



# Commercial Interior

2025 RoTYs Awards





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## Project Overview

This commercial interior project transformed two aging retail suites into one cohesive, modernized space tailored for high-end merchandising. The work required coordination with the architect, city inspectors, and developer to secure approvals, including the building permit, before construction could begin.

The renovation began with the removal of the dividing wall and outdated displays that fragmented the floorplan. New steel framing was installed to support **custom display systems**, including floating shoe shelves with integrated lighting, wood-veneered shelving grids, and a copper-clad bench. Drywall work was finished to a high level of precision, ensuring a seamless backdrop for these features.

Electrical rough-ins were carefully coordinated so the tenant could simply “plug and play” into the system without disruptive additional work. The result is a **polished, move-in-ready retail environment** defined by functional durability, modern finishes, and crafted architectural details that elevate the merchandising experience.

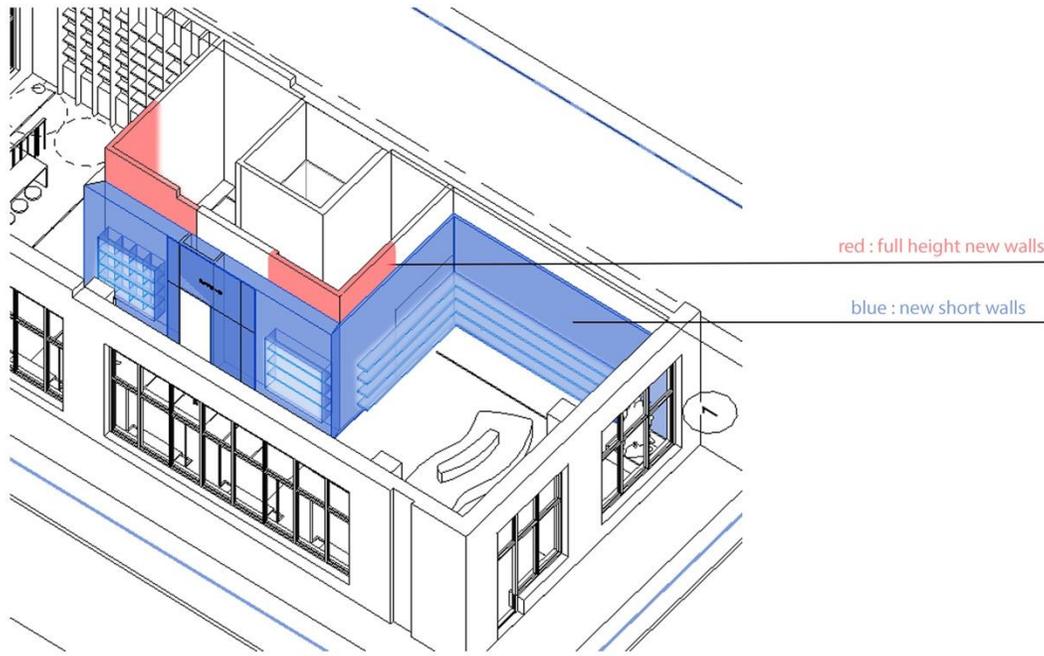
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# Client Objectives

- Combine two separate retail spaces into one seamless environment
- Remove outdated displays and walls to open sightlines
- Support custom steel-framed displays provided by The Bernard Group
- Prepare space for “plug and play” final electrical installation
- Deliver a polished, clean, and move-in ready finish



# Construction Diagram



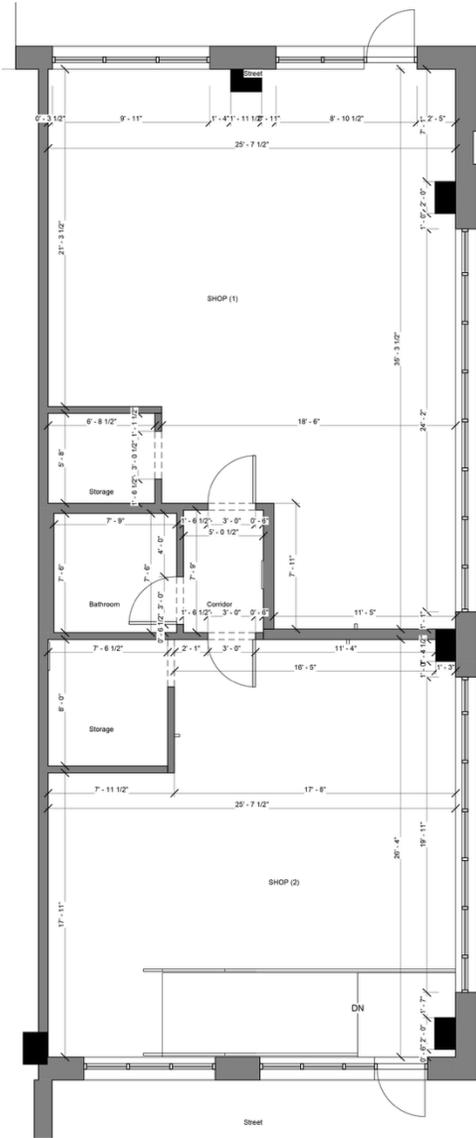
This axonometric diagram highlights the drywall and framing scope that transformed the two retail suites into one unified space.

- **Red areas** indicate **new full-height walls**, built to enclose back-of-house and support areas with sound separation and privacy.
- **Blue areas** indicate **new short walls**, strategically placed to define merchandising zones while maintaining open sightlines across the floor.

By carefully combining full-height partitions and low divider walls, we created a functional layout that balances tenant flexibility with integrated display opportunities. The result is a space that feels open yet structured, allowing merchandise to be the focal point while guiding customer flow.

