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HERITAGE HEROES



This year's Renovation Competition winners lend modern flair to legacy brands and buildings.

By Kaileigh Peyton, Associate Editor



RETAIL RENOVATION OF THE YEAR

CONVERSION - SPECIALTY STORE,
SALES AREA UNDER 10,000 SQ. FT.

Raymond Ready-to-Wear
Bangalore, India

Submitted by: GENSLER, SAN FRANCISCO

While Raymond Ready-to-Wear may not be totally familiar to an American audience, its Bangalore, India, flagship conversion dominated the 11th annual *VMSD* Retail Renovation Competition, communicating the brand's legacy in a way that captured the judges' imaginations and made it a distinct standout.

Founded in 1925, Raymond Group is one of India's largest branded fabric retailers and one of the world's leading producers of suiting fabric. Challenged with representing the brand's heritage and dedication to craftsmanship, Gensler (San Francisco), Bangalore-based Future Research Design Co. Pvt. Ltd. (FRDC), as well as the retailer's in-house team, worked together to create a modern flagship that spoke to a wider audience.

To do this, while also maintaining the brand's longtime



customers, the multi-level store (previously a restaurant) was organized into areas dedicated to its ready-to-wear and made-to-measure offerings. Just past the store's newly added "glass box" entrance, the first floor houses the Runway and the Style Bar, two areas focused on style inspiration and ease-of-use through in-store technology. Upstairs, the made-to-measure area lends the first-class, tailored experience for which the brand is known.

Another primary goal was to present style-forward displays rather than vast amounts of on-floor stock. "We tried to create a system where only one of every color choice was on the floor, as opposed to having many sizes on the rack," says Alison Carr, senior associate and retail design director, Gensler. "[India] is quite chaotic, so the beauty of this store is that it's really simple with a clean presentation."

Making a wide range of options available without cluttered displays, customers can request specific items through use of the space's in-store technology, with items delivered directly to dressing rooms via sliding wardrobes.

To blend old and new, antique sailor's trunks and sewing machines were used as nostalgic props, alongside harmonious material choices. "We used metal in a big way, with a straight-line design which is not usually used for a classic brand," Nagendra Pratap Singh, director – head retail design, Raymond Ltd. "We plugged all these elements together, whether it's leather craftsmanship or metal finishes which look handcrafted, to balance heritage and contemporary."

Appreciating the store's attention to detail, competition judge Meredith Seeds, director of interior design, FRCH Design Worldwide (Cincinnati), said, "I'm always really pleased when the retailer celebrates the product in an artful way."





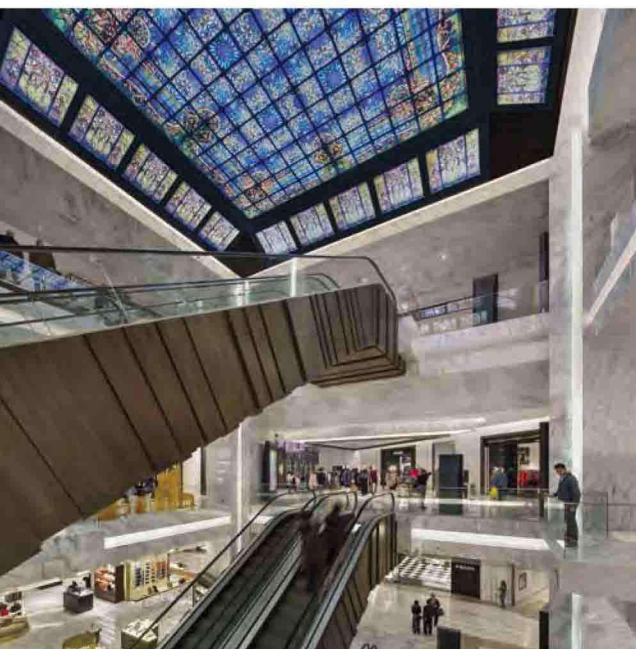
FIRST
PLACE



RENOVATION - DEPARTMENT STORE

El Palacio de Hierro Polanco, Mexico City

Submitted by:
TPG ARCHITECTURE, NEW YORK



Viewed as the gold standard for luxury retail in Mexico, when it came time for El Palacio de Hierro to renovate its Mexico City store in the city's affluent Polanco district, it called upon TPG Architecture (New York) and Gensler (San Francisco) to transform the department store into a grand international retail destination.

