

I Like Design

MACRO



CONCEPT STATEMENT

With the way technology changes on a daily basis, so must the way we present products and information. The only way to ensure that someone will come to the physical store is if that store provides a unique physical or imaginative experience, something you would never get from internet shopping.

This retail venue focuses on the world of roller skating and more intensely on roller derby. Wanting to appeal to everyone, the store had to be edgy enough for adults, but innocent enough for kids. Especially since a large part of roller derby is getting kids involved by creating junior leagues.

At the street, the fenestration alternates images of "normally-dressed people" and those in roller skating garb. When someone steps onto the track, pressure-sensitive floor pads switch the glass to transparent and street traffic can see into the store.

By customizing products on touch-screens and seeing them created before their eyes on a 3D printer, the customer can experience the space in a creative way. They can also experience the space in a physical manner through the use of holograms on the skating track and through 3D scanning of their body for forming and fitting custom equipment and pads.

EXTERIOR FENESTRATION - images of "everyday people" alternate with those of people in roller skating attire. When one steps on the track all images disappear and the glass becomes transparent for people on the street to peer in.

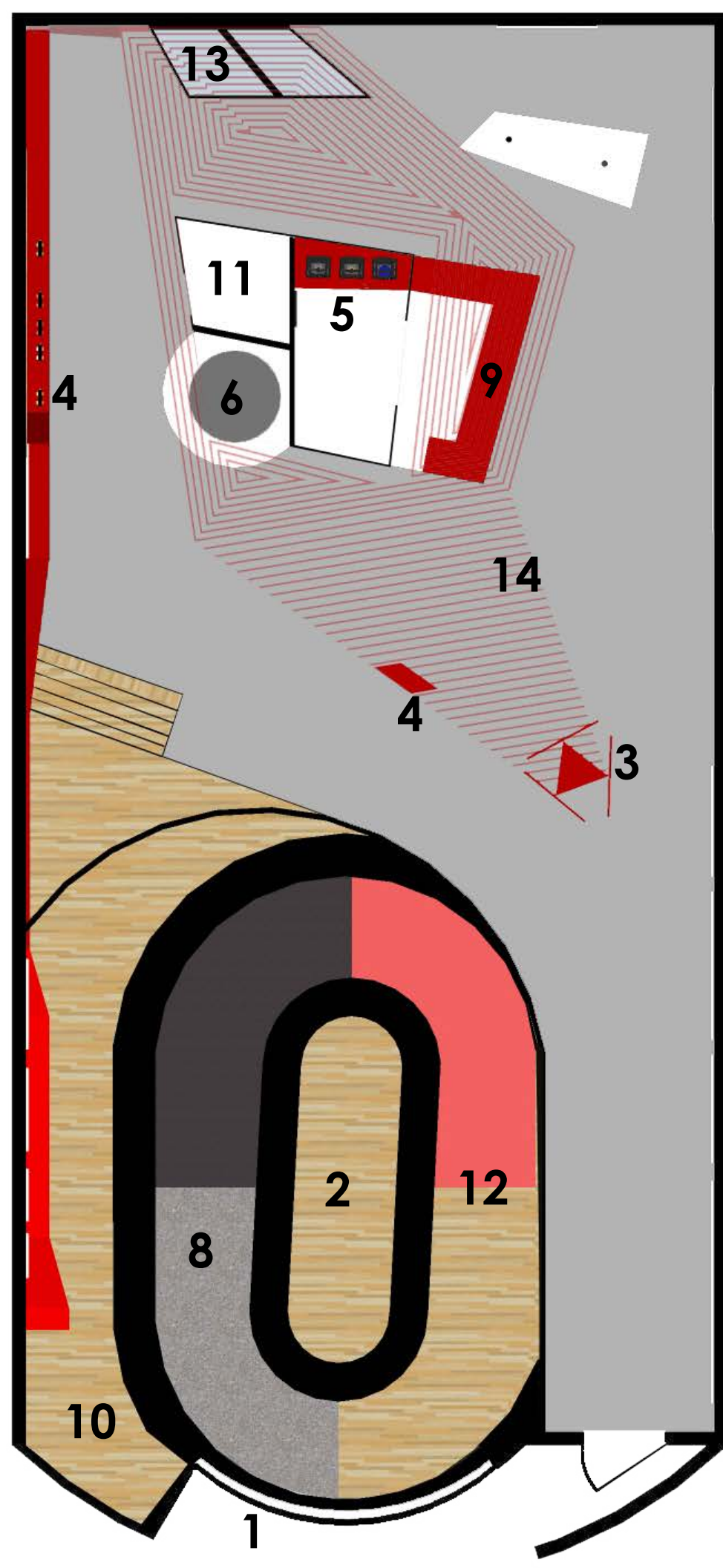


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linking technology with an experience



