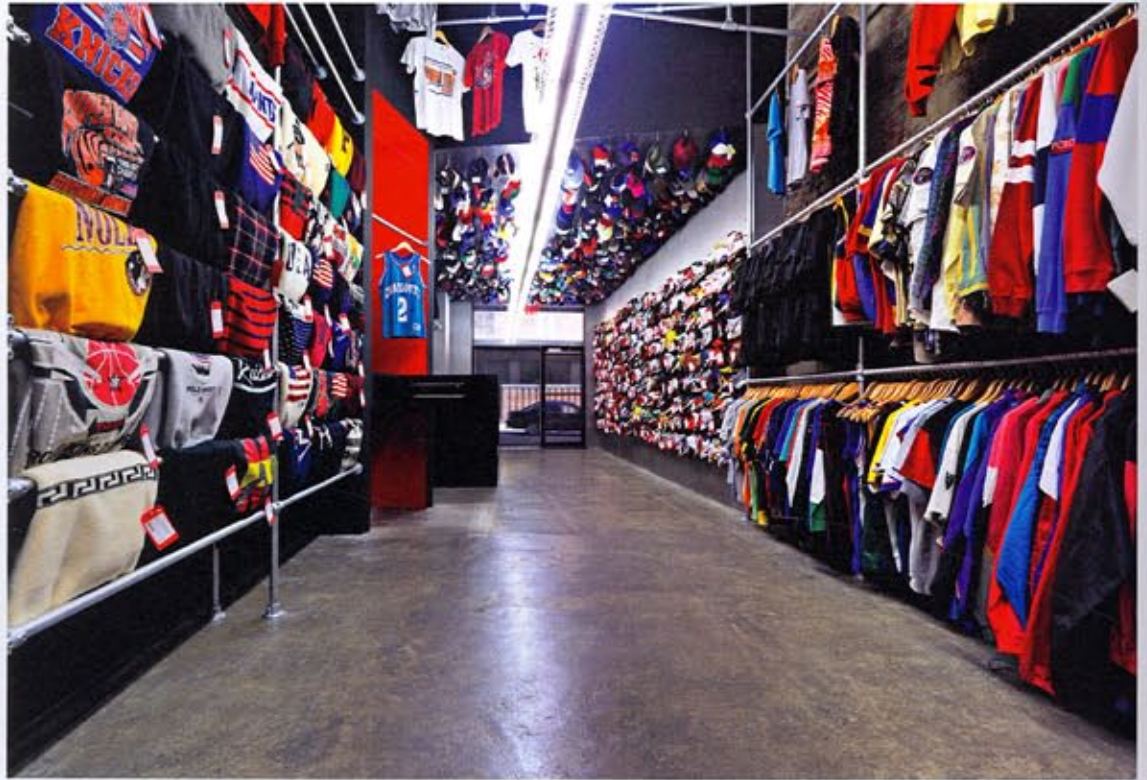


BUZZER BEATER

by SLADE ARCHITECTURE



WHERE New York, United States WHEN January 2011
CLIENT Buzzer Beater DESIGNER Slade Architecture (p.685)
TOTAL FLOOR AREA 45 m² SHOP CONSTRUCTOR Bronze Hill
PHOTOGRAPHER Tom Sibley

Buzzer Beater is a high-end consignment store in New York's Greenwich Village that specialises in rare sneakers and apparel. There is no back-inventory – everything on display has its own unique history. Slade Architecture designed the store to reflect the nature of its eclectic collection, recognising the importance of the interaction within the store's community. Because the store's sales are made on consignment, buyers can become the sellers and sellers can become the buyers, and so the design concept was to be equally as engaging. Existing walls and dropped ceiling are covered in steel panels to create a continuous surface for magnetically-displayed merchandise, allowing a varied density and type of product to be presented in an almost graphic way. The bold tags attached to the stock introduce a repetitive

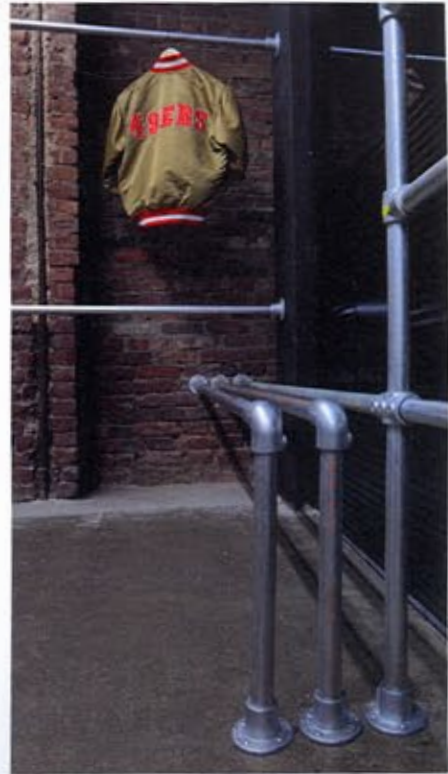
rhythm, with a solitary red wall behind the cash desk repeating the vibrant colour of the tags. At the back of the store, the surfaces were stripped back to reveal the brick walls and existing pipes and ducts. Extra pipework was introduced, adding an architectural effect whilst also creating scaffolding for display. An exposed rail above the cash desk provides a place for merchandise to hang while it is being purchased, adding elements of ritual, convenience and conversation to the customers' checkout experience.

