

Retail Environments

www.retailenvironments.org

2011 design awards **Winners Book**

**STORE OF
THE YEAR**

**SUSTAINABILITY
Awards**

**STORE FIXTURE
Awards**

**VISUAL
PRESENTATION
Awards**



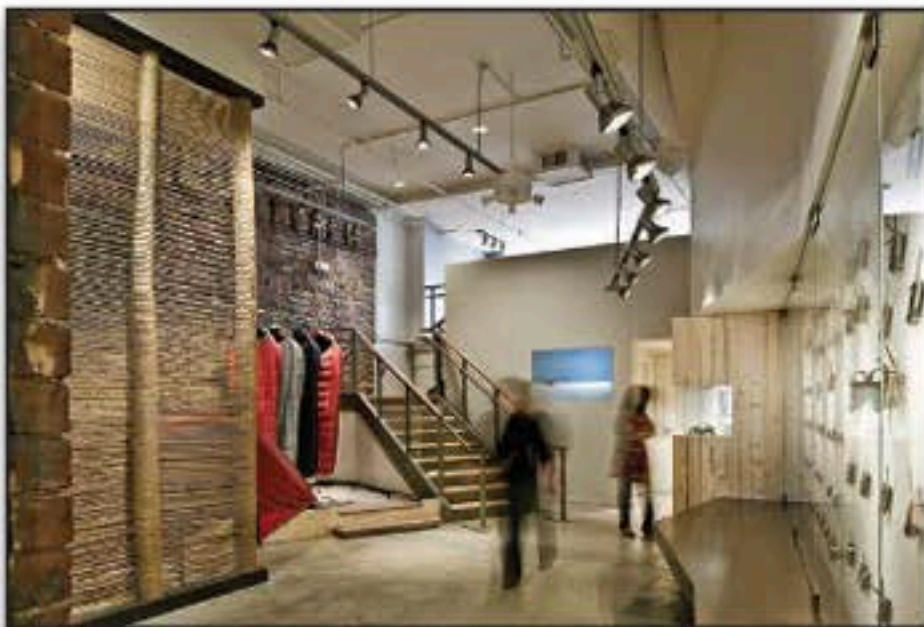
A-R-E | Association for
Retail Environments



hardline specialty store up to 3,000 square feet

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

