



Cannondale

Carle Place, N.Y.

Concept: This everyman's bike store presents a design that puts customer comfort, brand identity and apparel first.

For more images of Cannondale, visit vmsd.com

1 APT APPAREL

Clothing and accessories for men, women and children are prominently displayed in their respective, categorized sections of the store – for both experienced and beginning bikers.

2 SUBTLE SIGNALS

So that other well-known brands living in-store aren't overshadowed by the Cannondale moniker (Schwinn, BC Bicycles and Sugoi, to name a few), signage is modest.

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3 GREEN WITH ENVY

"The shape is inspired by the movement of the 'C' in Cannondale," Sonja Haviland, senior designer, Bergmeyer Associates Inc. (Boston) says of these eye-popping fixtures, which also provide shelving for storage and accessories.

4 HIP TO BE SQUARE

Repetitive square lighting marches down the store center, emphasizing specific focal points along the way. "We chose the central fixture because they're really dynamic and add an innovative element to the space," Haviland says.

5 CENTER STAGE

This central metal fixture is completely mobile and allows for flexible space when needed. Its changeable graphic features a wood motif while its multiple components enable various configurations to accommodate merchandise.

PROJECT SUPPLIERS

RETAILER
Cycling Sports Group,
Wilton, Conn.

DESIGN AND ARCHITECTURE
Bergmeyer Associates Inc.,
Boston

FIXTURES
EMI / All State Fabricators,
Tampa, Fla.
Project Duo,
Springwood, Australia

GENERAL CONTRACTOR
SFV-LLGC LLC,
Redford, Mich.

SIGNAGE/GRAPHICS
Image Works Inc.,
Ashland, Va.
Enhance A Colour,
Danbury, Conn.