

Don Sherwood's Golf & Tennis World

Fremont, California



Our firm was hired to provide a visually-stimulating environment for the sale of tennis and golf products. The design was based upon the ideas of movement and creating "excitement". Sculptural soffits with indirect lighting evoked a sense of movement that would lead the customer through the store, from soft goods to equipment. High tech/Modern materials were used to show that only the latest technological advances in the sports equipment were being sold here. The interior of this store enhanced the bold exterior forms and colors of the newly renovated shopping center also designed by ARC Inc.



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