

BADGER SPORT

Charlotte, NC Renovation

Size

5,000 square feet

Project Highlights

Rotunda product display and event space visible from the outside

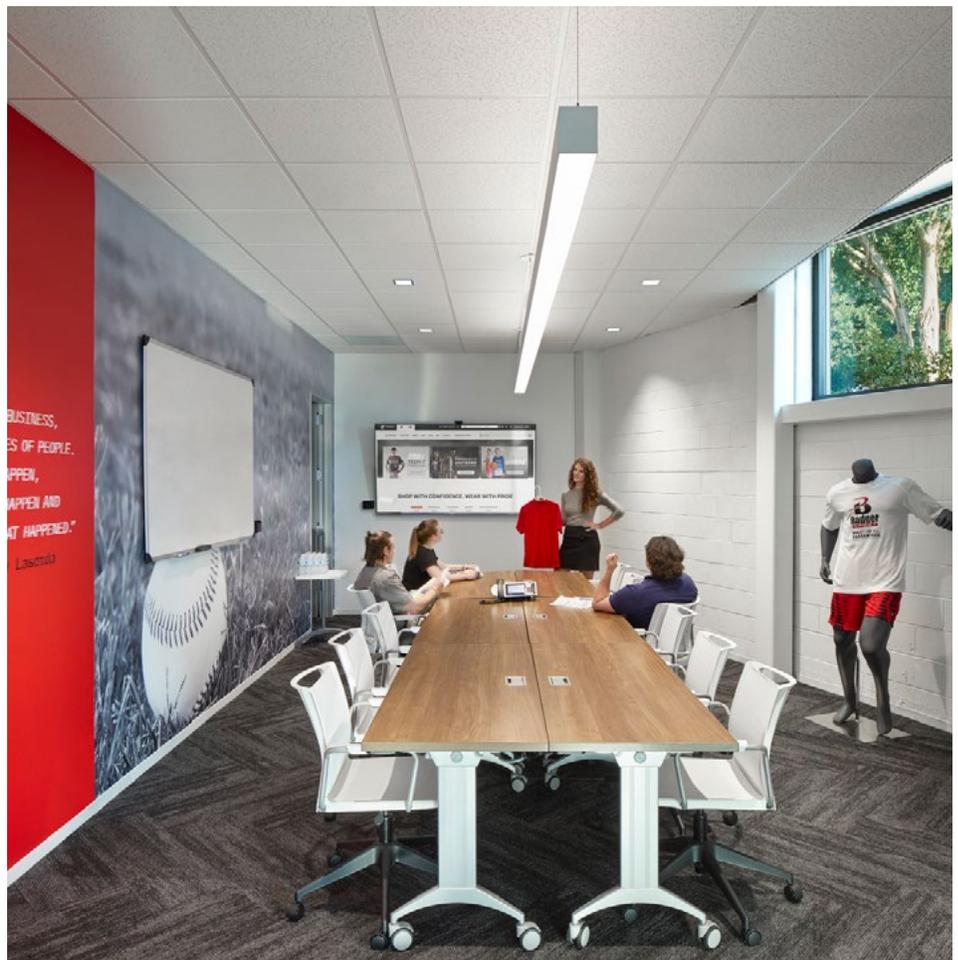
5'x7' micro-offices with re-used glass fronts create additional workstation space in the open office to accommodate growth

Large walls for significant branding statements and visuals throughout the office

Sports-related design elements, including electronic scoreboard, running track flooring pattern, athletic field-inspired carpeting, and themed meeting rooms

Services Provided

Full service interior architecture and design





IA collaborated with athletic wear provider Badger Sport to deliver an energized, dynamic, and branded workplace. The garden-level, corner space offered floor-to-ceiling glass with views of the outdoors.

The new space features many sports-related design elements, including an electronic scoreboard, running track flooring pattern, and athletic field-inspired carpeting, and themed meeting rooms. IA worked with Badger Sport's internal graphics team to deliver large walls for significant branding statements and visuals throughout the office.

5'x7' micro-offices utilize glass fronts from an empty tenant suite in the building, generating a significant cost savings used for other design elements. The implementation of the micro-office concept allows for additional workstation space in the open office to accommodate growth.

A rotunda product display and event space is visible from the outside so that passersby have a view of the branding elements and directly into the space.