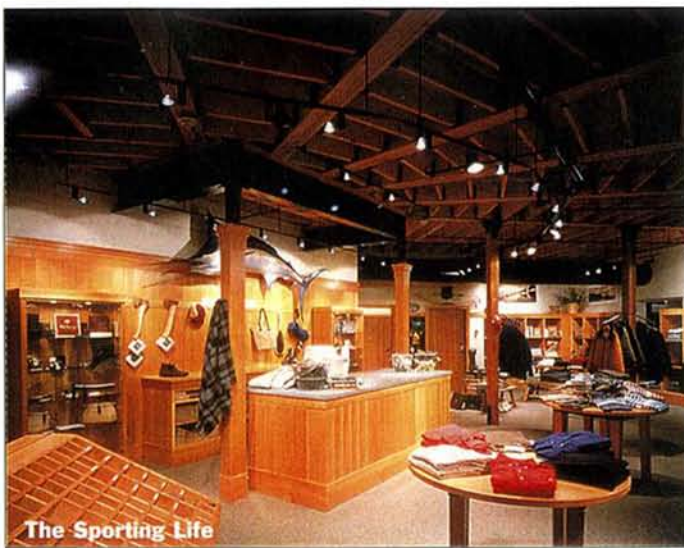


Store Planning & Design Review



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July 2001 • Vol. 63 • No. 7

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STORE PLANNING & DESIGN REVIEW (USPS 7166-10) is published monthly by RETAIL REPORTING, a division of Visual Reference Publications, 302 Fifth Ave., New York, NY 10001. Subscription: \$399.00 annually. Periodicals postage paid in New York, NY. POSTMASTER: Send address changes to STORE PLANNING & DESIGN REVIEW, Retail Reporting, 302 Fifth Avenue, New York, NY 10001.

Printed in Malaysia

To subscribe: call, fax or write to Retail Reporting, 302 Fifth Avenue, New York, NY 10001. Phone: (800) 251-4545. Fax: (212) 279-7014.

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THE SPORTING LIFE

Mashpee Commons, Cape Cod, MA

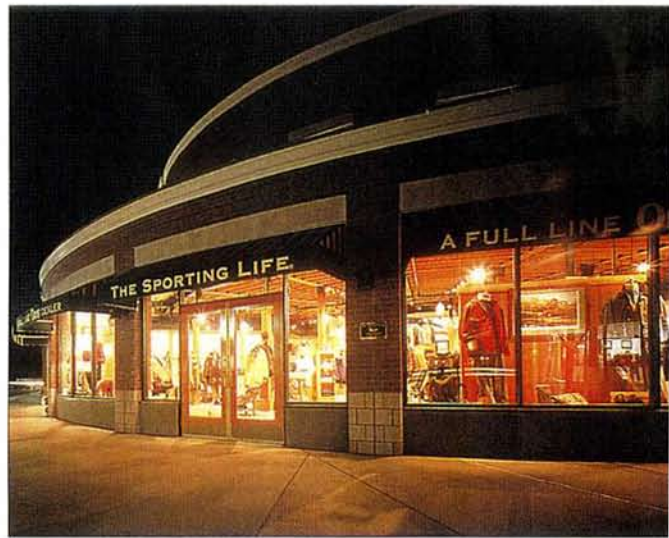
DESIGN: **Jill Neubauer Architects**, Falmouth, MA

PRINCIPAL: **Jill Neubauer**

ARCHITECT/DESIGNER: **Kathy Joba**

IN CHARGE OF PRODUCTION: **David Smith**

PHOTOGRAPHER: **Charles Mayer Photography**, Arlington, MA



IN A SPACE that was originally a brick bank building in the Mashpee Commons in Cape Cod, MA, the Orvis Company introduced a new concept store to the resort area. The new store is The Sporting Life.

According to the designer Jill Neubauer of Jill Neubauer Architects of Falmouth, MA, "The store represents the warmth and genuineness of

the products being sold." The original facade was pulled out to fill in a recessed colonnade and when the 8 ft. 6 in.-high plaster ceiling was removed, the architects found the "radiating structure." Not only did the designer utilize that feature but they emphasized it and brought the ceiling up to its fullest height. The mechanical, electrical and HVAC systems were



redesigned and exposed. The ceiling was sandblasted and new, heavy floor joist hangers were installed.

The walls of the interior are made of vertical grain fir wood. The wall system of built-ins, cubbies and display furniture were also custom designed by the architect and built of fir. "The display walls have hangers and a shelf on the inside of the store but act as a display background for the exterior of the store." Adding to the warm glow of the store is the lighting plan. Jura green limestone is used to top the check-out counter and it develops a rich patina with use and age.

The store's product lines include gear for travel, fly fishing and the appropriate Sporting Life apparel.