"As we developed the project, it became very clear to us that it was going to be the most amazing department store, pretty much, in the world – and [the goal] was explained in those terms," says Alec Zaballero, design principal, TPG, "on par with the great flagships of the world."

Scale was a major factor in accomplishing such an awe-inspiring outpost. Closed for just

over a year, the store was expanded to cover an entire Polanco block. In its end state, each of its floors is the size of a traditional department store. Dividing the massive project, TPG was responsible for the ground floor, first floor and two atriums; Gensler for the second and third floors.

"It wouldn't have worked if there wasn't a really strong willingness to collaborate with both firms, no matter who was managing the process on the client-side," says Diana Revkin, managing director, retail, TPG.

The final result is a cohesive El Palacio de Hierro identity that reflects the brand's high-end aesthetic and its history in Mexico City, all the while setting the stage for the litany of brands it houses.

"It's spectacular," said judge Jay Highland, chief creative officer, Chute Gerdeman (Columbus, Ohio). "The store has its own personality, and the brands don't take over."



FIRST PLACE

CONVERSION - SPECIALTY STORE, SALES AREA OVER 10,000 SQ. FT.

Charming Charlie New York

Submitted by: CALLISONRTKL, BALTIMORE

Taking the leap from a shopping mall staple to one of the newest tenants on New York's ultra-chic Fifth Avenue, Charming Charlie (Houston) enlisted the New York design team from CallisonRTKL (Baltimore) to convert a two-story, 16,000-square-foot defunct electronics store into a brand beacon befitting of its Big Apple digs. Its 30-foot-tall glass façade calls attention with its signature oversized hot pink door.

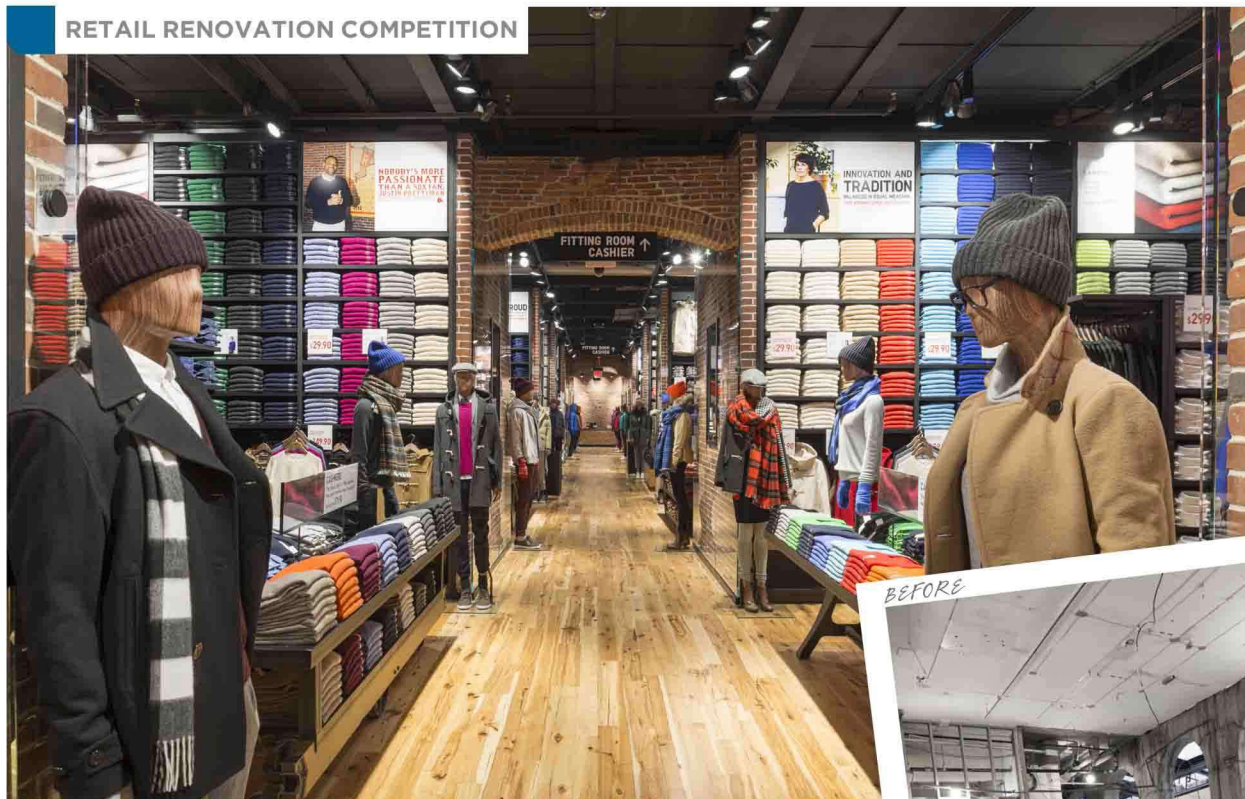
"The pink door is an element included on all current stores, but we decided to take it to the next level [here]," says Tom Pulk, senior associate vp, CallisonRTKL. "[It] not only makes a very clear statement but also communicates to customers the scale of the store."

