

Learningsmith Retail Stores

Bryant Palmer Soto, Inc. has been involved in design and execution of twelve prototypical retail facilities for Learningsmith throughout the western United States. The project involves architectural design of the stores, fixture innovations, store signage, issues concerning wall display, use of color/texture/motion and store layout design. Each new location uses the kit of parts developed for the prototype, but each combines the elements differently to suit varied lease spaces and configurations. BPS also produced the construction documents for these projects and has been responsible for successful execution including permitting and construction administration.



Innovations include: Establishing a clear cone of vision into the store; Video monitor to create sound and motion displays outside the store; Establishing a feeling of mini "shops" through use of dropped ceilings; Creating a wave element to separate right-brain, left-brain activities; Reiterating the corporate identity on the back wall; Dramatically increased lighting throughout the store; "Back wash" fixtures to give a heightened visibility to wall cases; Interactive Kids Electronic Tower; Interactive Bin Cubes; Executive Gift Cube; Software Towers; New logo and color palette; Discovery center signs; Shelf talkers.



Learningsmith Storefront

