

'THAT' CONCEPT STORE
ENERGIZES EXPERIENCE

SECTOR SPOTLIGHT:
C-STORE INNOVATION

HUGO BOSS FLAGSHIP
BUCKS TRADITION

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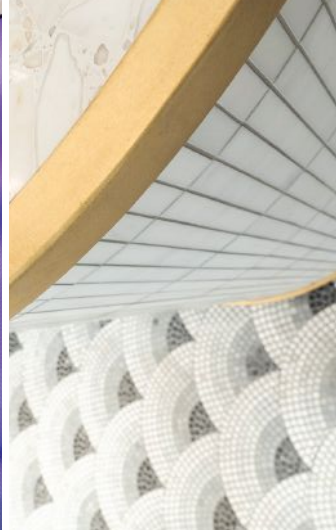
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RETAIL RENOVATION OF THE YEAR

THIS YEAR'S WINNERS REINFORCE THE
POWER OF BRICKS AND MORTAR



2021 RETAIL RENOVATION COMPETITION

REVITALIZING REFRESHES

From an emporium selling tea, one of the oldest consumables around, to another selling state-of-the-art consumer electronics – and several retail formats in between – this year’s winners show how to keep bricks-and-mortar a vibrant selling channel.

*By Matthew Hall,
Contributing Writer*



FIRST PLACE

“T-MOBILE PLANO STORE”

CONVERSION Specialty Store, Sales Area Under 10,000 Square Feet
SUBMITTED BY IA Interior Architecture

Scope of Work: Design and deliver a new store concept across multiple formats. The Plano Experience Store, in a former restaurant site, is the first effort and acts as a customer-first, occasion-based shopping platform.

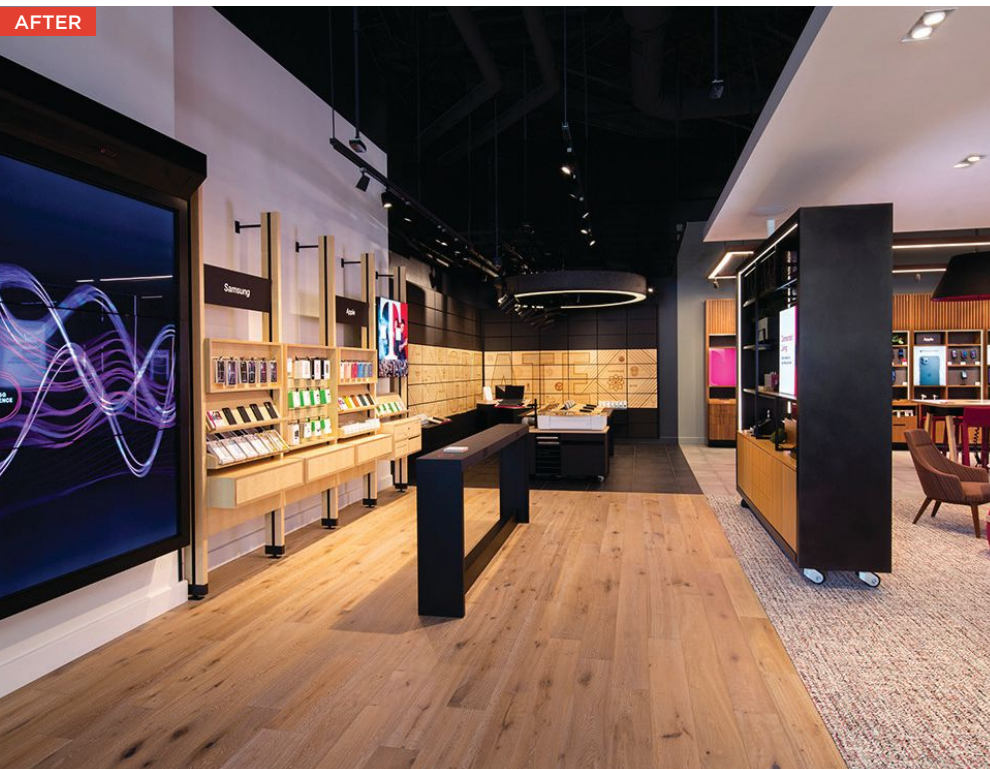
Project Goals: IA Architecture and T-Mobile’s in-house team created a store in which consumers can engage with the brand on their terms. “The store is divided into zones, focusing on the shopping occasions of discovery, service, community, instant gratification, and convenience,” says IA Design Director Ron Singler. “Experience stores are typically lhave the goal of enabling exploration, experience and connection between consumers, T-Mobile experts and products.”

