

REI

North Conway, NH New Store & Customer Experience Center

Size

25,000 square feet

Project Highlights

New retail concept that focuses on the customer experience; A launchpad to outdoor recreation immediately adjacent to the store; A design that emphasizes rentals, guided experiences, community, and consultation; Open plan and flexible elements that adapt for larger groups and special events; Minimal alteration to existing structure, reducing waste to support REI's sustainability goals

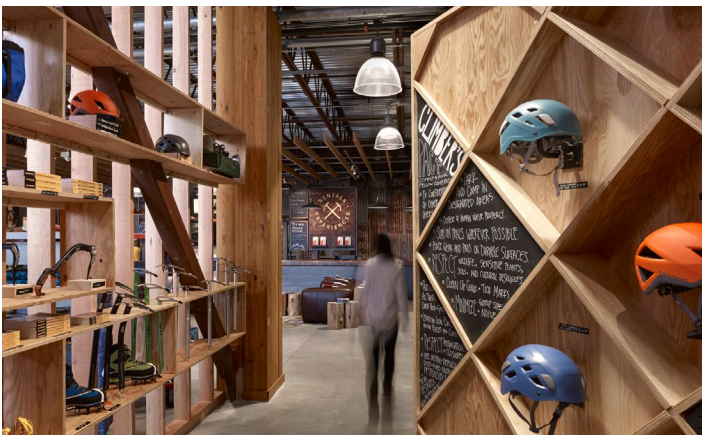
Services Provided

Full service interior architecture and design





Designed as a gateway to outdoor adventures in the White Mountains, this REI store features a reenvisioned retail experience that combines top-quality outdoor gear, guided outdoor experiences, learning opportunities, community, and a wide variety of equipment rental options. While most REI stores are located where members live, work, and shop, REI North Conway is situated adjacent to where they can enjoy outdoor sports and activities.



IA collaborated with REI's internal design team to create this entirely new concept for the co-op's customer experience. Serving locals and visitors alike, the new store is a launchpad to the world-class outdoor recreation area just outside its doors. Rather than focus solely on the commerce function of traditional retail spaces, a full suite of REI co-op offerings is positioned in the center core of the space. To lead with rentals, guided experiences, community, and consultation is a fundamental shift in the customer journey. With a full third of the sales floor committed to this enhanced experience, customers are immediately welcomed and inspired to enjoy the great outdoors.