

CHAIN STORE AGE®

THE NEWSMAGAZINE FOR RETAIL EXECUTIVES

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www.chainstoreage.com

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Retail Stores of the Year

Chain Store Age celebrates the winners of its 26th annual design competition, which attracted entries from around the globe. G by Guess, a new concept from Guess? Inc., was honored as the best overall entry, Store of the Year. In addition, there were 29 first-place awards and nine honorable-mention awards in the various categories.

The judges for this year's competition were Peter Kelly, VP, store planning and facilities management, Brown Shoe,

Madison, Wis.; Steve Kitez, director, colors and materials, FITCH, New York City; George Holz, director of construction, Foot Locker, New York City; and Sue Nicgorski, director, T.L. Martin & Associates, Wayne, Pa. (Judges whose firms submitted entries in the competition did not vote in the respective category.)

All of the winning projects are profiled in this special section. All received first-place awards, except where noted. Additional photos can be viewed on www.chainstoreage.com.

Attraction Retailing (less than 5,000 sq. ft.)

Ridemakerz

Myrtle Beach, S.C.

Design: Kick Design, New York City
and Adrienne Weiss Corp., Chicago

A new concept in experiential retailing, Ridemakerz offers an immersive and playful environment where kids from 6 to 106 can build their own customized toy cars and trucks. The design is automobile-inspired, combining elements of an auto showroom, parts store, custom body shop and a car show. There are seven zones in the 3,000-sq.-ft. space; each one has its own specific role in the car-making process. The decor has a larger-than-life feel, with 3-D fixtures and dynamic visuals. From the high-impact "hero car" graphics to the black-and-white checkered flooring with embedded messaging, Ridemakerz is fun from the word "go."

