

AT&T – MICHIGAN AVE

PLATINUM RETAIL

Sustainability can't be defined as a single program or token initiative. It's an obligation to operate better and smarter and use resources more efficiently; the AT&T Flagship store on Chicago's Magnificent Mile is a great example of all of these. This space takes technology and humanizes it in a way that is interactive and approachable as well as local, relevant and health-filled.

The design parti was developed to create a variety of places for face-to-face connections and change the sales experience from transaction to interaction as well as maximize the health and well-being of our employees, service personnel and customers. The result is not simply a new store that saves energy, water and resources but a reinvention of how retail projects are designed and built.

LOCATION

Chicago, Illinois

SPECIFICATIONS

10,000 sf

SERVICES

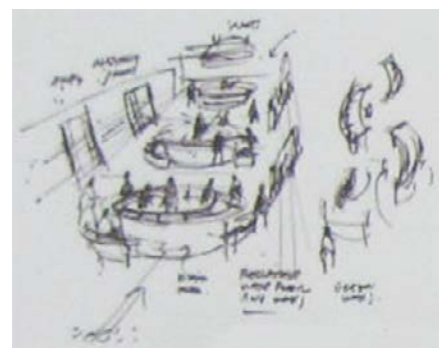
Architectural Design
Brand Experience
Fixture Design
Graphic Design
Interior Design
Prototype Design
Visual Merchandising
LEED Registration

AWARDS

Retail Design Institute
First Place for Store of the Year
in Service Retail, 2013
Retail Design Institute
Special Award for Innovative
Sales Technology, 2013

LEED CERTIFICATION

LEED – Platinum



Water Conserving
Fixtures in Back of
House



Highlighting
Electric Vehicles
and Alternative
Transportation
Benefits



No VOC Materials
or Cleaning
Products



Recycling first, then
trash distributed
throughout the space



Green leasing
and green power
contracts in place
long-term



Eco-charrette early
in the process
to convey ideas,
goals and direction



Reclaimed
Materials
throughout



Low Mercury
Lighting and
adjusted lighting
levels for different
customer levels
throughout the
day/night