 24 allotment. To ensure that the building performs as it was designed, an independent firm served as commissioning authority.

Diverting 86.9 percent of construction waste from landfills was merely the beginning of the project's waste management achievements. Targeting a zero-waste store, the project team instituted an aggressive recycling program in lieu of trash compactors, established new operational procedures, and educated the store's operational personnel to implement those procedures. With excess product donated to a local food bank, the Fresh Rescue recycling program helps the store come close to zero waste.

Certified to the Gold level of EPA's GreenChill certification program, the store employs a refrigeration leak detection and CFC reduction program. A glycol-based secondary refrigeration system minimizes the primary refrigerant charge.

Built to LEED Silver standards, the store cut water consumption by more than 45 percent thanks to water-saving plumbing fixtures. The store also features regional materials and materials with sustainable attributes, such as FSC-certified wood trim and doors, Energy Star roofing, Green Label Plus flooring, and Green Seal paints and coatings.

**Architect:** MCG Architecture, Irvine, CA

**Design:** SUPERVALU Store Design Services,  
Eden Prairie, MN 

**Electrical Engineering:** DC Engineering, Meridian, ID

**Fixture Contractor:** Steve Julius General Contractor,  
San Clemente, CA

**General Contractor:** Eleven Western Builders,  
Escondido, CA

**HVAC:** Trane, Bloomington, MN

**Lighting:** DMA Lighting, Boise, ID

**Lighting:** Graybar, Boise, ID

**Plumbing/Mechanical Engineering:** LLS Plumbing/  
Mechanical Engineering, Los Angeles, CA

**Refrigeration:** Hussman, Salt Lake City, UT

**Refrigeration Engineering:** CTA Refrigeration  
Engineering, Boise, ID

**Retailer:** SUPERVALU, Eden Prairie, MN

**Store Fixtures:** DGS, Payson, UT 

**Store Fixtures:** Hubert, Harrison, OH

**Store Fixtures:** Lozier, Omaha, NE 

**Store Fixtures:** Structural Concepts, Muskegon, MI

See more images of  
this project online

# SUSTAINABLE PROJECT OF THE YEAR





## outstanding merit

Photographer: Aaron Leitz, Seattle, WA

[See more images of this project online](#)

## Starbucks Coffee

East Olive Way Seattle, Wash.

Built to LEED Gold standards, this store is brimming with sustainable elements. Local craftsmen created fixtures and custom furniture unique to the store. The walls sport a magnetic community board of metal panels from decommissioned espresso machines and a tapestry of sacks from the local roasting plant. Salvaged local materials include live edge casework from urban trees, chairs from a university, and a high school's wood flooring now serving as cladding and a communal tabletop. Functional LED lighting paired with decorative low-watt incandescents provide a warm glow while cutting the lighting power load by 35 percent. Other features include water-efficient workroom equipment, low-flow fixtures, FSC-certified cedar siding, and low-VOC finishes and adhesives.

**Casework:** Interior Environments, Seattle, WA**Design:** Starbucks Coffee Company, Seattle, WA**Furniture:** Perfect Imperfections (Kirk Albert), Seattle, WA**Lighting:** Gexpro, Renton, WA**Retailer:** Starbucks Coffee Company, Seattle, WA**Store Fixtures:** Lumastrada, Seattle, WA**Urban Salvaged Wood:** Meyer Wells, Seattle, WA**Wall Treatment:** Seattle Curtain, Seattle, WA

## South St. Burger Co.

Urban Concept, Shops at Don Mills  
Toronto

Embodying the brand's "Be the Right Choice" motto is energy-saving equipment including category rarities despite budgetary constraints. Operational cost savings were projected to justify the 40 to 100 percent higher equipment costs. Two heat exchange exhaust hoods each pull out more than 5,000 cfm of hot air from the charbroiler and fryer to warm incoming air, eliminating the need for a gas-fired preheating unit. A temperature-controlled variable speed fan reduces exhaust fan speeds during slow periods. The system saves \$4,700 per year in energy costs. High-efficiency fryers save 120,000 Btu per hour.

