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Building Types Study - Retail



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R.sole

St. Louis

Tobin + Parnes Design Enterprises

Dark walls and colored lights create a nightclub-like atmosphere

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Design Competition: Implications of The End of Oil

From Treehugger

Here is a design competition we like: "Designers of all fields are asked to submit designs and concepts for their respective homes and immediate communities, taking into consideration the implications of the "end of oil" on our culture, industries, and..."

VIDEO: Greenbuild 2006 - Reflections + The Future

From Jetson Green

[Run time = about 10 min.] "You inevitably have to think about the consequences of what you do. What I'm doing could effect someone I've never met and never will, and maybe even isn't even alive yet. If you look at it that way, then you..."

Pods and perforations

R.sole specializes in selling sneakers that are guaranteed to turn heads: custom-designed and special limited edition shoes popular with a hip crowd of collectors. For its second store, in St. Louis's university district, the Memphis-based retailer hired Tobin+Parnes to design an environment in which its customers would feel at home—the architect, accordingly, designed a 1,972-square-foot space—that blends elements of a dance club with a black box gallery.

The designers created a space in which R.sole can display unique shoes like works of art. In the perimeter walls, which are painted dark grey, they carved out a series of niches: some small enough for only one pair of sneakers, others spanning up to one-third of the entire wall. In the center of the floor, Tobin+Parnes suspended a series of thin, white panels from the ceiling: each one containing ledges for displaying more shoes.

Color-changing LED displays provide backlighting for the wall niches, while fixtures mounted in the floor suffuse the main sales floor with colored light. The architect designed the sales desk so that it can be converted into a DJ booth for parties and community events. The store's front windows feature translucent vinyl cutouts, allowing passersby only glimpses of the interior—reinforcing the sense of an exclusive nightclub.

Formal name of project:

R.sole

Location:

St. Louis

Gross square footage:



[Click here for slide show.](#)

Photo © Ruggero Vanni



PPG Ideascapes
Glass • Coatings • Paint