To appeal to the city's leading fashion magnets without alienating its core customer base, designers stayed true to the retailer's play-

ful Southern style while introducing a grown-up, urban design sensibility, juxtaposing existing concrete with colorful, glossy decorative materials. Columns and ceilings were simply painted over to create the feel of a SoHo loft, explains Pulk.

Also unique to the location, it contains a press room where fashion editors can review products for potential coverage. Doors to the exclusive area are often left open, which Pulk notes as one of his favorite aspects of the project: "The idea that customers will be able to see the process ... is very exciting and speaks to the current requirement for theater in retail."

"I think it's one of the best embodiments of a brand that I've seen in a long time," said VMSSD Renovation Competition judge, Eric Kuhn, design leader, BHDP Architecture (Cincinnati). "The attention to detail is extraordinary."

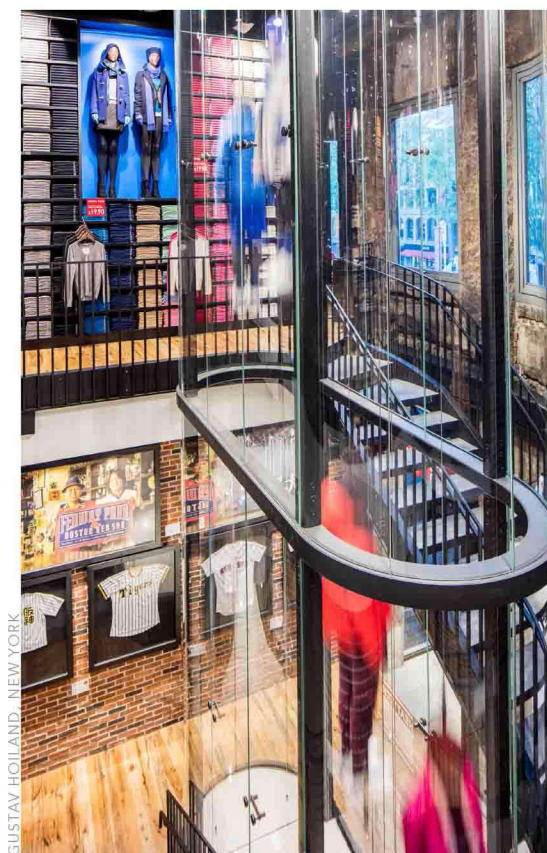


FIRST PLACE

CONVERSION - SPECIALTY STORE,
SALES AREA OVER 10,000 SQ. FT.