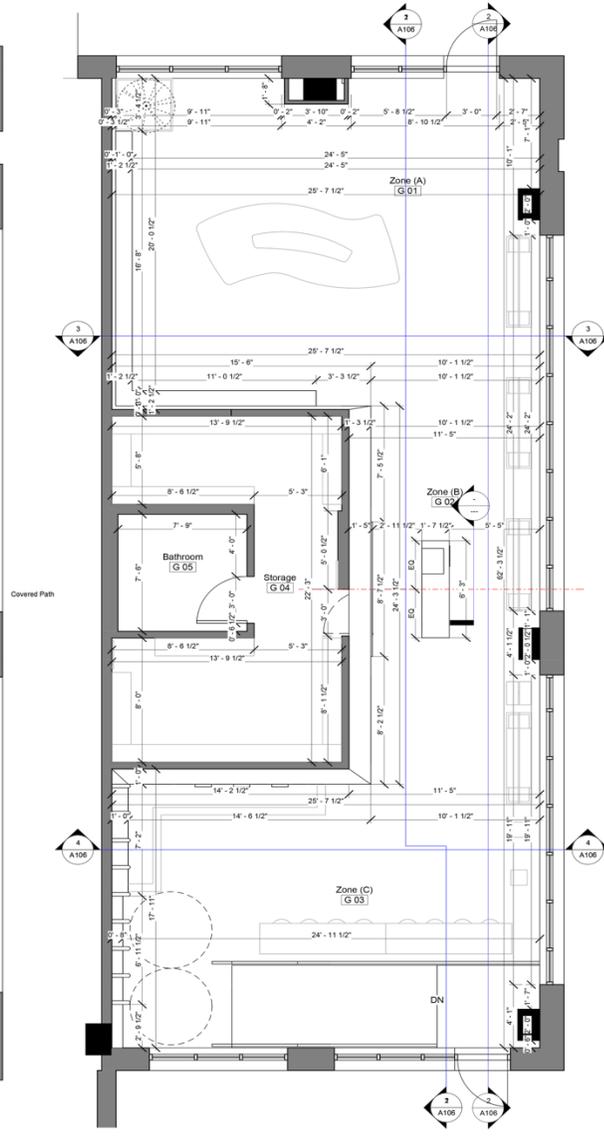
# Construction Plans

- The project began with **two separate retail suites** (Shop 1 and Shop 2), each with its own walls, storage rooms, and fragmented circulation. The spaces were divided by a **full-height partition wall**, with additional small partition walls and doors that limited flexibility and obstructed sightlines.
- **Existing Layout Challenges:**
  - Partition wall separating two retail suites created a disjointed footprint.
  - Old storage areas and back rooms reduced usable retail floor space.
  - Narrow corridors and mismatched wall alignments made the layout inefficient.
- **Demolition Scope (as noted on plan):**
  - Removal of the **dividing wall between the two shops** to create one continuous space.
  - Demolition of old walls and doors around storage and corridor areas.
  - Clearing out outdated display structures for a clean slate.
- By stripping away unnecessary walls and consolidating the footprint, the remodel set the stage for a **single, open, high-impact retail environment** that could support custom display walls, modern lighting, and flexible merchandising.



1 Level 1 Existing Layout  
1/4" = 1'-0"

BEFORE



2 Level 1 Architecture Layout  
1/4" = 1'-0"

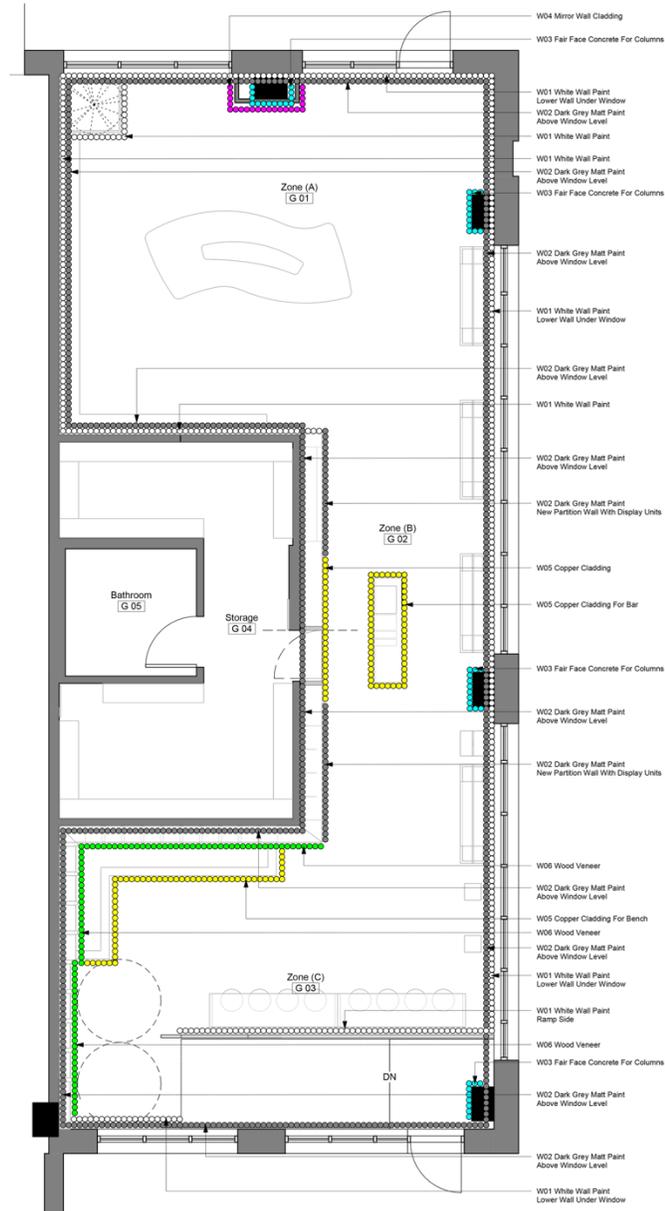
AFTER

# Materials & Finishes

The finish palette was intentionally designed to balance **durability, contrast, and brand expression**. The materials not only define zones of use but also enhance the customer experience by directing focus to the merchandise.

