

## STORE OF THE YEAR

### GOLD AWARD

# Under Armour Brand House

Chicago

**A+I** design

**Activate the Space** technology

**Big Red Rooster** consultant, design,  
proj. mgmt.

**Bose** AV

**Chandler Inc.** fixture contractor, millwork

**Creative Cause** int. signage/graphics

**Cubic Visual Systems** fixture contractor,  
millwork

**Digital Color Concept** int. signage/graphics

**Duggal Visual Solutions** int. signage/graphics

**Ecore International** flooring

**Ellison Bronze** mirror/glass

**FRCH Design Worldwide** architect

**Furbish** wall treatment

**Glass Solutions Inc.** mirror/glass

**Greneker Bauchet International Inc.**  
visual elements

**Latitude** int. signage/graphics, wall treatment

**Magda Biernat Photography** photography

**MG McGrath Inc.** ext. signage

**MSI** fixture contractor, millwork

**National Polishing** flooring

**Newmat** partitions

**Pepper Construction** GC

**Pure + FreeForm** metalwork

**Shaw Industries** flooring

**The Sherwin-Williams Co.** paint/coating

**Stringray Studios** visual elements

**Synthetic Turf** flooring

**Triad Manufacturing** fixture contractor,  
millwork

**Under Armour** retailer/brand

**Weidenbach Brown** lighting





This immersive, sports-centric experience makes everyone feel like a champion from the moment of entry. And shoppers don't even have to break a sweat inside the easy-to-manuever, categorized layout.

Merchandise, technology, and touches of localization effortlessly blend within the two-story, flagship store. Spirited, inspired storytelling imparts a rah-rah theme that connects with consumers, both familiar and new.

Under Armour's largest retail location, the new store is a showcase for the brand's latest innovative products. A dynamic, black entry turret sets the tone for 30,000 sq. ft. of adrenaline-boosting messages and memorable moments. This big, bold statement serves as a beacon for athletes of all levels. Expansive windows featuring large athletic imagery lends an invigorating, enticing edge to what shoppers are about to encounter.

Immersion begins in the two-level rotunda with a 65-ft.-high ceiling. Eye-popping videos and graphics immediately envelop consumers with a high-energy vibe that includes score updates and social media. A giant bust wearing a UA shirt, a 30-ft.-diameter LED ceiling, and a 30-ft.-diameter LED ring provide hard-to-miss, large-scale imagery.

A 20-ft.-by-20-ft. LED cube featuring 725 sq. ft. of surface area is suspended above the escalators, further reinforcing the brand. To access the ceiling, the structure maintains a corner gap of less than 3mm on the edges of the bottom LED fifth plain.

The layout focuses shoppers on innovative products and design in an intuitive journey leading to zones devoted to core categories: run, train, golf, and the brand's first-ever hunt and fish specialty shops. Subtle flooring changes, backlit graphics, and unique way-finding cues differentiate zones. Camouflage floors and an ATV make the hunting area a target. Court lines and a hoop create slam-dunk merchandising in the basketball zone.

Interactive opportunities play a key role and boost the wow factor. A wearables bar—another brand first—allows shoppers to see how Under Armour's online health and fitness network integrates with a variety of wearable fitness devices. An interactive experience contains custom software and light sensors. Users can register their scores and receive emails containing the results.

Thoughtful details dominate the interior. A 1,000-lb. wood logo, which took an estimated 1,200 hours to create and 900 hours

to install, makes a strong brand statement. A living ivy wall treatment near the cashwrap mimicks Chicago's iconic Wrigley Field. Gear from local collegiate and professional sports teams promotes civic pride. Several custom mannequins feature the physiques of brand endorsers in athletic poses.

Timeless materials like natural wood, steel, and concrete promote power and strength. Streamlined fixtures, predominantly metal with some wood accent, allow the product to be in the spotlight—a goal facilitated by the removal of walls during the renovation and the 23.5 million LED lights throughout the space.

The placement of footwear on the second floor drives traffic upstairs. An accent mirror ceiling makes the space feel larger and more dynamic. Multiple track heads allow lights to be angled to highlight different shoes.

Staffing with product category experts ensures that shoppers receive guidance and recommendations tailored to their unique needs.

