Wood-Mode Lifestyle Design Center, Chicago, IL

CHALLENGE

Modern showrooms are tasked with providing a fresh and inviting space whenever people visit. Wood-Mode, a leading manufacturer of custom cabinetry, operates the Wood-Mode Lifestyle Design Center in Chicago's iconic Merchandise Mart. In fall 2021, the showroom staff was in the early planning stages for the most significant renovation the space had seen since opening in 2016.

Because of its prime location, Wood-Mode gains significant exposure every year during NeoCon, the world's leading commercial design industry event. But with NeoCon fast approaching and the renovations not yet underway, the showroom wanted to refresh its look to welcome the 15,000 designers that would literally be walking right outside its doors.

SOLUTION

Wood-Mode found a solution with Spacekit modular wall art systems. Spacekit provided six art installations throughout the showroom, including one with a custom logo design. "The Spacekit team worked hand-in-hand with our showroom designer to determine colors, patterns and dimensions that would complement our space," said Vince Hodshire, Wood Mode showroom owner. "This installation was a smartway to provide a design refresh just in time for NeoCon."

RESULTS

Billed as a "Pop-Up Art Installation", Wood-Mode and Spacekit invited design editors and design specifiers to visit the showroom to experience the modular wall art systems and learn about new Wood-Mode product introductions. Because of the positive feedback, Wood-Mode elected to leave the Spacekit panels in place after the show. In addition, Spacekit's framing system contains no-hassle hardware hung with 3M Command® Strips for a no-wall-damage-installation. Once the renovation begins, the existing Spacekit systems will easily move and be reconfigured to adapt to the new showroom design. To accommodate a now permanent installation, Wood-Mode will utilize Spacekit's versatile framing system by screwing the framing system into the walls for a tamper resistant finish.

For more information about Spacekit retail and showroom solutions, visit spacekit.co