Uniqlo Faneuil Hall - Boston

Submitted by:
SHAWMUT DESIGN AND CONSTRUCTION, BOSTON



With stores popping up in densely populated U.S. cities, it comes as no surprise that Yamaguchi, Japan-based Uniqlo selected Boston as one of its newest locations to plant an American outpost. Its actual location in Quincy Market at the historic Faneuil Hall, however, was slightly out of the ordinary. Built in 1826, the colonial marketplace has been home to countless tenants over the years, but this particular part of the building has never been an apparel retail space.

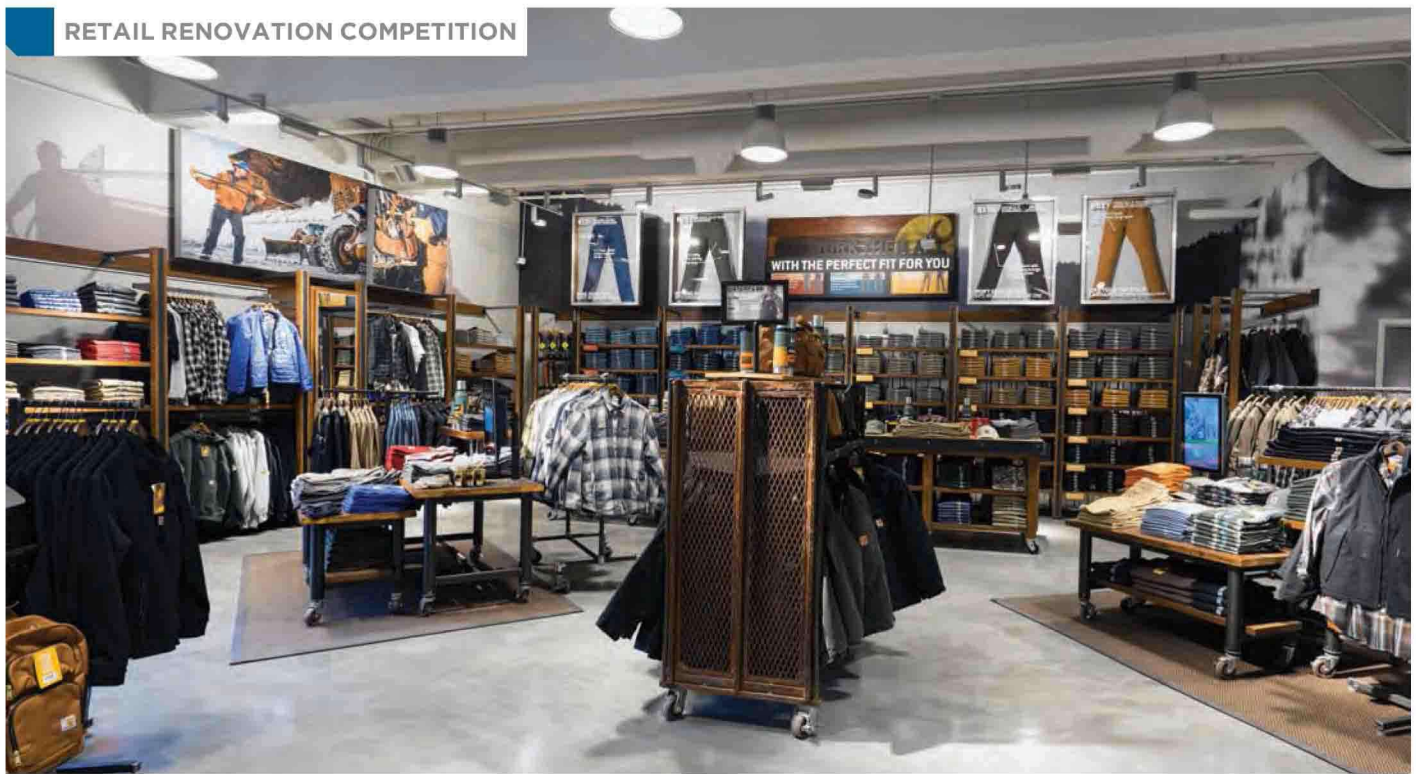
Rather than following the white-on-white design scheme Uniqlo is typically known for, Shawmut Design and Construction (Boston) opted for rustic wood floors and black design elements to complement the 12,400-square-foot, two-story building's existing brick walls, granite stairs and post-and-beam timber trusses. Uplighting was used against brick to

