

CASE STUDY



Budget Built for Better Bicycles



When Matt Assenmacher, a long-time friend of Shannon's, called to see if she would be interested in helping create a new vision for his storied cycle shop – with a long history and successful brand worldwide – she jumped at the chance. Assenmacher Bicycle Company had long occupied two locations and was looking to consolidate into one location with a new retail space that would better showcase their products while doubling the size of the showroom to allow for more assembled bicycles to be readily available for purchase on the floor. The existing one-story building was brown, drab, had tiny windows and was virtually unnoticeable from the street. FUNchitecture designed a new story and a half storefront with larger, taller windows to display bikes and a striking design featuring eye-catching red barn metal siding to be

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economically prudent, while gaining great visual bang for the buck. The new silver standing seam metal roof is reflective to reduce solar heat gain, while bright and eye catching to drivers passing by on Hill Road. New exterior wall sconce light fixtures were designed by FUNchitecture and fabricated from old bicycle frames by Matt Assenmacher. Interior light fixtures featuring welded bicycles gears provide whimsical, sculptural focal features that diffuse light through the gear openings, also designed by FUNchitecture and fabricated by Matt Assenmacher.

The showroom flooring is a mix of carpet and stained concrete to allow potential buyers to literally “track ride” around the showroom on concrete paved

areas to get a feel for the style and fit of a bike before making a purchase. In the new “fit shop” cycling enthusiasts can have a custom seat made or have the geometry of their bike adjusted to accommodate their size, posture and dimensions. Changing rooms allow customers to try on riding apparel before purchase. Curved areas of carpeting and new interior signage provide way finding to areas for children’s, men’s and women’s bicycles. Unique rock features are used to highlight mountain and all-terrain bikes, and custom-fabricated displays fill the floor and walls. This project was well received by the client and shoppers alike — and executed on a highly economical budget that makes the experience of buying a new bike exactly what it should be ... FUN!

