

# RETAILTRAFFIC

SADI 2006 Winner: FILA



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Does athletic gear conjure up images of beer-soaked lounging? Of course not. So when Fila wanted to launch a new retail concept in New York City, rising-star firm Giorgio Borruso Design decided that movement would be the message. Along a 50-foot-long canted wall, hundreds of sneakers take flight in swirling formations. Dressing rooms are tucked behind a semi-transparent wall, which transforms customers' movements into theatrical shadows. Existing structural columns, wrapped in shiny metallic skins, are now ellipsoidal vortices that touch down from an undulating ceiling. The athletic aspirations even extend as far as the plastic seating, whose organic shapes evoke muscles stretching and bulging, striving toward great sportsmanship — and high style.

**Project Name**  
FILA, New York

**Location**  
New York City

**Square Footage**  
4,000

**Architect**  
Giorgio Borruso Design

**Client**

FILA

**Credits****General Contractor**

Turner Construction

**Structural Consultant**

Gilxanz, Murray, Steficek

**M/E/P**

Ambrosino, DePinto & Schmieder

**Lighting Consultant**

Horton Lees Brogden Lighting Design

**Photography**

Benny Chan/Fotoworks

**Millwork & Fixtures**

Bozzoni

**Column & Air Column Covers**

eventscape

**Ceiling & Wall Sculpture**

eventscape

**Flooring**

V.A.L. Floors Inc.

**Audio Visual**

CMS Innovative Consultants