highlight the walls as a feature element.

"It had to look like it fit, and it had to function properly to sweep traffic up from the ground level into the upper space," says Dave Margolius, Shawmut's project executive for Uniqlo - Boston. "Design-wise, it marries Faneuil Hall to the rest of the Uniqlo aesthetic."

Speaking to its location, the design incorporates Boston-specific touches, including placement of Red Sox jerseys and famous moments in the city's history framed on entrance-area walls.

Competition judge, Jay Highland, chief creative officer, Chute Gerdeman (Columbus, Ohio), admired the retailer's willingness to think outside the box: "You don't see Uniqlo using wood floors and brick very often!" he said. "[Faneuil Hall] does look like that, too; it's not fancy-modern, as [Uniqlo] stores tend to be."



FIRST PLACE

CONVERSION - SALES AREA UNDER 10,000 SQ. FT.

Carhartt - Detroit

Submitted by: RGLA, SCHILLER PARK, ILL.



As the official garb of hands-on laborers, it was only fitting that Carhartt's hometown flagship pay homage to Detroit's past as a manufacturing city. The site – a former car dealership, built in 1928 – references the metropolis' leadership in the automobile industry. Painted on the art deco building's façade, a Diego Rivera-style mural titled "Born in Detroit" depicts the city's pivotal roles in the railroad, automotive, agricultural and construction industries.

To preserve the historic building while capturing the retailer's aesthetic, architecture and design firm RGLA Solutions Inc. (Schiller Park, Ill.) treated the storefront as a memorable touchpoint. "Carhartt wanted a signature element that customers could identify with," says Ed Hanlon, senior designer, RGLA, which included weathered steel doors with Carhartt-logo handles, flanked by art deco metal grilles.

The store's design proudly looks to the past, but doesn't forget to look forward, reflecting Detroit's current renaissance. Working alongside neighborhood development groups, local vendors and tradesmen, the project was truly a homegrown effort: Designers even used reclaimed wood from abandoned Detroit homes for cladding and fixture tables, stamping each piece with its original address.

"As [a firm] ... there is no greater satisfaction than to help bring to life a vacant building that once stood empty ... and let it become a key part of a revitalization movement," adds Robert Arend, principal/chief operating officer, RGLA.

