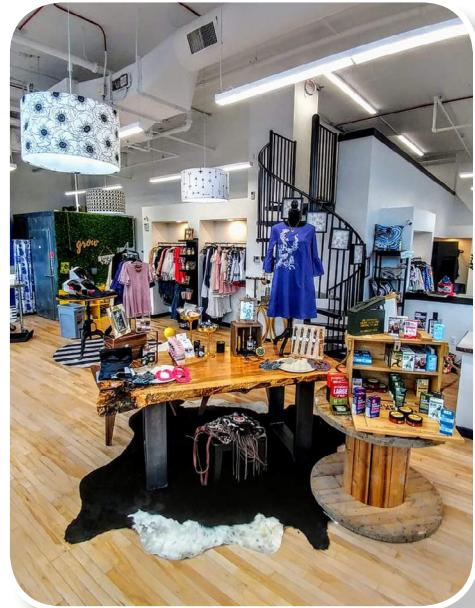


CASE STUDY



A Major Shift in Fashion & Flint Revitalization Perspective

UNchitecture's owner and architect took on the role of designing a space for herself when she partnered with a friend to create Flint's newest retail store in over three decades. The corner space in the fully restored, historic, atmospheric Capitol Theatre features 110 linear feet of storefront at the corner of Harrison and Second Streets. This prime site was transformed through exciting architectural design and creative reimaging from a drab and unoccupied mess into a vibrant and chic boutique shopping experience. Old masonry walls were demolished to improve circulation in the space, while providing site lines for both shoppers and staff across the store. Crumbling carpet was removed and the existing maple flooring was painstakingly refinished to its raw, clear-coated beauty. The decrepit and stained ceiling tiles were removed and the original plaster ceiling was patched and painted bright white. Custom drum style lighting fixtures punctuate the space with black and white

fabric and simple Edison bulbs — creating FUN, playful and functional retail level lighting without distracting from the merchandise on the sales floor below. Built-in apparel racks were designed in niches along all perimeter walls, a circular stair makes for more retail square footage while still allowing access to a small but functional mezzanine housing the store's office, electrical panel and small storage area. New wood window ledges were designed to match the existing maple flooring and feature hinged tops to allow merchandise storage underneath — while providing a platform and showcase space for mannequins and other unique displays to be featured in the storefront windows. A carefully curated collection of women's, men's and children's apparel is complemented by seasonal products, unique gifts and FUN, always changing merchandise. SHIFT in and be SHIFTed fashion forward at Flint's newest retail boutique in the Capitol Theatre.