**Design:** Jump Branding & Design Inc., Toronto, ON, Canada **Exterior Signage:** Forward Signs, Toronto, ON, Canada**Green Power:** Bullfrog Power, Toronto, ON, Canada**Heat Exchange/Exhaust System:** Halton Martin Air, Toronto, ON, Canada**High Efficiency Fryers:** WD Colledge, Toronto, ON, Canada**Lighting:** Franklin Empire Inc., Toronto, ON, Canada**Mechanical & Electrical Engineering:** Novatrend, Richmond Hill, ON, Canada**Retailer:** South St. Burger Co., Toronto, ON, Canada**Store Fixtures/Wall Treatment:** Unitedwell Interior Contracting, Markham, ON, Canada[See more images of this project online](#)

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# Carlo Pazolini: Wall Display Cells, Piazza Cordusio Milan, Italy

TAKING A BUILDING FULL OF HISTORY in an Italian piazza and creating a modern, colorful, and fashionable flagship store for shoes was already unique enough. But then designers utilized the large windows and high ceiling facing the busy piazza and created fixtures that not only hold merchandise but become striking visual presentations for the retailer. The display of shelving and seating in the shape of an infant's foot combines dashed wood slatwall panels and metal tubing that lures customers into the space. Once inside, the fixtures climb the plaster walls, eventually peeling away and creating motion in simplicity.

**Design:** Giorgio Borruso Design: Marina Del Rey, CA 

**Retailer:** Carlo Pazolini, Civitanova Marche, Italy

**Store Fixtures:** Chiavari, Italy

**Store Fixtures:** Paola Lenti, Italy



# STORE FIXTURE OF THE YEAR





## 7 For All Mankind:

Focal Fixture, Santa Monica Place  
Santa Monica, Calif.

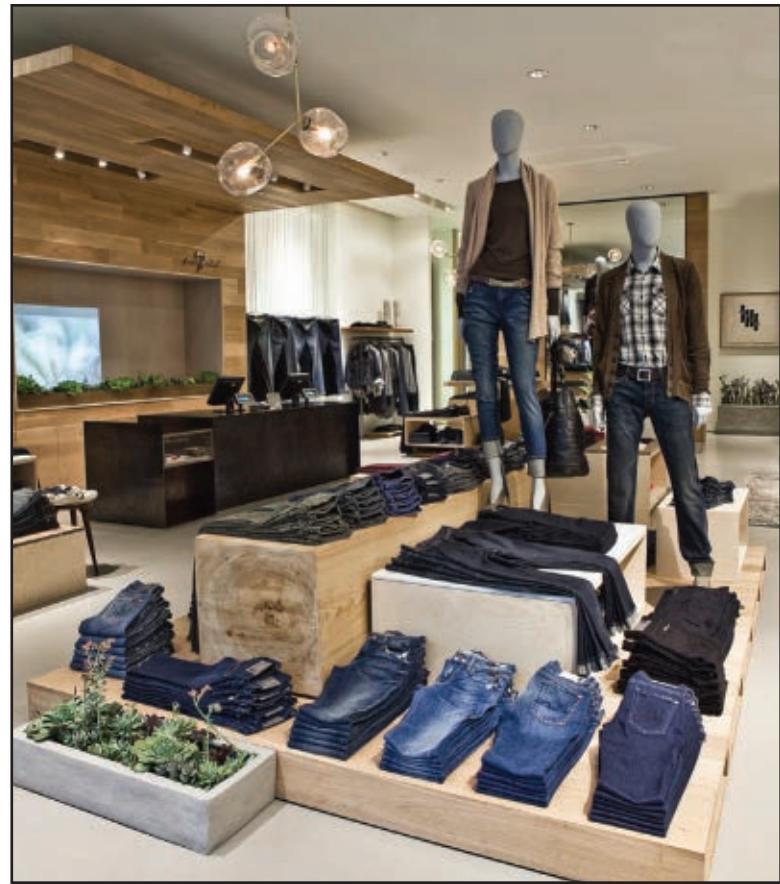
The focal fixture of 7 For All Mankind's store is a custom-designed collection of blackened steel, raw oak, cypress timber logs, and white-washed birch plywood, creating a natural environment for the men's and women's retailer's merchandising display. 7 For All Mankind turns merchandising into an art form, draping product over the salvaged logs or suspending it from wrought-iron washhouse hangers. The focal fixture also serves as a plant bed for live plants, bringing outside influences indoors for the store's new look.

**Architect:** Epoch Design Group, St. Louis, MO

**Design:** Freelance Consultant, Los Angeles, CA

**Design:** Vanity Fair Corporation, Los Angeles, CA

**Store Fixtures/Wall Treatment:** High Country Millwork,  
Longmont, CO 



## Bell: White Corian Store Fixtures Toronto

The mobile device retailer's primarily black and silver products pop against the crisp, white Corian display surfaces used to rejuvenate the company's brand. Clean lines and deceptive simplicity mark all the electronics required to make the fixture function—data, power, and security connections are hidden away. The sleek, seamless fixtures are also extremely flexible to accommodate changes in the product category, such as the recent introduction of tablets. Beside the products, integrated touch-screen monitors allow customers to find in-depth product information, enhancing the interactivity of the store. The design also encourages shoulder-to-shoulder interaction between staff and consumers, which adds warmth to a brand promoting connections.