- 1 The long and narrow shop displays products up the walls and across the ceiling.
- 2 The black cash desk has rubber surfaces which offer a playful connection to the texture of athletic equipment.
- 3 Concrete, steel and exposed brickwork give the shop a raw aesthetic.
- 4 The shape of an original structural column emerges from the bold red wall behind the cash desk.



2

Buyers can become the
sellers and vice versa



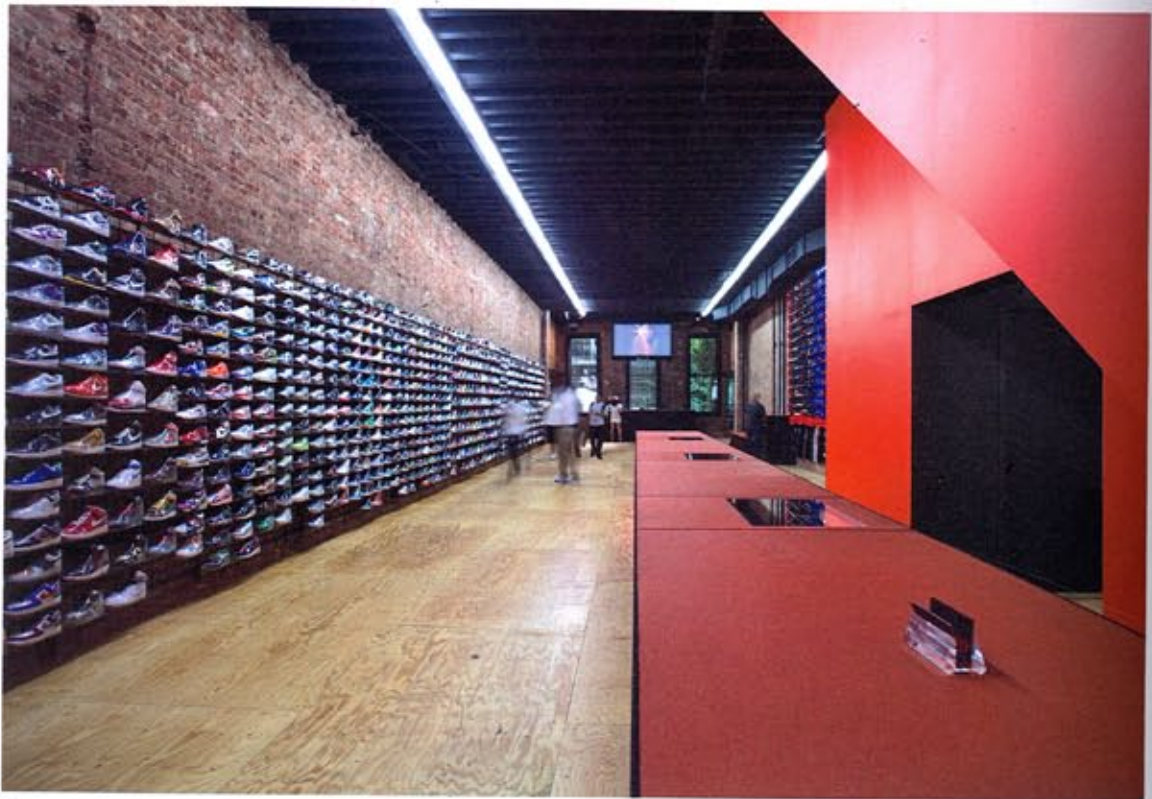
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4

FLIGHT CLUB

by SLADE ARCHITECTURE



1.

WHERE New York, United States WHEN October 2010
CLIENT Flight Club DESIGNER Slade Architecture (p.685)
TOTAL FLOOR AREA 250 m² SHOP CONSTRUCTOR Bronze Hill
PHOTOGRAPHERS Slade Architecture and Tom Sibley

Flight Club, a high-end consignment sneaker store, sells a diverse collection of sports footwear and apparel products. The brief was to create a flagship store in a loft-style building in New York City's Greenwich Village. The goal for Slade Architecture was to create a clean, authentic urban space within the existing shell of the building using a strategy that minimised the amount of new material used and, thus, keeping costs down. The design team used as a reference the neighbourhood basketball courts and playgrounds, as well as urban spaces that skaters and bikers appropriate for recreation and sports. A raw concept was implemented, stripping the elongated space back down to its structural elements and leaving exposed brickwork on the walls and structural steel beams uncovered overhead. The products are

displayed along the full length of both side walls. Large glass pivot doors define the exterior enclosure which is recessed from the sidewalk to create an open frame, presenting the product almost right into the street. The only facade branding comes from the orange custom door plates, which incorporate basketball leather and rubber. Inside the store, basketball references continue – from the materials used for the cash desks and bench to the integrated custom hoop and backboard, which doubles as a projector screen during store hours. After hours, the owners, staff and friends play on the court, continuing the cycle of appropriation.

- 1 The products are inherently colourful and tactile and treated almost as architectural elements in themselves. The wall of sneakers comes right out to the street creating a perspective of colour from the front to the back.
- 2 Customers can browse for sportswear and then shoot some hoops in the shop.