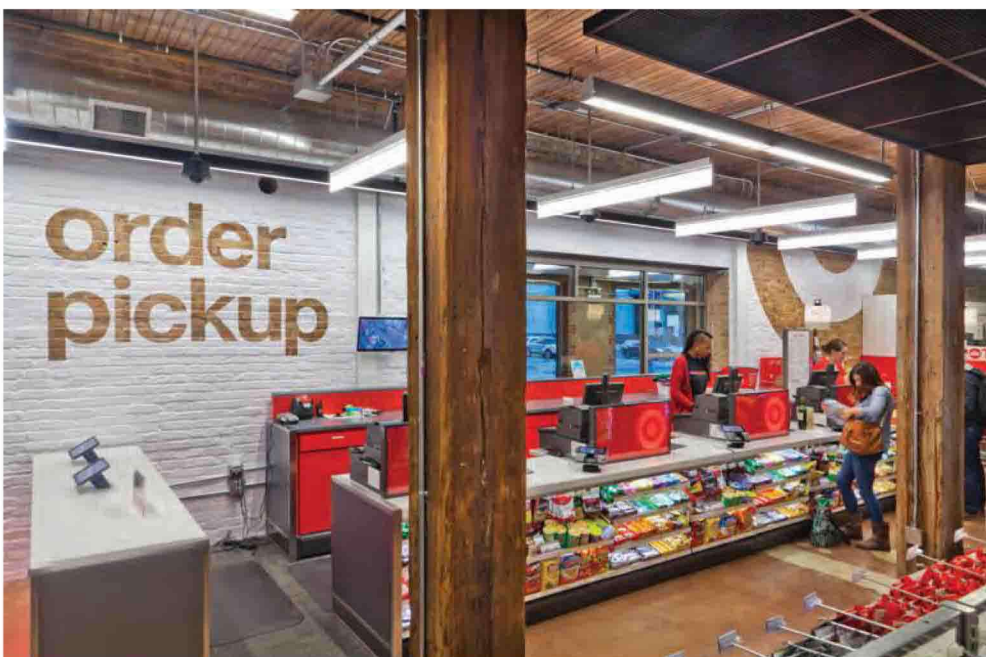
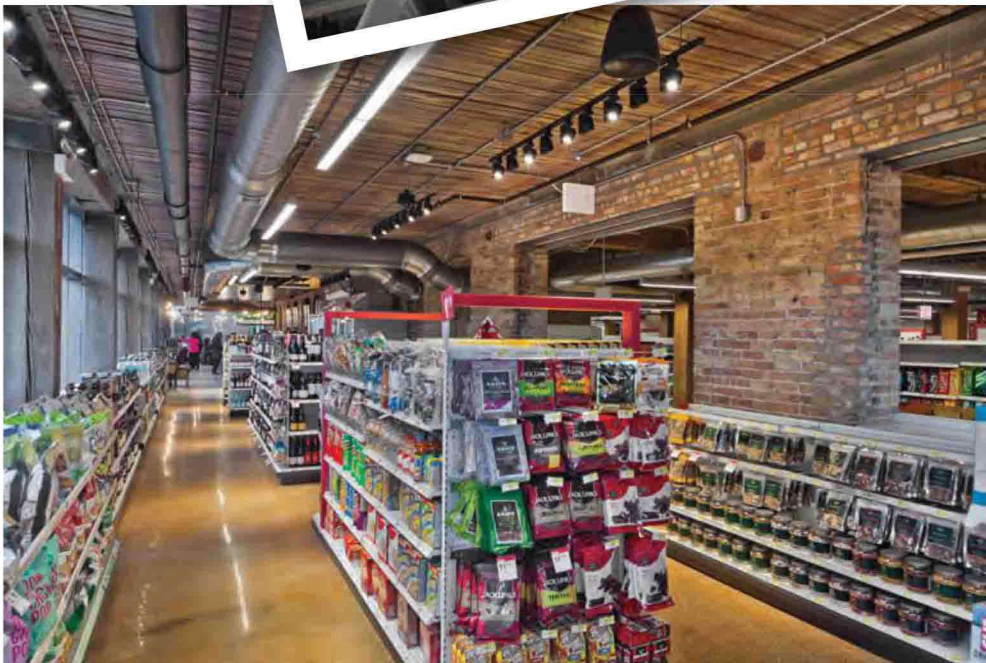
And the flagship's appeal to both its core audience and a new, younger demographic wasn't lost on *VMsD's* competition judges: "People who wear it for work would be comfortable here, as well as those who wear it for fashion – it feels soulful," said Ryan Brazelton, executive creative director, Interbrand Design Forum (Dayton, Ohio).