**Designer:** Burdiflek, Toronto, ON, Canada

**Lift-technology integration:** SHI Canada

**Millwork & Metal Work:** Forte Fixtures & Millwork Inc.,  
Concord, ON, Canada 

**Solid surface:** Dupont/Willis Supply, Burlington, ON,  
Canada

**Touch screen content:** Alchemy/St. Joseph Content,  
Toronto, ON, Canada



# Culinary Institute of America Campus

## Store Tasting & Teaching Facility: Custom Store Fixtures St. Helena, Calif.

Combining the state-of-the-art culinary campus into a new campus store involved custom designing fixtures and cabinetry for their specific functions, while also creating a unified appearance in materials and finish. The custom gondola fixtures incorporate food-service shelving and maple butcher block and can be flexibly arranged in seven different configurations for the various merchandise at the store. The gondolas are on locking caster wheels to provide further flexibility for in-store events and include closed storage cabinets below to hold overstock. The custom Olive Oil and Chocolate tasting bar required two temperature control systems and a color-corrected backlit light table for color assessment and comparison for the oil. The entire composition is sheathed in bamboo strips, echoing the butcher-block material found throughout the store.

**Consultant (Historic):** Architectural Resources Group, San Francisco, CA

**Design/Lighting Design:** Miroglio Architecture + Design, Oakland, CA

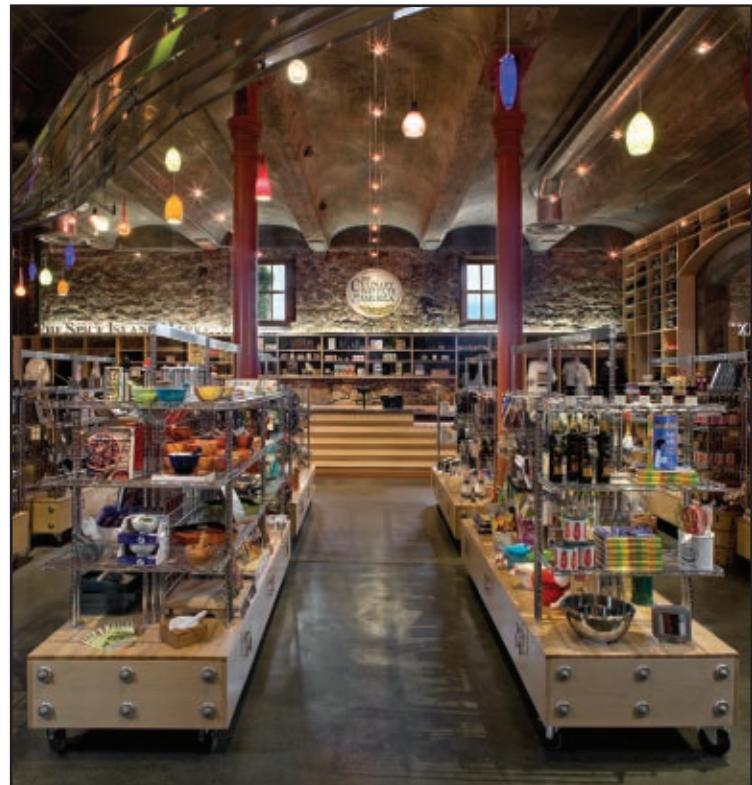
**General Contractor:** Sodexo, St. Helena, CA

