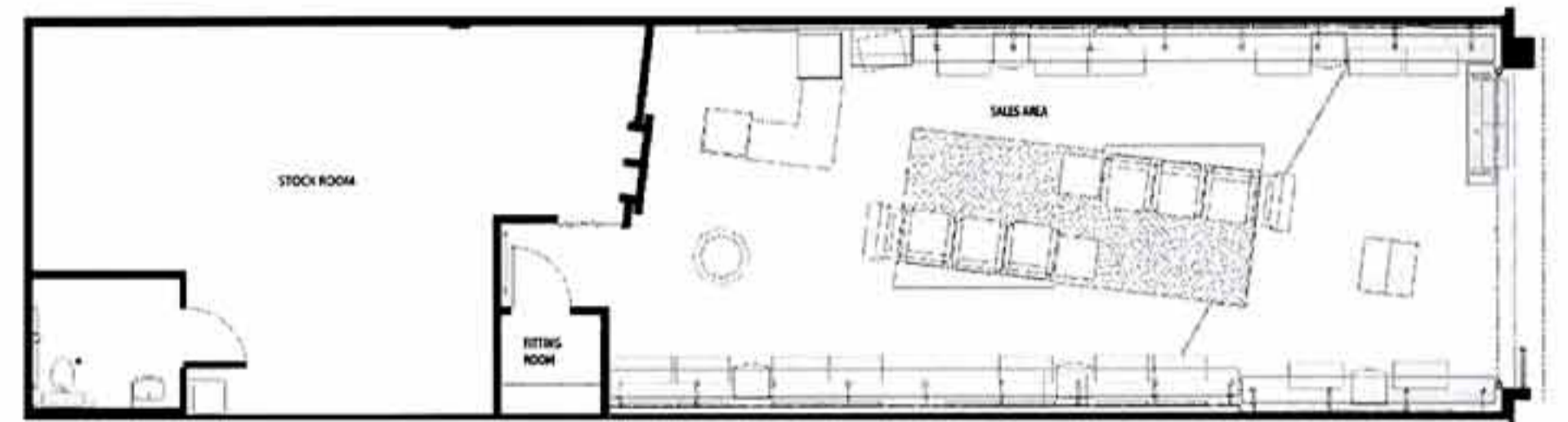


# J&M

Monroeville, PA



DESIGN: **Jencen Architects**, Cleveland, OH  
PHOTOGRAPHY: **Marc Soracco**, Gibsonia, PA





Targeted at young professional males, the new J&M concept store, designed by Jencen Architects of Cleveland OH, suggests a contemporary loft-type setting.

The long, narrow 1,500 sq. ft. space in the Monroeville Shopping Center is entered through the high-tech, industrial looking open shop front which introduces the loft residence with the use of brick, steel, polycarbonate, ribbed glass fenestration and the red oxide steel beam that carries the J&M logo. The beam is supported by a galvanized steel column.

Inside the gray concrete floor gives way to an angled carpeted area of a tight berber twist which is overlaid

by a bright red rectangular area rug. Black vinyl upholstered chairs are set out atop the red rug and this is where the shoes featured along the side walls can be tried on. The loft concept is enhanced by the brick wall and the angled skylight windows above which leads the eye to the open steel structural ceiling and the exposed HVAC system. Custom designed interchangeable wall display panels of wood are suspended off a steel band that runs the length of the perimeter walls. Each panel has individual brackets and can be moved for merchandising different brands or stories. The slotted panels are designed to support shelves, shoe

platforms, waterfall brackets and the signage that accents each panel. Mobile display cabinets on wheels constructed of the same reddish-brown wood are located beneath the continuous shelf that fills in both long sides of the store. Also running the length of the store are the suspended track lights. These were selected to complement the shape, material and feel of the H.I.D. luminaries in the center of the space. The exposed aluminum busway of flood lamps provides the general illumination and it follows the angled axis of the design. It is "aesthetically conducive to the open structure ceiling treatment and underlines the indus-



trial provenance of downtown lofts.”

Up front is an interactive station with a computer set up where shoppers can access company information. Wall mounted TV monitors provide up-to-the-minute news coverage. A dropped red lacquered ceiling, at the end of the shop, identifies the cash/wrap desk which is backed up by a matching red panel that carries a giant photo blow-up. The desk with its enclosed glass case for accessory items is made of the same wood used throughout. Behind the red panel is a wall of polycarbonate plastic “used as a visual transparency” and it is illuminated from behind—like the angled skylight windows. Tinted lamps are used behind the counter for extra emphasis.



