

LIFESTYLE



STORES

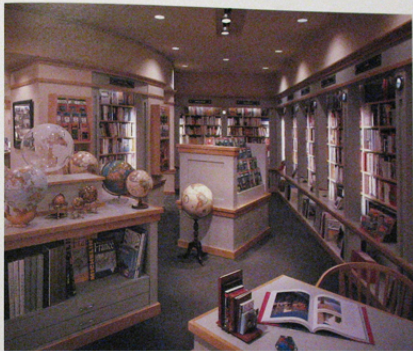
Martin M. Pegler

Voyagers, The Travel Store

For those with a passion for travel, this prototype store for Voyagers consists of both a travel agency and a travel store. A wide range of books, maps, and globes are offered for sale, along with other travel accessories like compasses and portable alarm clocks. In addition, a knowledgeable staff of travel agents is on hand to assist with travel plans, make hotel reservations, and book flights. Both services are comfortably housed together in this 3,600-square-foot space.

A drum-shaped counter, centered on a giant compass and map of the world on the floor, serves as the cash/wrap and information services, where glass cases hold small gift items while the sides of the counter are lined with shelves for books and larger items. As the hub of the store, the counter divides it into four distinct quadrants: the entry; the travel consultation area; books and maps; and stock. In the center of the drum, a clock tower showcases several timepieces that tell the time in eight major tourist destinations around the world.

Set against such a simple and subdued color palette—gray slate flooring and neutral carpeting to define areas of the floor, and maple trim for the millwork—visual merchandising is highly effective. The floor units, which vary in size and shape, are all readily movable and can be creatively rearranged into various configurations. Fluorescent lighting was chosen for both the concealed light coves and in the recessed ceiling cans because of its economy and "contribution to the overall intimacy" of the store. While most Voyagers customers may already have experienced the "romance of travel," that message is underscored by the canopy over the entrance, which is highly evocative of the steel and glass European railway sheds of the nineteenth century.



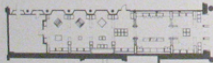
Dallas, Texas

Designer: Michael Malone Architects, Inc.
Project manager: Michael Malone, AIA
Project architect: David N. Orsini, AIA
Joe Cullen: Michael Insalaco
Photography: Joel Haggard Photography

Discovery Channel Store

Intended for the more than 75 million people who watch the Discovery Channel on cable television, this unique store will satisfy any customer who thirsts for knowledge or who is stimulated by educational television programming. If you fear you have missed a particular program of interest, many are available here on video, and CD-ROM, computer software that reinforces the programming can also be found. Because the 2,700-square-foot store is situated in an 1895 landmark building, the historic columns, crown and base moldings, and antique storefront were required to be maintained. There was also a restriction against the use of lighting or any construction being attached directly to the walls or the barrel vaulted ceilings.

The store is divided into areas of interest such as Gardening and the Outdoors; Geology and Fossils; Weather and Astronomy; Science and Nature; Nature Photography; and Children's Toys, Books, and Games. Free-standing light towers not only help to divide the space, but draw attention to the nineteen-foot-high ceilings. The tower tops contain indirect lighting and tracks which can be trained on particular floor displays. The main wall units located between the towers are equipped with fluorescents. In line with the store's commitment to the environment, no rain forest hardwoods have been used. All of the light towers, wall fixtures, and floor fixtures are trimmed with natural wood moldings over a plastic laminate. The slate flooring at the entrance yields to blue-green, vegetable-dyed carpeting; the existing historic walls and ceilings are painted a warm beige. The storefront was adapted with the use of period-correct gold leaf signs and logos, and an antique, cast-iron sign boom was fitted with a new sign.



Galveston, Texas



Design/Architect: Michael Malone Architects Inc.
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