**HVAC Engineering:** The Engineering Partnership, Santa Rosa, CA

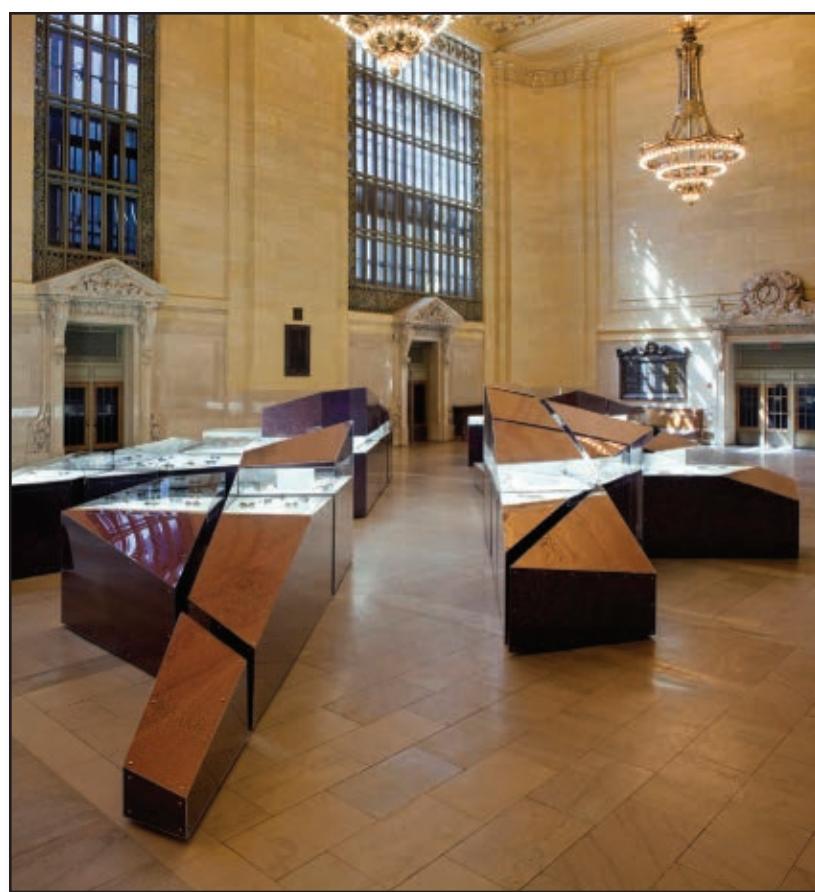
**In-Store Graphics:** Tracy Signs, Tracy, CA

**Owner:** The Culinary Institute of America Greystone, St. Helena, CA

**Store Fixtures:** Trinity Engineering, Rohnert Park, CA



Photographer: Wakely Photographer, San Francisco, CA



## Eyewear from the Beginning to the Future: Open Fixtures

Grand Central Terminal, New York City

To create this striking open display, housed in one of the country's busiest train stations, designers offered a collection of shattered glass full of cracks and fissures. The installation was cut by a 10-inch thick band of clear acrylic and light where items are "discovered" in a large, unifying oval. It is sometimes a vertical window in which viewers can see the display, or, in other areas, viewable from above. Graphic surfaces were created by adding film layers and fluorescent backlit surfaces. Due to its location and the valuable historical pieces, the fixtures not only had to be open, but secure, as well as able to be constructed and deconstructed onsite in 24 hours for the temporary exhibition.

**Design:** Giorgio Borruso Design, Marina Del Rey, CA 

**Retailer:** ANFAO, Milan, Italy

**Retailer:** Italian Trade Commission, New York, NY

**Store Fixtures:** T.Alongi, St-Leonard, PQ, Canada



## Galeriile Sabion: Artistic Store Fixtures, COCOR Department Store Bucharest, Romania

To create a gallery-like space for jewelry retailer Sabion, designers did away with traditional showcase displays and fixtures. Instead, they created pedestals of handmade wrought iron and combined metal and glass into fixtures that are themselves works of art. The stainless steel slabs in the checkerboard floor feature electric currents to provide electricity to the displays without the need for bulky and ugly sockets.

**Design:** SABION ELEN, Targu Mures, Romania

**Retailer:** Galeriile Sabion, Targu Mures, Romania

**Store Fixtures:** SABION ELEN, Targu Mures, Romania

## holpe+ Shenzhen, China

Judges loved the simplicity of this retail environment that used materials and space to create an upscale impression focused on the brand and marketing for the mobile communications retailer. Targeting two key customer groups, fashion and business, designers created a relaxing, informative and welcoming space to contrast with the cutting-edge merchandise and services. Designers created focal points in its sculptural cellular wall and its "runway" fixtures that provided open-sell solutions in a way that was user-friendly and interactive to consumers. New signature colors, branding, and graphics incorporate a neutral pattern to create a serene space, allowing the merchandise to stand out.



**Design:** rkd retail/iQ, Bangkok, Thailand 

**Retailer:** holpe Shenzhen Commercial, Shenzhen, China

**Store Fixtures:** Universal Design Productions Ltd,  
Hong Kong, China



# The Flagship Store Powered by Reebok:

## Multi-Brand Store Fixtures New Meadowlands Stadium, East Rutherford, N.J.

In this home for both the New York Jets and New York Giants, each with its own color branding, creating mobile and changeable fixtures became a key element of the store. Revolving perimeter display panels for jerseys, jackets, and shirts can pivot to reveal either Jets or Giants merchandise. A cap tower near the rear of the store, topped with a massive, metallic replica of the Vince Lombardi trophy, allows for merchandise to be interchanged simply by flipping hinged cover panels. High-gloss white laminate and painted wood surfaces, powdercoated metal fixtures, and signage elements catch the colored LED lighting that fills the space with green or blue. The entire store can be converted in three hours.



