



Metal, in many textures and finishes, is used throughout the space, including the checkout.

through the large space and past the various shops. The main flooring consists of a heavy-duty glazed ceramic tile in a beige and black pattern.

“The floor is done like a wavy, yellow brick road,” Zadneprianski explains. “It starts at the front door and takes customers all through the store.”

Small video screens and pulsating, colored lights are inset in the floor at various points. An LED border on either side of the pathway pulsates with light.

The flooring in the vendor shops runs the gamut from stained concrete (Nike) to vinyl (Puma). The majority of the shops use a diamond-plate metal floor that has been distressed with black paint.

Theatrical lighting adds a club-like feel to the space. A variety of techniques are used, including color-changing LED lights, strobes and laser lights. A programmed light show washes the floors, walls and ceiling store in color throughout the day. The club feel is enhanced by a DJ booth and a fog machine.

There are five checkouts. Each one has a touchscreen where customers can access product and store information, watch videos and take a virtual tour of the store via a computer-generated 3-D model.

Project Resources

Design: Tobin+Parnes, New York City
Contractor: VCS Corp., Irvington, N.Y.
Lighting consultant: Design One, New York City
Audio/visual consultant: AV&C, New York City
Model maker: Ryerson Studio, Kingston, N.Y.
Flooring: Forbo, Hazleton, Pa.; Masterker USA, Baltimore
Graphics: Gropius Design, East Elmhurst, N.Y.
Wall panels: Rigidized Metals, Buffalo, N.Y.
Fixturing: L.S. Sign, Brooklyn, N.Y.
Signage: Myrah Construction, East Elmhurst, N.Y.

A moving overhead conveyor runs through the space. It carries display cubes that hold unique or hard-to-find items



Each brand is showcased in its own in-store shop.

Landmark: Michael K is located in a landmark building, which presented some major challenges. An existing skylight inside the retail space, for instance, was designated a landmark element and could not be touched. Rather than ignore it, the designers placed color-changing LED lights behind it.

In another challenge, the floors above Michael K are residential.

“To prevent the sound from escaping above, we created a state-of-the-art soundproofing system,” Zadneprianski says, “with extra layers of insulation in the walls and ceiling.”

Opened in August, Michael K has been performing well, says Kedmi, who owns the store with Miron Schwartz.

The partners also operate 12 specialty stores in the New York metro area under three banners: Active Warehouse, Transit and Sports Lane.

“With Michael K, we’re adjusting things as we go along,” says Kedmi.

One of the items that could well change over time is the mix of in-store shops.

“These are not leased spaces,” Kedmi says. “So we are free to ask a vendor to leave at any time.”

—Marianne Wilson
 (mwilson@chainstoreage.com)