

NikeTown

Located in downtown Denver, this 17,000 square foot store uses museum exhibit ideas to display its merchandise and entice young buyers. Strategic lighting, a reception-like entrance, forced circulation, bold visuals, electronic displays, information stations and a blend of high-tech and natural materials address Nike's different audiences. 4240 was the Architect of Record and worked with Nike's architects during the design.

(Completed while 4240 Staff and Principals were part of UDG, Inc.)



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location: Denver, Colorado
total square feet: 54,000
total budget: \$5 million
completion date: 1999
client reference:
Nike Retail Services, Inc.

