

retail environments

CONNECTING PEOPLE • SHAPING RETAIL

WWW.RETAILENVIRONMENTS.ORG | APRIL 2015

**winners
book**

store
of the year
KLEINFELD
HUDSON'S
BAY

2015
design firm
GUIDE



GOLD AWARD

The Studio by Ashton Woods

Phoenix

Ashton Woods Homes retailer

Cecconi Simone Inc. design

Jokake Construction Co. GC

Scepter Industries Ltd. millwork

Taylor Photo photography

A coffee-bar-inspired welcome area reinforces friendliness and accessibility. Kitchen and bath model vignettes inspire homeowners with a wide variety of product offerings. Individual cubbies within a unified framework display plumbing hardware and lighting fixtures to showcase styles while maintaining visual harmony. A living room-like consultation area, also available for special events, allows homeowners to contemplate final choices while reinforcing the brand's commitment to a personalized end-product. Touchscreens show additional products and inspirational images, as well as homeowners' floor plans and previous selections.