Unique Challenges: For the Plano store, IA and T-Mobile’s team transformed what was a space housing a Mexican eatery into a modern, technology-forward environment. This included re-cladding the entire façade and completely gutting and rebuilding the interior (floors, walls, ceiling, and replacing all of the systems).

What sets the project apart: A dramatic departure from the glossy white stores of T-Mobile’s past, this new concept is purposely more warm, textural and inviting with residential-inspired touches and thoughtful details that convey a hospitality vibe. “The materials palette of natural woods, soft upholstery, felt surfaces and textural carpet-

ing creates a comfortable, approachable environment to make customers feel at home in contrast to the highly machined tech devices and products,” says Singler.

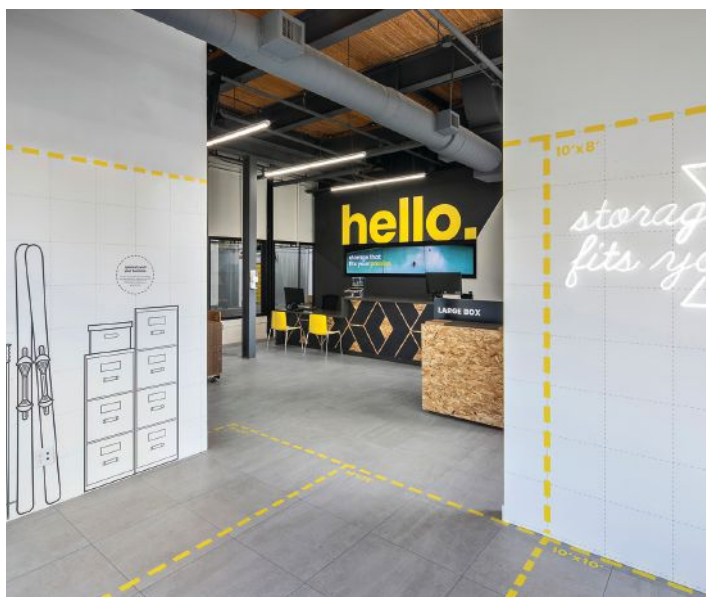
The revitalized exterior, newly clad in Italian porcelain tile, includes a two-story dual-entry vestibule with full-height digital panels that prominently showcase the brand’s magenta glow. Unique to this store – and adding to its allure – is an outdoor patio with seating, video screen and classic analog games.



PHOTOGRAPHY
Wade Tren-
beath, Seattle



HONORABLE MENTION



↑ XYZ STORAGE - LAIRD RENOVATION

RENOVATION Specialty Stores, Sales Area Under 10,000 Square Feet
Amperand Studio, Toronto

PHOTOGRAPHY Philip Castleton Photography Inc., Toronto



← PATAGONIA - OLD TOWN

CONVERSION Specialty Store, Sales Area under 10,000 Square Feet

August Construction Solutions Inc., Raleigh, N.C.

Epoch Design Group

Great Pacific Iron Works

PHOTOGRAPHY Steve Hackney, Virginia Beach, VA.



↓ HOLT RENFREW OGILVY

RENOVATION Department Store
Jeffrey Hutchison And Associates, New York

PHOTOGRAPHY Frederic Bouchard, Montreal



↑ TARGET

RENOVATION Discount/Mass Merchant

Target, Minneapolis

PHOTOGRAPHY Gilbertson Photography, St. Paul, Minn.

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