- **Concrete Flooring (FL01):** A continuous finish across all zones provides durability and a neutral backdrop for display areas. It anchors the space with an industrial-modern tone while allowing feature materials to stand out.
- **Painted Walls (W01/W02):** White paint (W01) brightens lower wall surfaces, reflecting light and keeping the space open. In contrast, dark matte gray (W02) defines feature partitions and upper bands, adding drama and directing attention to the products showcased against them.
- **Concrete Columns (W03):** Fair-face concrete columns remain exposed, celebrating the raw structure of the building and lending authenticity to the space.
- **Mirror Cladding (W04):** Positioned strategically to extend sightlines and multiply lighting effects, mirrors expand the perceived volume and add a layer of refinement.
- **Copper Cladding (W05):** Applied to benches, the cash wrap, and select wall accents, this warm metallic finish (Chemetal supplier) elevates the retail environment and ties into the brand's premium identity.
- **Wood Veneer (W06):** Natural wood tones soften the industrial palette, bringing warmth to display units and balancing the harder surfaces of metal, plaster, and concrete.

Together, these finishes create a **layered environment** where industrial durability meets crafted detail, ensuring the store feels **both functional and distinctive**.



② Level 1 Wall Finish Layout  
1/4" = 1'-0"

## DRAWINGS NOTES :

### FLOOR FINISH LEGEND

-  FL01 Concrete Floor Finish
-  Keep Bathroom Floors As Is Don Not Change
-  Copper Like Cladding For Bench (Supplier Chemetal)

### Wall FINISH LEGEND

-  W01 White Wall Paint
-  W02 Dark Gray Matt Paint
-  W03 Fair face Concrete
-  W04 Mirror Cladding
-  W05 Copper Like Cladding (Supplier Chemetal)
-  W06 Wood Veneer

# Shoe Wall Transformation

**Before:** The retail space began as a blank white wall with no character, depth, or merchandising capacity. The surface lacked definition and didn't provide the flexibility or presence needed to display product in a compelling way.

**After:** The wall was rebuilt into a **custom-designed shoe display system**, integrating architecture, lighting, and finishes:

- **Floating shelves** with concealed steel supports provide a clean, weightless effect.
- **Integrated LED lighting** above and below each shelf ensures every product is evenly highlighted, turning shoes into the focal point.
- **Textured lime plaster walls** paired with crisp shadow gaps give depth and refinement to the space.
- **Indirect ceiling lighting** frames the wall and enhances the overall spatial experience.
- **Strategically placed mirrors and greenery** expand the sense of space and add lifestyle touches.

The result is a **signature retail feature wall** that transforms simple product display into an immersive brand experience.



BEFORE



AFTER



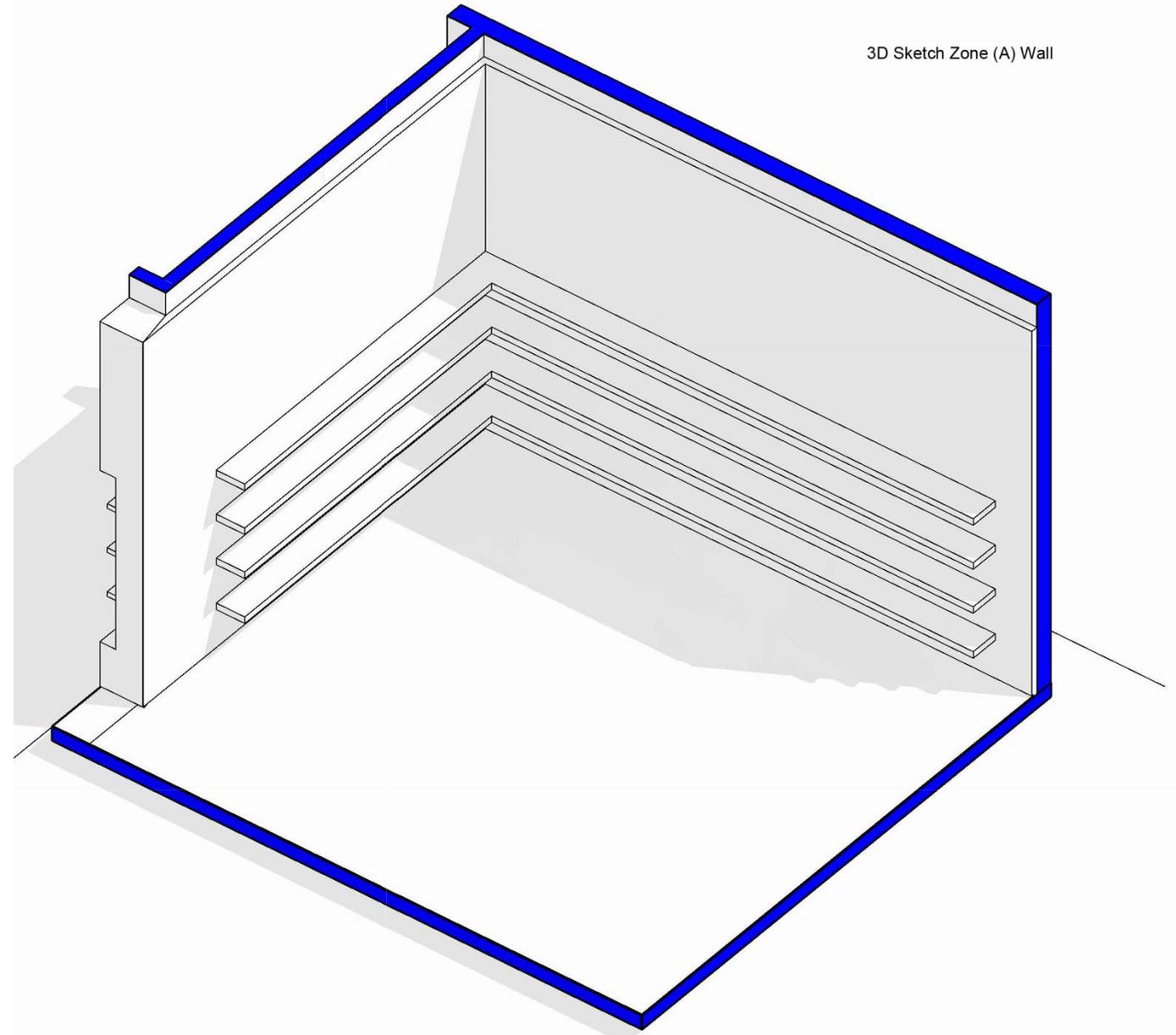
Rendering of  
Shoe Wall

# Shoe Wall Construction Diagram

This 3D sketch illustrates the **structural design** of the custom shoe wall prior to finishes and lighting.

- **Wall Framework:** A steel stud partition was built and reinforced to carry the load of continuous floating shelves.
- **Shelf Integration:** The shelves were notched and aligned to fit flush into the wall, concealing metal supports and creating the appearance of weightless, continuous lines.
- **Lighting Accommodation:** Recesses were coordinated for **linear LED profiles** above and below each shelf, ensuring the final installation would highlight merchandise evenly.
- **Clean Detailing:** The highlighted blue edges mark the **shadow gaps and transition lines**, which were planned early to guarantee crisp separations once finishes were applied.

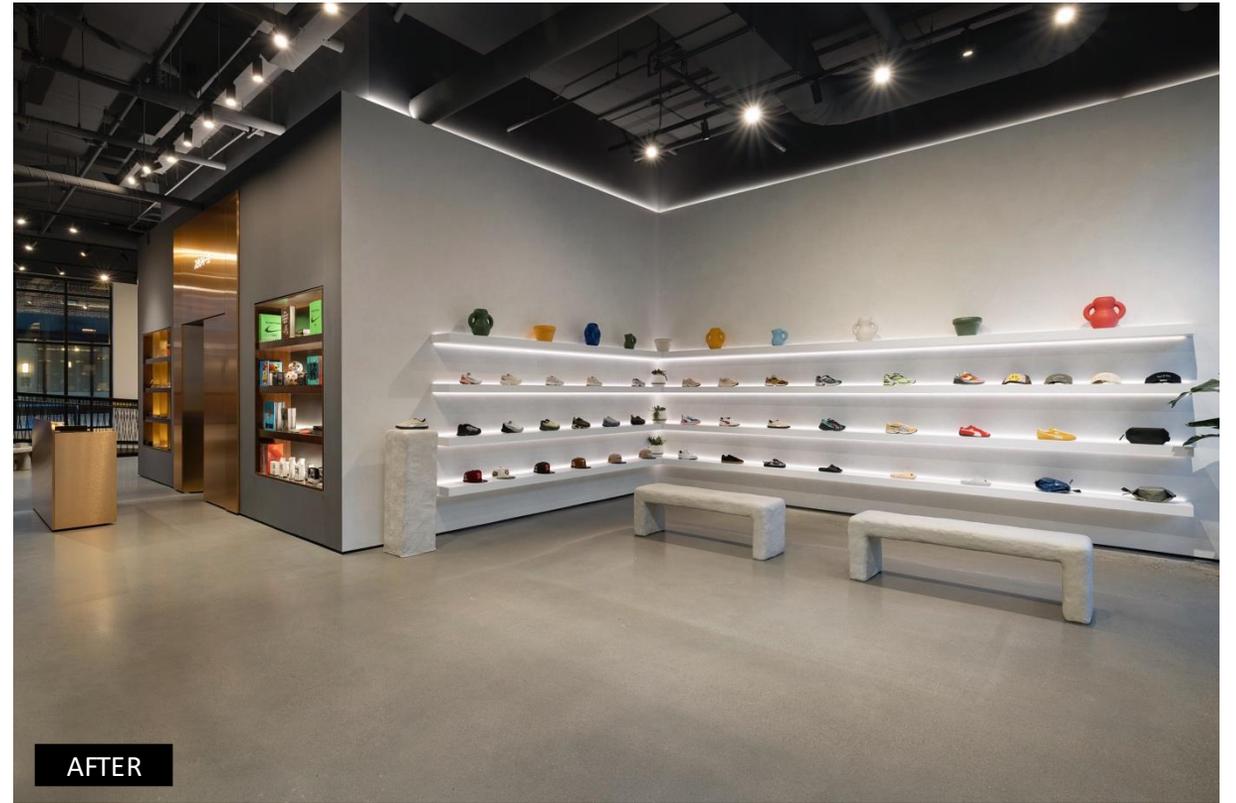
This drawing demonstrates how early coordination of **framing, electrical, and finish detailing** was essential to delivering a display wall that now feels seamless and refined in the completed space.



# Additional Shoe Wall Photography



# Additional Shoe Wall Photography

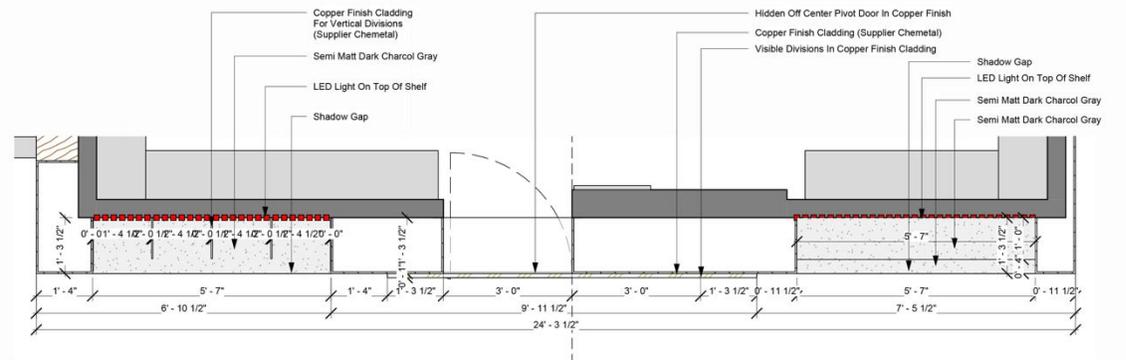
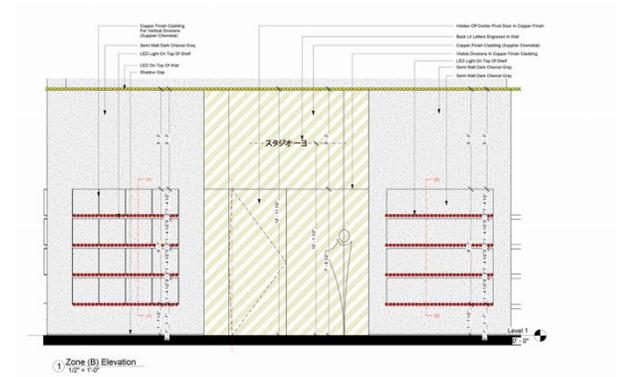
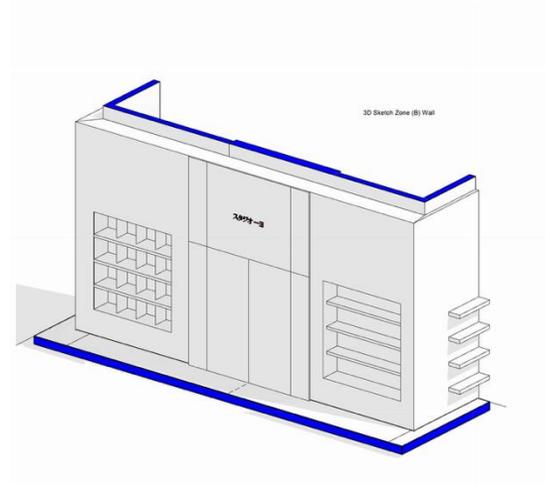


# Feature Display Wall

Zone B was designed as the **central architectural feature**, blending retail display with back-of-house access.

- **Integrated Functionality:**
  - Open display shelves and glass-fronted boxes showcase products.
  - A **hidden off-center pivot door** clad in copper provides discreet access to the back office, maintaining the clean retail aesthetic.
- **Lighting:**
  - Continuous **LED strips** highlight each display shelf.
  - Backlit engraved lettering provides subtle branding integrated into the wall.
- **Materials & Finishes:**
  - **Dark charcoal plaster/paint** for dramatic contrast.
  - **Copper cladding (Chemetal)** on vertical divisions and pivot door adds warmth and premium detailing.
  - **Shadow gaps** maintain crisp separation at all transitions.
- **Craftsmanship:**
  - Precise alignment of shelves, cladding, and lighting required close coordination between framing, millwork, and electrical trades.

The result is a **multi-functional wall system** that conceals back-office access while presenting a bold, high-impact display surface for the retail floor.

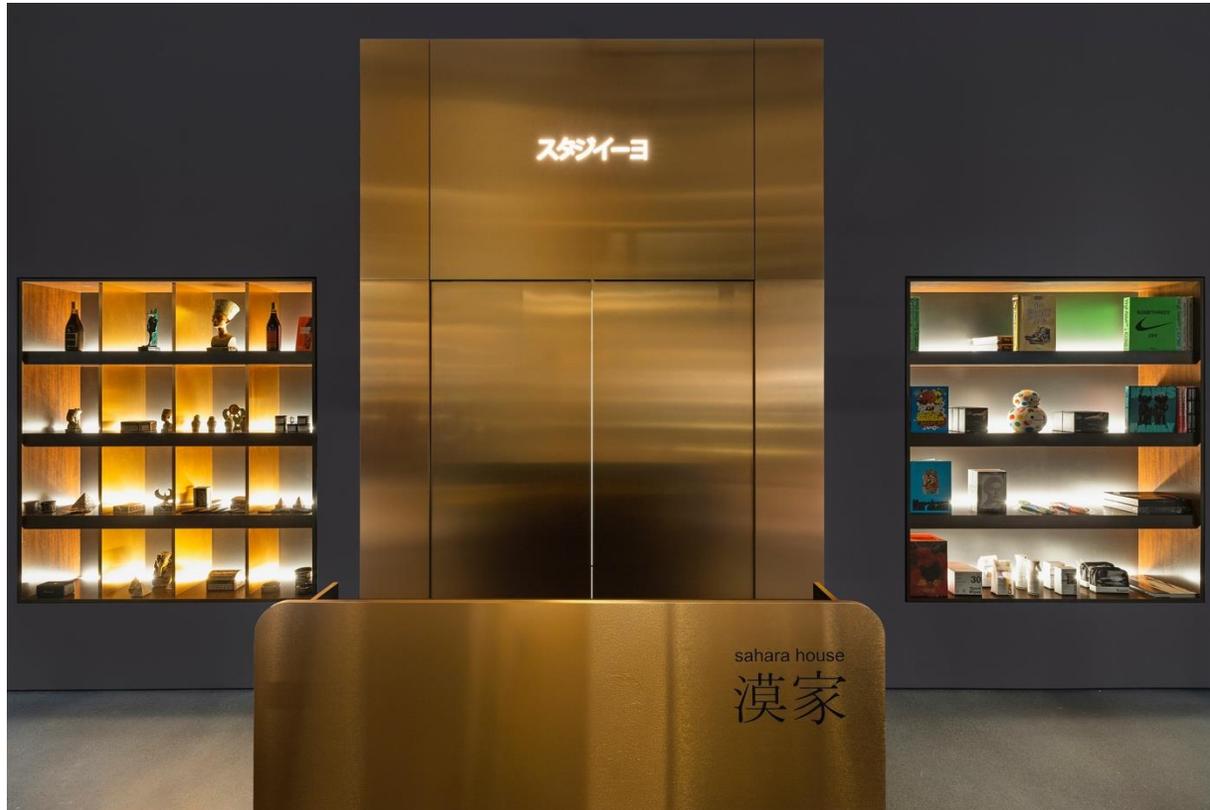


2 Level 1 Zone (B) Wall Plan  
1/2" = 1'-0"



Rendering of Display Wall

# Display Wall (After)



# Display Wall



# Up-Close of Display Walls



# Hallway View

View from former Store 2 toward the new Zone B display wall and concealed pivot door leading to the back office, with the former Store 1 beyond.

Rendering Image (bottom)  
After Image (top)



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## Hallway View

View from former Store 1 toward Zone B display wall, with concealed pivot door to back office, and across into the footprint of former Store 2.

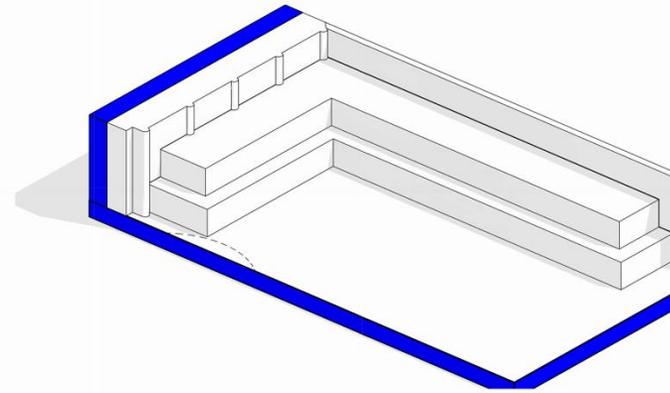
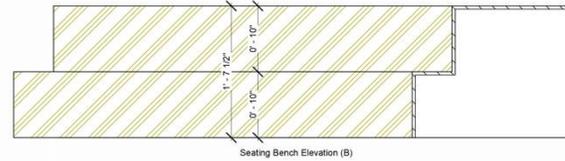


# Shelving & Bench Feature (Rendering)

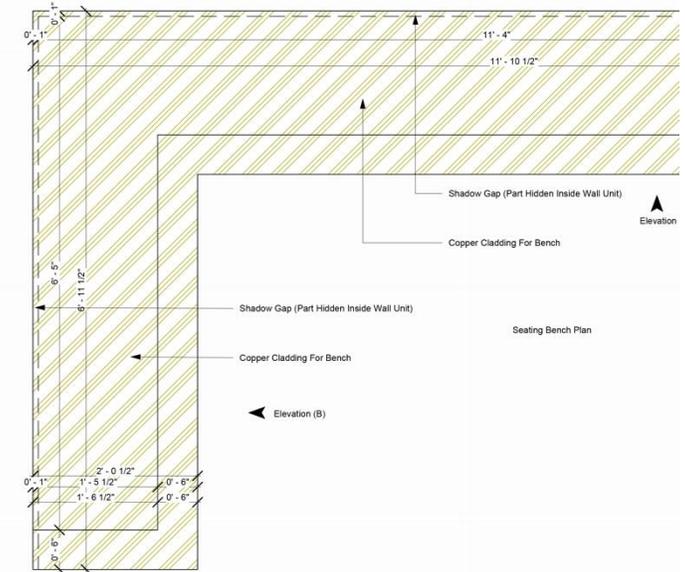


# Bench & Shelving Details

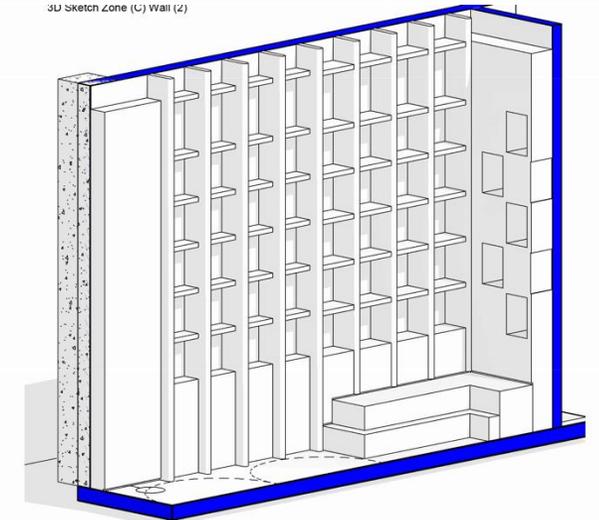
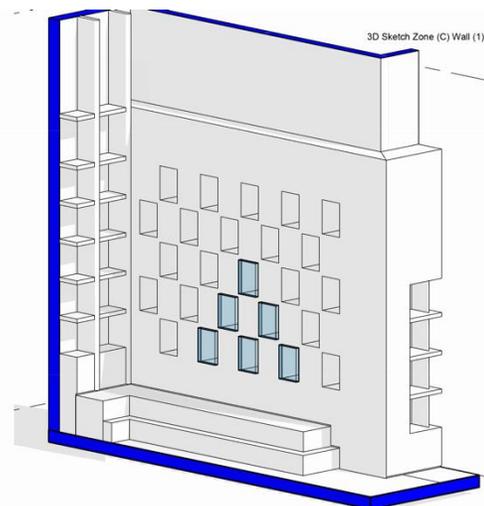
- The bench was designed not only as **customer seating** but also as an architectural element that ties into the overall display wall system.
- **Bench Construction:**
  - Framed into the wall system and clad in **copper finish panels** (Chemetal supplier) for a premium, reflective surface.
  - **Shadow gaps** separate the bench from surrounding walls, creating crisp lines and avoiding bulky transitions.
  - L-shaped configuration provides generous seating while maintaining circulation flow.
- **Wall Integration:**
  - Staggered recessed niches above the bench create a striking visual texture and provide additional product display capacity.
  - The adjacent full-height shelving grid offers maximum merchandising flexibility, with integrated lighting for consistent illumination.
- **Craftsmanship:**
  - Alignment of copper cladding divisions with wall elements required precision detailing.
  - The concealed structure allows the bench to appear built seamlessly into the wall system.
- This detail exemplifies the project's philosophy of merging **customer comfort with merchandising function**, ensuring every surface in the space serves both a practical and design role.



3 Bench Details  
1" = 1'-0"

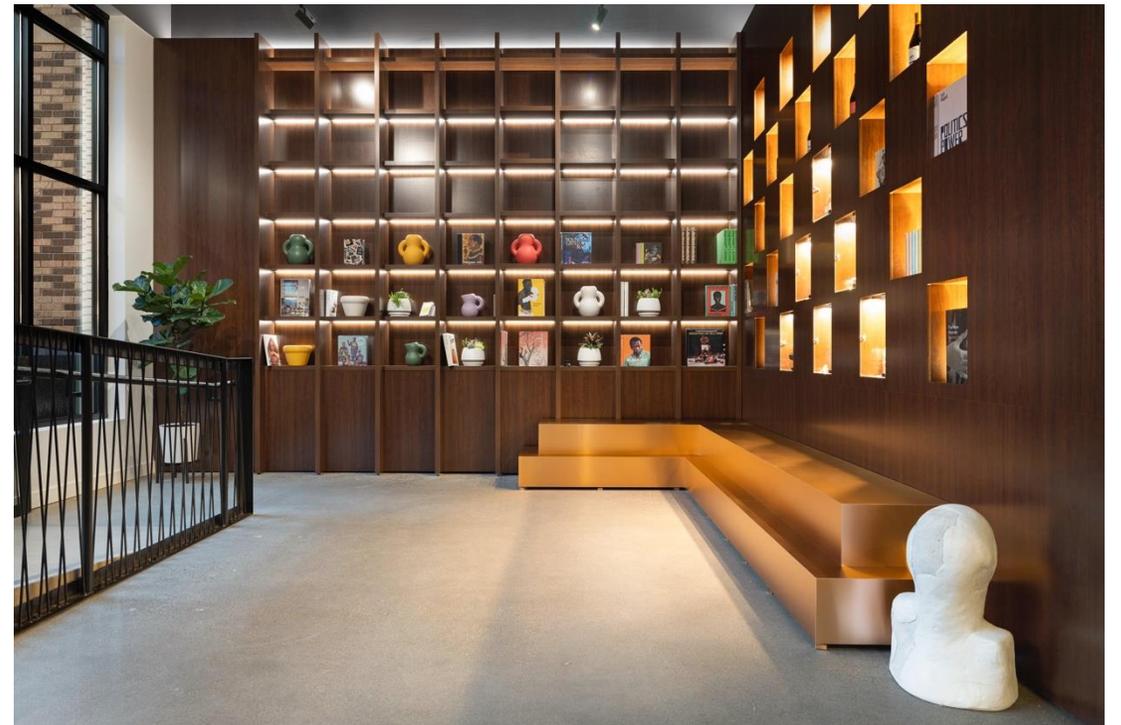


3D Sketch Zone (C) Wall (2)