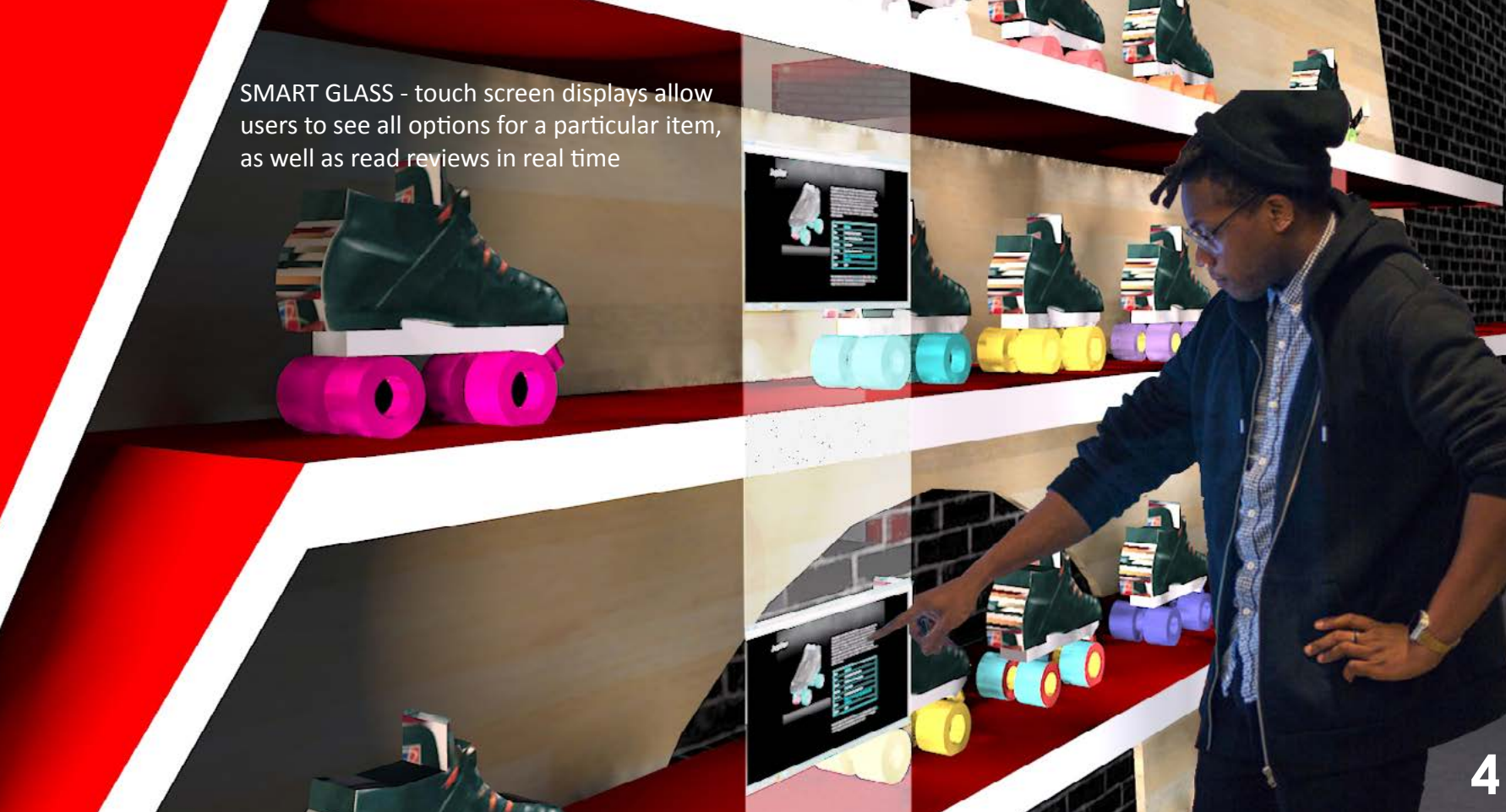
HOLOGRAM TRACK - pressure-activated track allows for a range of options. The sections of the track allow customers to test wheels on different types of floors (hardwood, all-purpose, etc.) Holograms



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- | Technology | | Other | |
|------------|-------------------------------------|-------|---------------------------------|
| 01 | Alternating image/transparent glass | 09 | Front desk |
| 02 | Hologram track | 10 | Hologram Operator |
| 03 | Touch screen customization area | 11 | Storage |
| 04 | Smart glass | 12 | Differing track surfaces |
| 05 | 3D printing | 13 | Changing rooms |
| 06 | 3D scanning | 14 | Architectural ceiling structure |
| 07 | iPads for quick checkouts anywhere | | |
| 08 | Pressure-sensitive floor pads | | |

SMART GLASS - touch screen displays allow users to see all options for a particular item, as well as read reviews in real time



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3D PRINTING - plastic elements such as helmets, mouthguards, and wheels can be customized then printed off at the store



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3D SCANNING - ensuring precise measurement of feet, knees, wrists, elbows, and head to size customers equipment



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