Photographer: Mark Steele Photographer, Columbus, OH

**Architect:** CG Architecture, Columbus, OH 

**Design:** Chute Gerdeman, Columbus, OH 

**Flooring:** Retroplate System, Provo, UT

**General Contractor:** Shawmut, Boston, MA

**In-Store Graphics:** CG RetailOne, Atlanta, GA 

**Laminate:** Formica, Cincinnati, OH

**Lighting Technology:** X-nth, Maitland, FL

**Millwork:** Environments, Minnetonka, MN 

**Millwork/Vince Lombardi Trophy:** Storyland Studios, Lake Elsinore, CA 

**Paint/Epoxy Floor Paint:** The Sherwin-Williams Co., Cleveland, OH 

**Retailer:** Delaware North Companies, Buffalo, NY

**Store Fixtures:** OPTO International Inc., Wheeling, IL 

**Visuals:** Seven Continents, Toronto, ON, Canada 

**Wall Base:** Johnsonite, Chagrin Falls, OH

## Unleashed Dog Spa:

### Custom Play/Lounge Hoop

Vancouver, BC, Canada

The store's eye-catching and dog-pleasing custom loungers located in the reception area play on the spa-like setting of this new full-service dog grooming specialty store. Two custom play/lounge hoops of sculpted powder-coated steel with a matte-finish acrylic are softened by pillowed, upholstered fabric cushions that beckon dogs to play and lounge. The hoops help communicate the store's design goal of creating a sense of fun and play for the dog "customers." The porcelain and tile floor finishes are durable enough to accommodate playful dogs running and jumping around the hoops, as well.

**Design:** Square One Interiors Inc., Vancouver, BC, Canada

**In-Store Graphics:** Angela Chan Design, BC, Canada

**Retailer:** Unleashed Dog Spa, Vancouver, BC, Canada

**Store Fixtures:** ALU, San Francisco, CA 

**Store Fixtures:** Sorea, Seattle, WA

**Store Fixtures/Lighting:** Karice, Surrey, BC

**Wall Treatment/Flooring:** Pacific Stone Tile, Vancouver, BC, Canada



Photographer: Ilior Fofa Photographer, South Surrey, BC, Canada



# Nespresso: Coffee Capsuled, EGER Karl Johan Oslo, Norway

FOR THIS IMPRESSIVE visual presentation, designers had to become clothing designers. Thinking outside the box, Nespresso's coffee capsules were combined with the fall fashion trends of 2010 in a display of prêt-a-porter fashion. Taking the colorful capsules used to hold Nespresso's product—about 4,000 capsules—and following the styling by well-known fashion designers that appear in the mall merchandise, designers turn their own cotton canvas into a fashionable gown and bowtie. Coffee becoming clothing the design was such a hit, the designers had difficulty keeping onlookers from touching the exhibit!

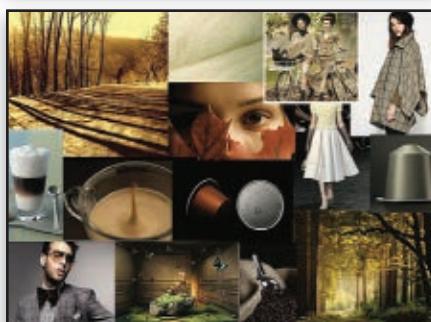
See more images of  
this project online

**Design:** Westerdals Studio3d, Westerdals School of Communication, Oslo, Norway

**Retailer:** Nespresso Norway, Oslo, Norway

**Retail Center:** EGER Karl Johan, Oslo, Norway

## VISUAL PRESENTATION OF THE YEAR



Photographer: Kristin Svanaes, Oslo, Norway





# 200 años de moda (200 years of fashion): Museum Experience

Palacio de Hierro Centro, Mexico City

Set in a 130-year-old building, this high-end retail store created a museum-like experience from the windows to the store corridors using dresses and accessories of years gone by on mannequins, including a collection of wedding dresses from the 1830s to the 1980s. Mannequins were accompanied by hatboxes, flowers, and other props, as well as fabric backs to enhance the textures and colors of the dresses. Designers created more than 20 panels to showcase different decades using an emblematic shadow of a dress from that decade. The panels serve as a guide to different floors.



