

**R.sole  
Fact Sheet**

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| <p>Client:</p>                          | <p>R.sole, Kansas City, MO<br/>Owners: Barry Pener, David Pener, Sammy Salky</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <p>Design Team:</p>                     | <p>Carol Tobin, Robert M. Parnes / Principals<br/><br/>Vlad Zadneprianski, Alex Hirsig, Gerard Orozco,<br/>Dorothy Dejkanovic<br/><br/>Tobin+Parnes Design Enterprises</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <p>Project Requirements:</p>            | <ul style="list-style-type: none"> <li>• Create a prototype for a high-end sneaker boutique concept designed as a gallery space with a shoe collector in mind.</li> <li>• Design components must convey to customers that the merchandise is “one-of-a-kind”, very special and exclusive.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <p>Overall Atmosphere / Description</p> | <ul style="list-style-type: none"> <li>• An exciting and dynamic blend of an art gallery configuration and aesthetic with the attitude of a hip urban nightclub.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <p>Square Footage</p>                   | <ul style="list-style-type: none"> <li>• Gross floor area: 1,972</li> <li>• Net floor area: 1,786</li> <li>• Sales area: 1,148</li> <li>• Back area: 638</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <p>Design Solutions</p>                 | <ul style="list-style-type: none"> <li>• Custom wall displays and floor fixtures: showcase niches and other elements organized in geometric patterns.</li> <li>• Dark gray finish of millwork, walls, floor and ceiling surrounds lighted displays, creating dramatic contrast.</li> <li>• Freestanding translucent acrylic display panels rotate and lock in-place enabling transformation of space and flexibility in merchandising.</li> <li>• Color-changing LED lights in display niches illuminate the attributes of each sneaker and shoe.</li> <li>• LED tiles, recessed into floor, visually guide customer to the checkout area.</li> <li>• Checkout counter may also serve as a DJ station for parties and community events.</li> <li>• Storefront glass is covered with translucent vinyl with geometrically organized cutouts.</li> </ul> |

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| <p>Consultants:</p>                     | <ul style="list-style-type: none"> <li>• General Contractor: GM Northrup</li> <li>• Lighting: Design One</li> <li>• A/V: Audio Unlimited</li> <li>• Photographer: Ruggero Vanni</li> <li>• Graphic Designer: Nadia Zadniprianska</li> <li>• Video: Vlad Zadneprianski</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <p>Resources:</p>                       | <p>Lighting:</p> <ul style="list-style-type: none"> <li>• Con-Tech - Ceiling mounted concealed adjustable downlights</li> <li>• WAC - Miniature recessed lights in display niches</li> <li>• Jesco - Sleek Plus linkable fluorescents behind display boxes</li> <li>• Bartco - Linear fluorescents, cove lighting</li> </ul> <p>Color-Changing Lighting</p> <ul style="list-style-type: none"> <li>• Coemar - RegoLED linear fixtures, display niches</li> <li>• LightWild - Ultimate architectural floor tiles</li> </ul> <p>Millwork</p> <ul style="list-style-type: none"> <li>• Nevamar plastic laminate</li> <li>• Translucent acrylic display boxes</li> </ul> <p>Flooring</p> <ul style="list-style-type: none"> <li>• Bomanite micro-top colored concrete topping</li> </ul> <p>Storefront Window Film</p> <ul style="list-style-type: none"> <li>• 3M Scotchcal</li> </ul> |
| <p>R.sole:</p>                          | <p>6662 Delmar Boulevard, University City<br/>       St. Louis, MO 63130</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <p>Tobin+Parnes Design Enterprises:</p> | <p>304 Hudson St., Suite 500<br/>       New York, New York 10013-1015<br/>       212-462-4200 / phone<br/> <a href="http://www.tobinparnes.com/pressroom.html">www.tobinparnes.com/pressroom.html</a></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
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