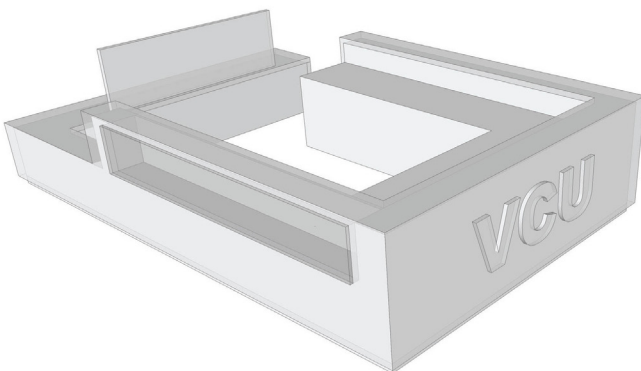
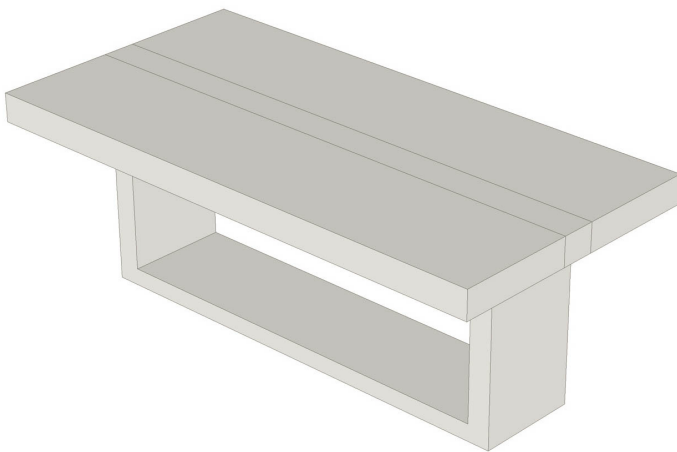




- 01 sales floor view
- 02 millwork details
- 03 exterior elevation

2013 | **virginia commonwealth university technology store**

At the heart of VCU's campus, blocks away from the VCU Bookstore and Siegel Center, the new VCU Technology Store will become the center for students' technology needs. Finding its home in an existing building, the store will be a breath of fresh air into this area of campus: using lit, perforated metal cladding to wrap the existing building, it will become a distinctive, glowing box on West Grace Street. In similar fashion, a glowing resin cashier desk anchors the retail space and is the central point around which customers browse and shop for computers and accessories. The interior is streamlined in white to allow the merchandise to be the focus, while also creating an intuitive and unique experience for the customer.



02



03