

Cleveland Indians Team Store

Galleria at Erieview Plaza,
Cleveland, OH

Design: **Richard Jencen Assoc.**, Cleveland, OH

Director of Design: **Nicholas Zalany**

Design Assistant: **Keith Royer**

Visual Merchandising: **Raymond Linhart**

For the *Richard E. Jacobs Group*

Project Coordinator: **William Rowe**

Visual Merchandising: **Jayne Churchmach**



When the Cleveland Indians took up residence in the Jacobs Field facility, the owners wanted a design for their retail store that would recreate the excitement of Jacobs Field. Standing up front—as part of the storefront design—is a life-size, custom sculpted and molded batter, in position at the plate. The pedestal contains an internally-lit “home plate” and it is set in front of the figure for up-lighting.

The floor plan of the store is conceptually a baseball diamond. In the critical and central area of the space is the custom designed sales desk. As the central focal point, it incorporates the ceiling soffits, four way TV monitors and a mannequin. From a functional standpoint, this unit eases the

traffic flow by directing traffic in two distinct directional flows. “It also allows the symmetry of uninterrupted merchandise display at the sidewalls.”

Seen throughout the store are the custom designed fixtures which allow freedom of store design, planning and merchandising. Starting with the metalwork at the side walls, overhead trusses are tied in with fixturing to organize and departmentalize the merchandise. Integrated into the decorative steelwork are the baseball action graphics and the perimeter accent lighting. This brings the track lighting closer to the merchandise and also simplifies the reflected ceiling lighting layout.



“Merchandising played an important role in the overall store design.” In keeping with the baseball theme, there is high level merchandising at the perimeter walls and coordinated related goods are displayed on the custom floor units. For “grandstand” appeal, the fast selling, fitted baseball caps are set out on a stepped sidewall display.



