

## MAXAMILLAN'S

Retail Tenant Improvement  
Marina Del Rey, California

A men's and women's clothing store catering to professional athletes. Conventional construction materials are used in unconventional ways to create bold but inexpensive displays and furnishings. The store is divided into three areas with different floor materials. Displays are configured to encourage movement to the rear which contains a refreshment bar, changing areas, and television designed to informalize the customer's decision-making. Displays and architectural elements are constructed of metal studs, gypsum board, plexiglass, and industrial shelving. The bold forms combine with strong colors to create a sense of kinetic energy reflecting both the colorful clothing styles and sports involvement of the customers.

