

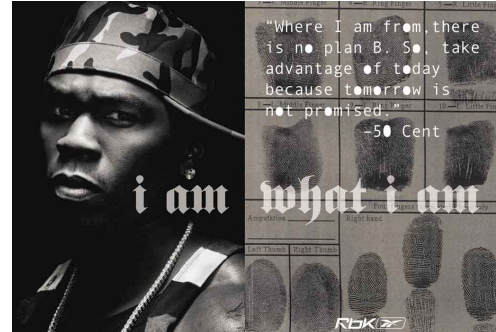


reebok international ltd  
concept store  
singapore 1998

# reebok

eer

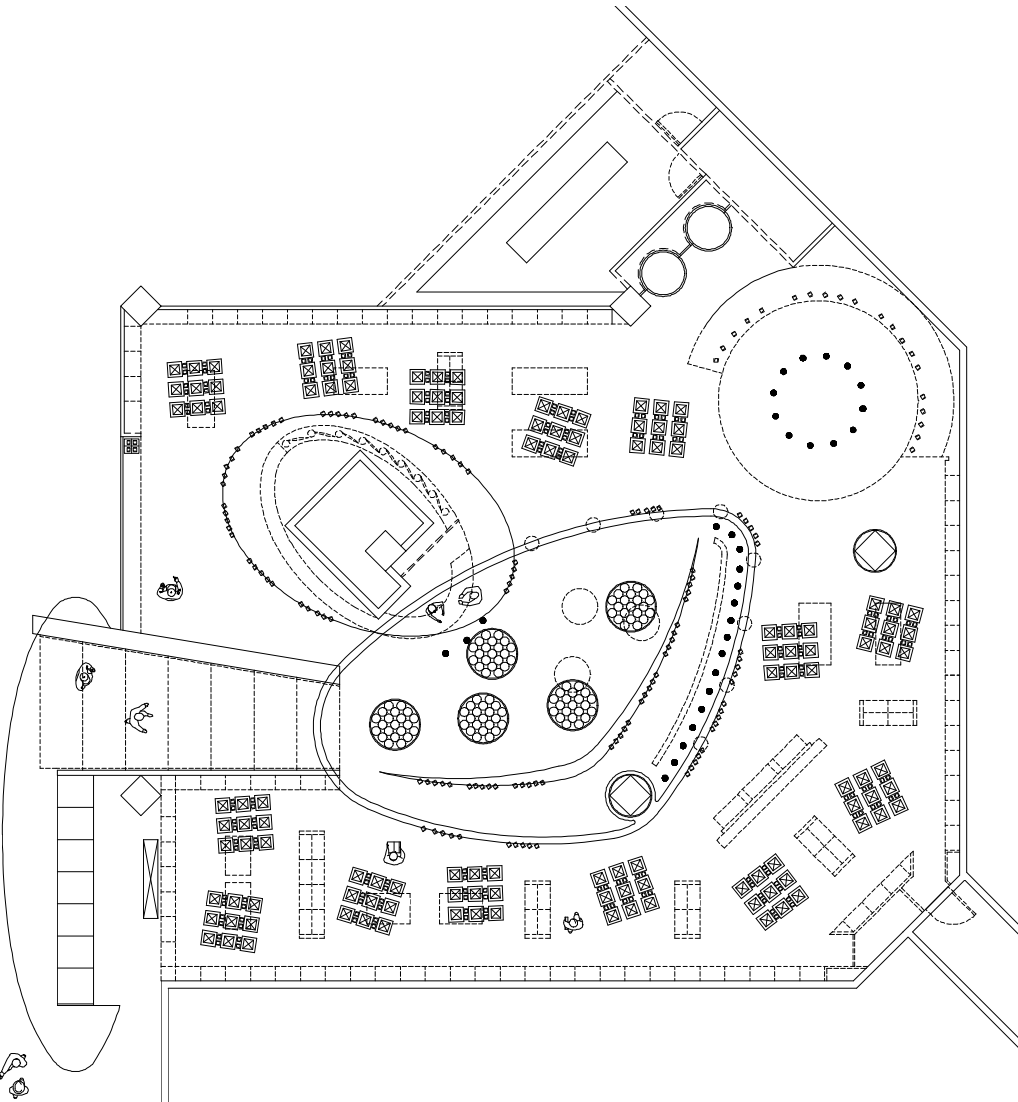
**reebok:** despite the success of the alternative corporate image, reebok international ltd never before translated their vision on the world of sports in the architecture of their shops. therefore, a first concept store was developed with singapore-based architectural firm eco-id and the collaboration of belgian lighting manufacturer kreon.



"Where I am from, there is no plan B. So, take advantage of today because tomorrow is not promised."  
-50 Cent

i am what i am

Reebok



**concept:** the organic architectural language and the energetic lighting concept underline the corporate identity: the fun and energy of reebok culture, the technological advancement of the products. to reflect the ambiance of an open air sports stadium, the individual light fittings are assembled into larger units that float underneath the ceiling. punctual spots in corporate colours, red and blue, accentuate the brand's image.

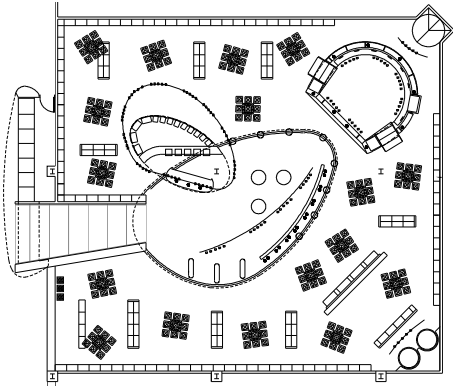




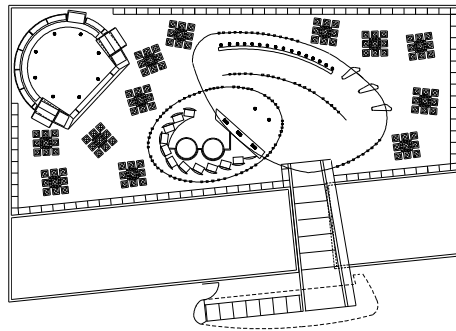
reebok

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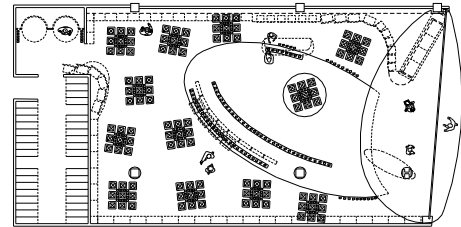
**worldwide:** following the successful launch of the singapore shop, a similar concept was further explored for concept stores in boston, atlanta and minneapolis.



boston



atlanta



minneapolis



**specifications:**

general lighting:  
3X24W compact fluorescent fittings  
accent lighting:  
QR111 + HIT



ERROR: stackunderflow  
OFFENDING COMMAND: ~

STACK: