

# SPORT CHEK

Yorkdale Shopping Centre, Toronto

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Photography: David Whittaker Photography Toronto

Sport Chek, a subsidiary of Canadian Tire Corporation, opened its first store in 1991 and now has more than 200 stores.

## SCOPE OF WORK

Design a flagship store that provides a range of product in all categories relating to sports, fitness, and lifestyle in an environment that enhances, entertains, and provides an immersive and memorable shopping experience. Responsible for all phases of design and construction management from flagship concept creation, space

planning, schematic and design development, fixture design, full construction drawings to project management during construction phase. Renovate and expand the existing 25,300-sq.-ft. space to 44,200 sq. ft. over two floors. Introduce new technology and design elements.

## GOALS AND OBJECTIVES

Create a world-class shopping environment that communicates "We are the biggest and best sporting goods retailer in the country." New design elements and departments reinforce the

brand experience and make the brand relevant to the local market.

## GOALS ACHIEVED

Movement, animation, and interaction are all tied together and an immersive experience awaits shoppers once they walk through the curved, LED digital "tunnel" entrance. A "fan zone" captures local spirited playoffs, Super Bowl, or Olympic moments. The "kaleidoscope wall" provides a unique visual and becomes a distinctive signature piece for the brand. The





“community zone” invites customers to have a seat, watch live games, book tee times, and even get involved in local community sporting events. The “cityscape,” an artistic replica of the city of Toronto, further reinforces the close-knit ties the brand has with the local sports community. Rather than offer only a few counters to showcase the latest technology gadgets such as Fitbit, and GoPro cams, an entire in-store shop is dedicated to this rapidly growing category.

#### **BRAND PROMISE**

Provide the “World’s Best Digital In-Store Experience” by giving shoppers access to best-in-class digital technology through a network

of digital signage, interactive technology, and show-stopping installations, with the best sporting goods brands all found under one roof. Sport Chek creates a retail space that engages, excites, inspires, and informs customers, all while being relevant to the local community.

#### **CUSTOMER JOURNEY**

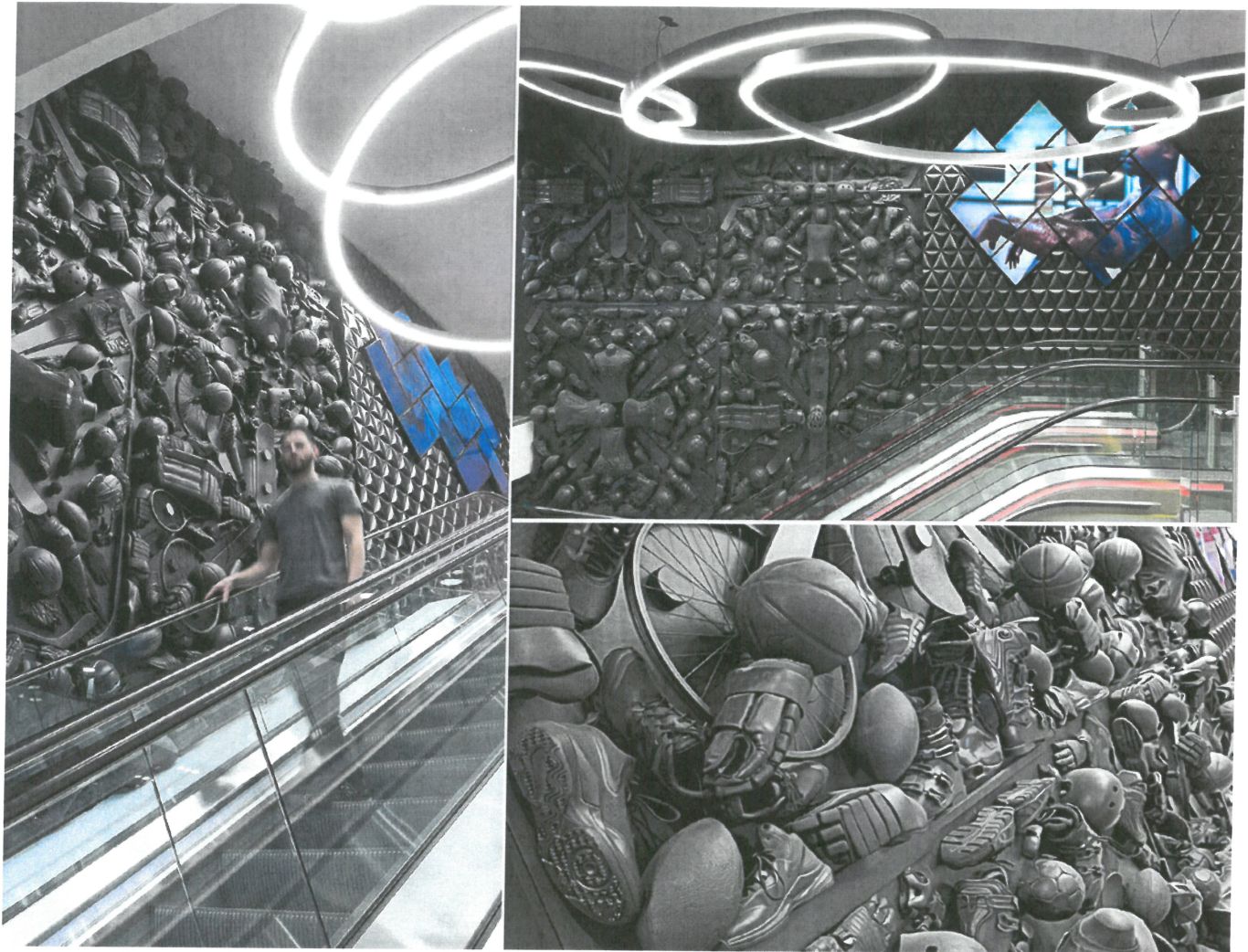
The tone is set at the 40-ft.-wide curved digital portal entrance, beginning a journey that promises to stimulate the senses. Upon entering, mannequins “in motion” go beyond simply showing athletic wear and accessories, capturing the emotion of the sport through their positioning. Flooring and ceiling patterns create the flow of traffic

and the main aisles incorporate the retailer’s signature red, guiding shoppers through the store and to in-store shops and departments.

#### **BRANDING**

Digital elements play the most significant part in delivering the brand promise, and although many retailers have experimented with this approach and failed, Sport Chek remains solidly committed to ensuring technology is not just an add-on, but a well-integrated part of the in-store experience. Customers engage with interactive screens and showcased digital content or simply stop to watch other customers run on the treadmill in the New Balance Stride ID lab. Nike,





Under Armour, Adidas, Reebok, and other top brands have their own sizeable in-store shops. The fan zone, kaleidoscope wall, community zone, and cityscape all reinforce the connection Sport Chek has forged with the local sporting community.

#### ENVIRONMENTAL GRAPHICS

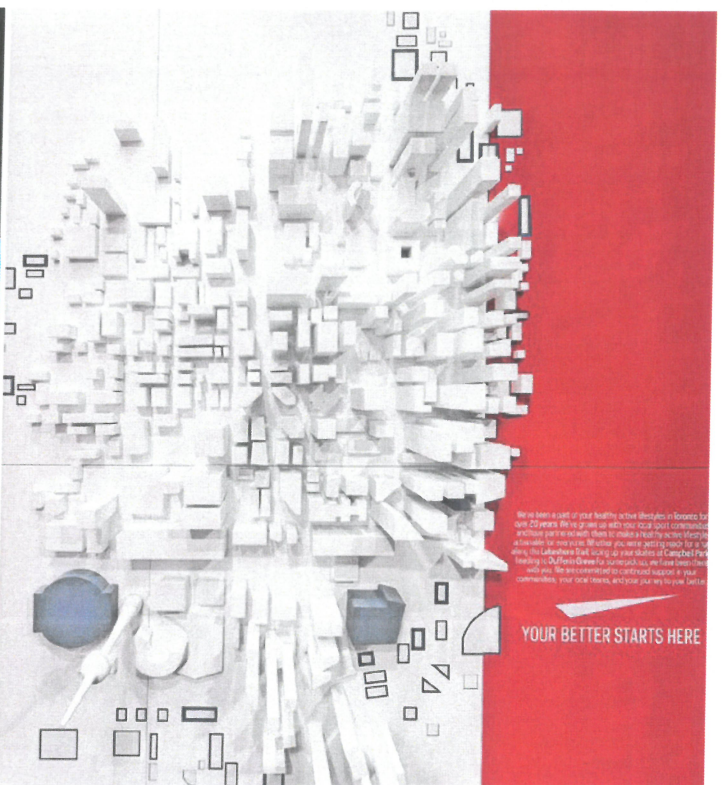
The 40-ft.-long digital portal entrance and a total of 257 screens, 46 tablets, and seven digital 3D hologram displays — including interactive and motion sensor screens, touchscreens at table and wall displays, and holographic displays on power aisles — make every corner of the store an experience of sight and sound. Large feature display areas appear at strategic junctions and are tagged with RFID technology to help shoppers find that special piece or describe a product's benefits.

#### STORE PLANNING

The store is organized around a raceway aisle. Strategically located, seemingly endless visual displays (media screens and graphics) throughout the store evoke curiosity and encourage









customers to meander spontaneously from shop to shop. New in-store services entice shoppers to further discover the store, including digital gait analysis, golf putt/swing analysis, golf ball/club customization area, a climb station treadmill, and a repair shop for bikes and snowboards. Technology is used not only for customer engagement and exploration, but to better service customers both during and after the sale.

#### FIXTURING

Due to the large number of screens, both floor and wall fixtures incorporate technology elements directly within them. Holographic displays are placed along main circulation aisles so as to not detract from the other technologies within each department. Instead of separating goods by category only, bigger in-store shops for top brands place greater emphasis on each brand's values.

#### FINISHES

Contrasting with the main aisles incorporating the Sport Chek red and vivid digital sport-

themed graphics throughout the store, walls are kept neutral to provide a backdrop for the merchandise. Finishes provide a clean and simple palette yet still reflect the strength of sport. A balance between masculine and feminine ensures appeal to all segments of the market.

#### LIGHTING

LED lighting is used almost exclusively, allowing lighting to be introduced in areas such as under counters and inside showcases.

#### VISUAL MERCHANDISING

A signature two-story "kaleidoscope wall" is an impressive collage of many of the sporting goods, footwear, and apparel offered under the Sport Chek brand. In all, more than 1,250 pieces of sports equipment, all of which were spray painted black, make up this 3D art wall that spans 25 by 16 ft. The custom-patterned 3D panels found at both ends of the art piece also contribute to the visual presentation by framing the digital screen mosaics located on the upper and lower floors.