Photographer: HAH Photographer, Mexico, Mexico

**Collection:** Rodrigo Flores, Mexico, Mexico

**Retailer/Design:** El Palacio de Hierro, Mexico, Mexico



## Apple Computer: Giant iPad Window, Apple Stores Global Apple Computer

This larger-than-life visual window presents the iPad as an innovative device for experiencing a huge variety of media all in one product. The display demonstrated the ability for users to download and read books, listen to music, play games, play and watch DVDs, watch TV shows; designers created giant replicas of books, CDs, DVDs, apps, printed New York Times newspaper, Netflix envelope, and more with painstaking detail. The iPad sample featured an oversized video screen displaying looped video to highlight capabilities and define the product. Paper, gatorboard, acrylic, and plastic were used to create the display, which concealed the support and power fixturing within the books beneath.

**Retailer/Design:** Apple Computer, Cupertino, CA

**Visuals:** Coloredge New York • Los Angeles, CA ARE

**Visuals:** Outform, London, United Kingdom

**Visuals:** shasty inc., New York, NY



## Apple Computer: iPhone FaceTime Holiday Window, Apple Stores Global Apple Computer

To illustrate Apple iPhone's Facetime application, where users on both ends of the phone can see each other as they talk, visual merchandisers created a whimsical holiday display featuring Santa Claus. The display features a full-sized, sculpted Santa holding an iPhone in his hand that is visible to passersby. The image on his phone matches the oversized iPhone display standing on a pedestal, where the face of a little girl helps connect the window's theme: "Seeing Is Believing." The greatest challenge to designers was synchronizing the video between the actual hand-held iPhone and the giant prop, but the result is a real-time modern display touching upon the traditionalism of the holiday.



**Retailer/Design:** Apple Computer, Cupertino, CA  
**Visuals:** Coloredge New York • Los Angeles, CA   
**Visuals:** Outform, London, United Kingdom  
**Visuals:** Silvestri, Los Angeles, CA 



Photographer: Keith Parry, London, United Kingdom

## Levi's Flagship Store London: Inspection Room

The Inspection Room of the redesigned Levi's flagship offers a personalized way for consumers to buy jeans, using leg forms to show how jeans fit and displaying all washes available with simple navigation to the stock. Tailors' leg forms provide a visual impact as consumers descend into the basement. The space visually highlights the various styles and finishes of merchandise and allows customers to inspect every detail of fit up close. Illuminated cabinets below allow for simple presentation of the corresponding product. The cabinets in cream stove enameled finish and Georgian wired glass keep the presentation clean and easy to navigate.

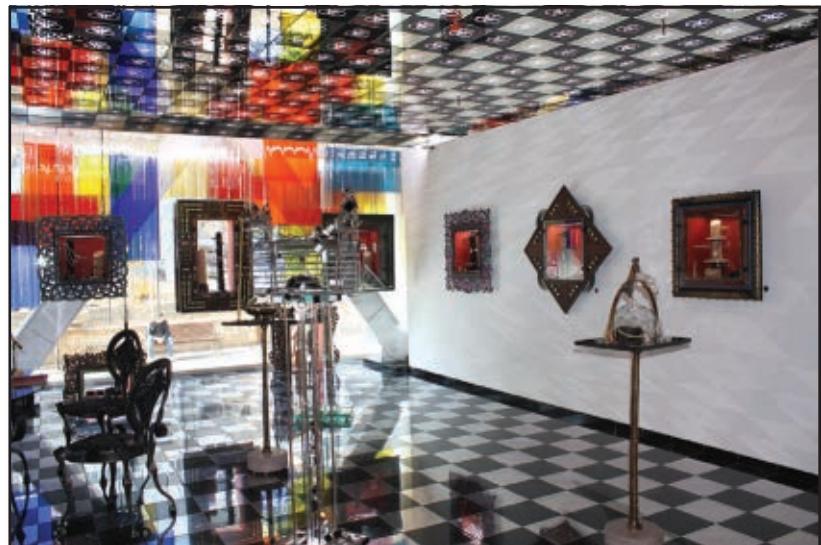
**Design:** Checkland Kindleysides, Leicester, United Kingdom  
**Lighting:** ERCO Lighting, London  
**Store Fixtures:** Birley Manufacturing, Sheffield, United Kingdom