**FIRST
PLACE**

 CONVERSION -
DISCOUNT/MASS MERCHANT

Target
Streeterville, Chicago

Submitted by: TARGET, MINNEAPOLIS


Home to Chicago's Navy Pier, the Streeter-ville neighborhood on Lake Michigan's shoreline is no stranger to renovation. Since the district's sordid beginnings in the late 1880s, it's hosted warehouses and factories, as well as the Ogden Slip shipping canal, which were foundations of the city's booming industries. The Pugh Terminal Warehouse, built in 1905, was one such location. In recent decades, however, Streeterville has become one of the Chicago's most expensive neighborhoods, considered prime real estate.

Seeing an opportunity to embrace the neighborhood's past while serving a modern metropolitan clientele, Minneapolis-based Target's 23,000-square-foot, flexible-format Streeterville store seeks to be "a personalized, locally relevant shopping experience," says Joe Perdue, vp, store design, Target. Catering to urbanites, the location provides fast online pick-up options and a Starbucks Evenings location, which serves small plates and aperitifs on the waterfront.

The shop's exposed brick walls remain true to the site's industrial heavy timber architecture, and are juxtaposed with up-to-date elements such as contemporary fixtures and linear lighting. "The design maintains this original character while inserting modern Target standards like a playful and welcoming entry, modern lighting and fixtures, clear organization of merchandising and wayfinding," says Perdue. "The contrast of old and new create a rich and authentic designed environment." The brand's trademark bull's-eye logo, adapted in white film graphics, adorns walls and harkens back to historic signage, but with a clean, contemporary feel.

Appreciating the reimagined use of the retailer's iconic elements, Renovation Competition judge Amanda Sarver, interior designer, Kroger (Cincinnati), said, "It's still totally Target, but redone in a great way that speaks to the brand."

HONORABLE
MENTION



CONVERSION -
SPECIALTY STORE,
SALES AREA OVER
10,000 SQ. FT.

Under Armour
Chicago

Submitted by:
A+I, NEW YORK
PHOTOGRAPHY: MAGDA
BIERNAT, NEW YORK



RENOVATION - DEPARTMENT STORE

Macy's One Below, Herald Square - New York

Submitted by: BHPD ARCHITECTURE, CINCINNATI
PHOTOGRAPHY: MARK STEELE, COLUMBUS, OHIO



RENOVATION - CONVENIENCE STORE

Centra Hi-C
Limerick, Ireland

Submitted by:
HOUSEHOLD DESIGN, LONDON
PHOTOGRAPHY: MALCOLM MENZIES, LONDON



RENOVATION - SUPERMARKET

Stadium Fred Meyer
Portland, Ore.

Submitted by: FRED MEYER STORES INC.,
PORTLAND, ORE.
PHOTOGRAPHY: PETER ECKERT,
PORTLAND, ORE.

HONORABLE
MENTION



RENOVATION –
SPECIALTY STORE,
SALES AREA UNDER
10,000 SQ. FT.

Sperry
Natick, Mass.

Submitted by:
CALLISONRTKL,
BALTIMORE
PHOTOGRAPHY: AARON LEITZ,
SEATTLE

RENOVATION – SUPERMARKET

Supervalu Blackrock
Flagship – Dublin

Submitted by:
HOUSEHOLD DESIGN, LONDON
PHOTOGRAPHY: MALCOLM MENZIES, LONDON



CONVERSION – SPECIALTY STORE,
SALES AREA UNDER 10,000 SQ. FT.

Club Monaco Georgetown
Washington, D.C.

Submitted by: MNA, NEW YORK
PHOTOGRAPHY: COURTESY OF CLUB MONACO, NEW YORK



RENOVATION – RESTAURANT

Pollo Tropical – Miami

Submitted by: FRCH DESIGN WORLDWIDE, CINCINNATI
PHOTOGRAPHY: MARK STEELE, COLUMBUS, OHIO

SPECIAL THANKS TO OUR JUDGES...

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