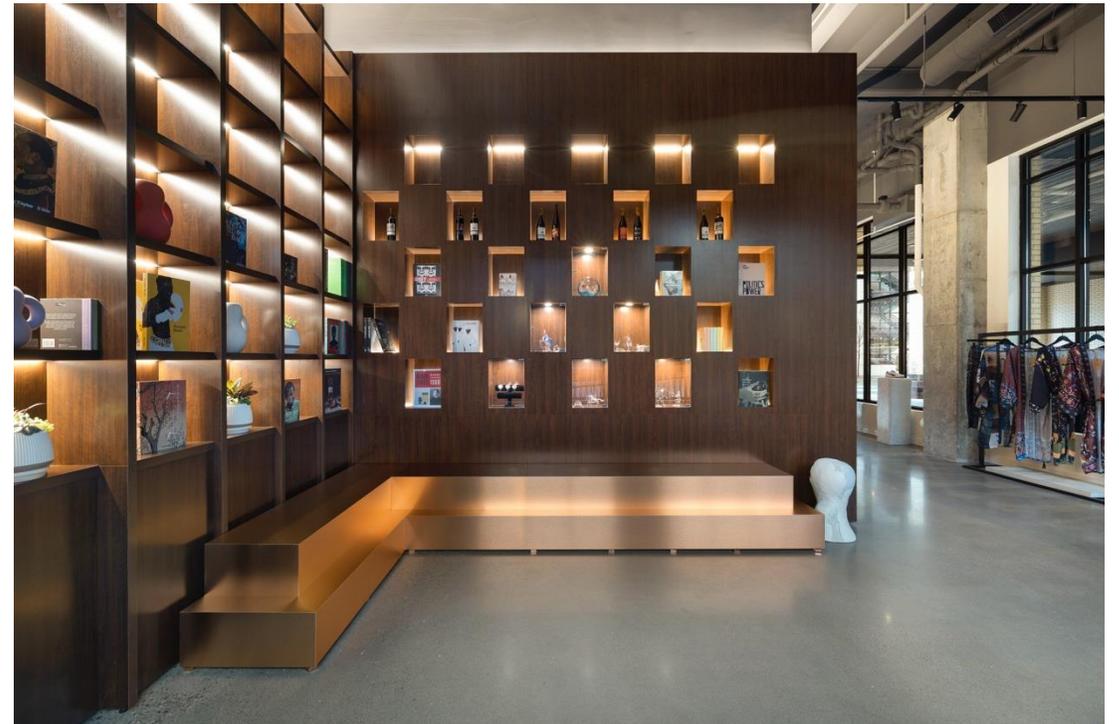
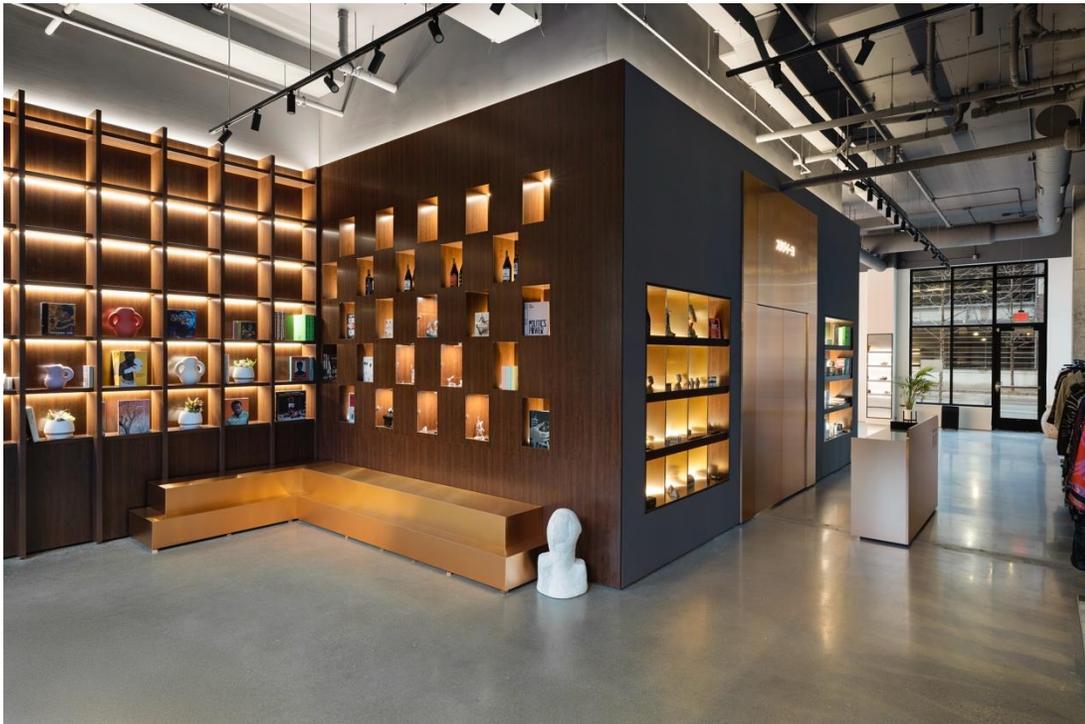
## Design Intent

This formerly blank wall was transformed into a multifunctional feature: a copper-clad bench for seating, a grid of illuminated shelving for merchandising, and recessed niches for display. The result is both a gathering spot for customers and a branded storytelling wall.



# Brand Storytelling

The combination of illuminated shelving grids, recessed niches, and copper details was developed to reflect the brand's values — modern, curated, and elevated — turning everyday retail shelving into a storytelling environment.



# Project Overview

## **1. Meeting Client Objectives**

- Combined two separate retail suites into one cohesive space.
- Delivered a modern, flexible retail environment tailored for high-end merchandising.
- Coordinated approvals with architect, inspectors, and developer for a smooth process.

## **2. Functionality**

- Electrical rough-ins designed for “plug and play” use by the tenant.
- Integrated shelving, concealed supports, and pivot door to back office maximize usability.
- Open layout improves customer circulation and merchandising flexibility.

# Project Overview

## **3. Aesthetics**

- Floating shoe wall with lime plaster and LED lighting creates a dramatic focal point.
- Warm wood veneer, copper cladding, and shadow gaps elevate the retail atmosphere.
- Contrasting dark finishes and integrated lighting highlight products like gallery pieces.

## **4. Craftsmanship**

- Precise drywall finishing, cladding alignment, and millwork integration.
- Copper-clad bench seamlessly tied into shelving wall with crisp shadow gaps.
- Hidden structural supports for floating shelves required detailed coordination.

## **5. Innovation**

- Concealed pivot door integrated into copper wall provides discreet office access.
- Backlit engraved lettering and layered lighting strategies blend branding into architecture.
- Transformative use of ordinary retail shells into a high-design merchandising environment.