## Galeriile Sabion: Stainless Steel Flooring: COCOR Department Store

Bucharest, Romania

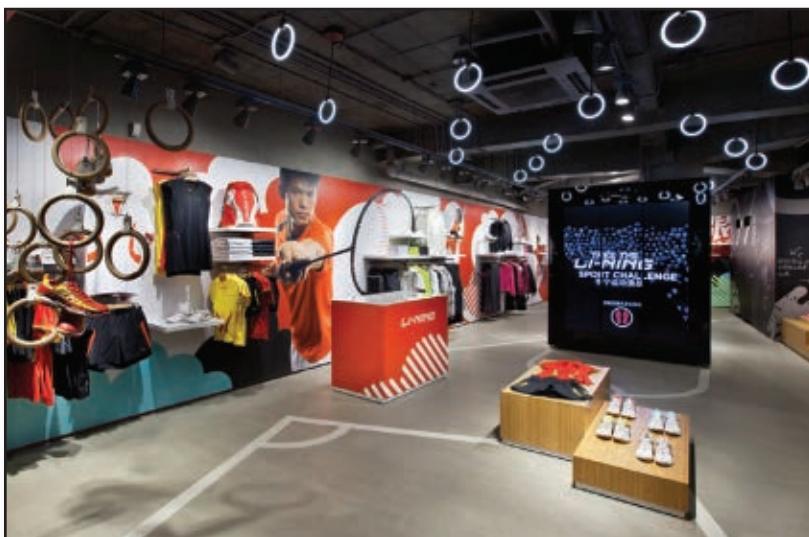
Not only is the flooring in this artful jewelry retail space a dramatic display, it is also outfitted with electric current to electrify and illuminate merchandise displays in artful, hand-sculpted pedestals without wires and sockets. Made of Absolute Zimbabwe Black granite and stainless steel, the checkerboard pattern mirrors the pattern in the glass ceiling, which is made of ordinary mirror tiles and black-painted mirrors, both of which feature Sabion's logo. The patterns are striking and provide a tunnel-like feel when walking through the "gallery" of jewelry being sold.



**Design:** SABION ELEN, Targu Mures, Romania

**Retailer:** Galeriile Sabion, Targu Mures, Romania

## special award: in-store communications



## Li-Ning: Sport Challenge

throughout China (prototypes Beijing & Tianjin)

What better way to highlight and position merchandise in a sporting goods store than to create a unique "Reactive Wall" that uses reactive gaming technology to test a customer's athletic tendencies and deliver product recommendations based on the way they play. The "Li-Ning Sport Challenge" features a large video screen inviting shoppers to play a series of interactive games, using cameras and motion-tracking software to evaluate and display their performance. After several minutes of play, the Reactive Wall identifies agility, strength, and balance, then gives tips on appropriate equipment and apparel, and finishes with a photo of the shopper that is then integrated into the Li-Ning community.

**Architect:** Purge Ltd., Hong Kong, China

**Design:** Ziba Design, Portland, OR

**Environmental Graphics:** Kan & Lau Design, Hong Kong, China

**In-Store Technology:** AV & C, New York, NY

**Lighting:** Philips-China, Shanghai, China

**Retailer:** Li-Ning, Beijing, China

**Store Fixtures:** idX Shanghai, Shanghai, China ARE

**Store General Contractor:** Beijing JiCheng, Beijing, China

**Visuals:** Mark Johnson, Los Angeles, CA



## The Flagship Store Powered by Reebok: Branded LED Lighting: New Meadowlands Stadium East Rutherford, N.J.

To transform a 9,600-square-foot store from one geared toward New York Giants fans to one geared toward New York Jets fans in three hours, lighting becomes the star of the Flagship Store Powered by Reebok. Floor-to-ceiling white-striped bands simulate the emotional highs and lows of a football game, defining the space, lighting the store, and changing the brands from Jets to Giants and back again. Team specific ceiling colors of blue and green are painted with hidden LED lighting fixtures. The overall effect is to amplify the teams' branded colors and emit a powerful glow to attract game-day crowds.

**Architect:** CG Architecture, Columbus, OH 

**Design:** Chute Gerdeman, Columbus, OH 

**Epoxy Floor Paint:** The Sherwin-Williams Co., Cleveland, OH

**Flooring:** Retroplate System, Provo, UT

**General Contractor:** Shawmut, Boston, MA

**In-Store Graphics:** CG RetailOne, Atlanta, GA 

**Laminates:** Formica, Cincinnati, OH

**Lighting Technology:** X-nth, Maitland, FL

**Millwork:** Environments, Minnetonka, MN 

**Millwork/Vince Lombardi Trophy:** Storyland Studios, Lake Elsinore, CA 

**Paint:** The Sherwin-Williams Co., Cleveland, OH

**Retailer:** Delaware North Companies, Buffalo, NY

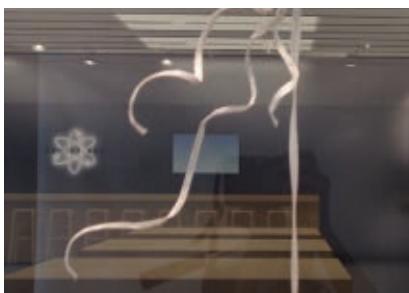
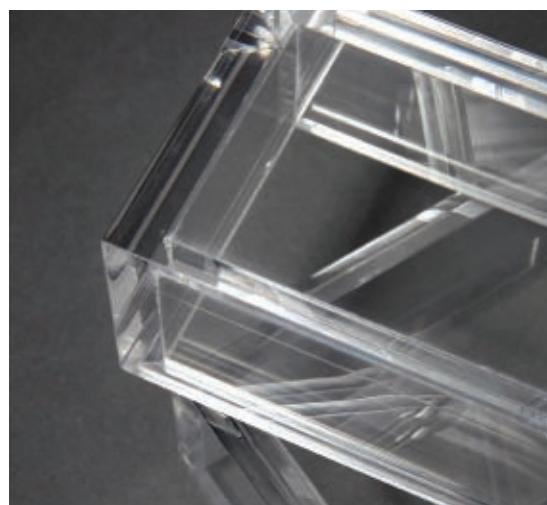
**Store Fixtures:** OPTO International Inc., Wheeling, IL 

**Visuals:** Seven Continents, Toronto, Canada 

**Wall Base:** Johnsonite, Chagrin Falls, OH



Photographer: Mark Steele Photographer, Columbus, OH



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## holpe+:

Cell Wall Shenzhen, China

It's hard to miss the dramatic merchandise wall as Holpe+ features a sculptural honeycomb cell element in its 1,615-square-foot mobile communication store. Made of gypsum board and textured plastic laminate, the capsule-shaped cell wall starts at the store's entrance with inserts of new merchandise launches and carries through as a background to integrated business solutions. The treatment is further accented by lighting in the cells and with directional lighting on the floor and ceiling that creates a cool vibe.

**Design:** rkd retail/iQ, Bangkok, Thailand

**Retailer:** holpe Shenzhen Commercial, Shenzhen, China

**Store Fixtures:** Universal Design Productions Ltd., Hong Kong, China



## Wenger® Maker of the Genuine Swiss Army Knife: Hand Painted Mural and Pine Beetle Topography Boulder, Colo.

A dramatic topographic rendering of the Boulder Flatirons by local artist Dan Sjogren is a compelling focal point behind the point of sale area. The reclaimed beetle-kill pine used in both of these artistic works has a deeper meaning to the outdoor adventurers who visit the store, as pine beetles are wreaking havoc on the local Colorado forests. Using the wood from trees that have been lost to this devastation is intended to remind visitors of the fragility of the environment. The hand-painted wall art mural based on vintage Swiss travel posters serves a dual purpose, referencing the rich history of a legendary brand while utilizing existing architectural conditions, providing a colorful visual focus that guides customers through the space to the back of the store.

**Design:** Gensler, Denver, CO

**Display Rails:** Alu, Chicago, IL

**Forest Chair:** Janus et cie, Denver, CO

**General Contractor:** Sand General Contractor, Arvada, CO

**Glass:** Denver Glass Interiors, Denver, CO

**Leather:** Edelman Leather, Denver, CO

**Lighting:** Lightolier, Denver, CO

**Lighting:** Solid State Luminaire, Denver, CO

**Lighting Design:** Greenlight Engineering, Denver, CO

**Retailer:** Established Brands, Boulder, CO

**Store Fixtures:** LIT Workshop, Portland, OR

**Store Fixtures:** R+L Woodworks & Design, Boulder, CO

**Visuals/In-Store Graphics:** Al Lenzi Group, Inc., Denver, CO

**Visuals/In-Store Technology:** King Systems, Denver, CO

**Visuals/Wall Treatment:** Larry Polzin, Denver, CO

**Visuals/Wall Treatment:** Patrick Marold, Denver, CO

**Visuals/Wall Treatment:** Sjotime Industries, Denver, CO

**Wall Treatment/In-Store Graphics:** iZone, Temple, TX

**Wall Treatment/In-Store Graphics:** Vision Graphics, Loveland, CO



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