



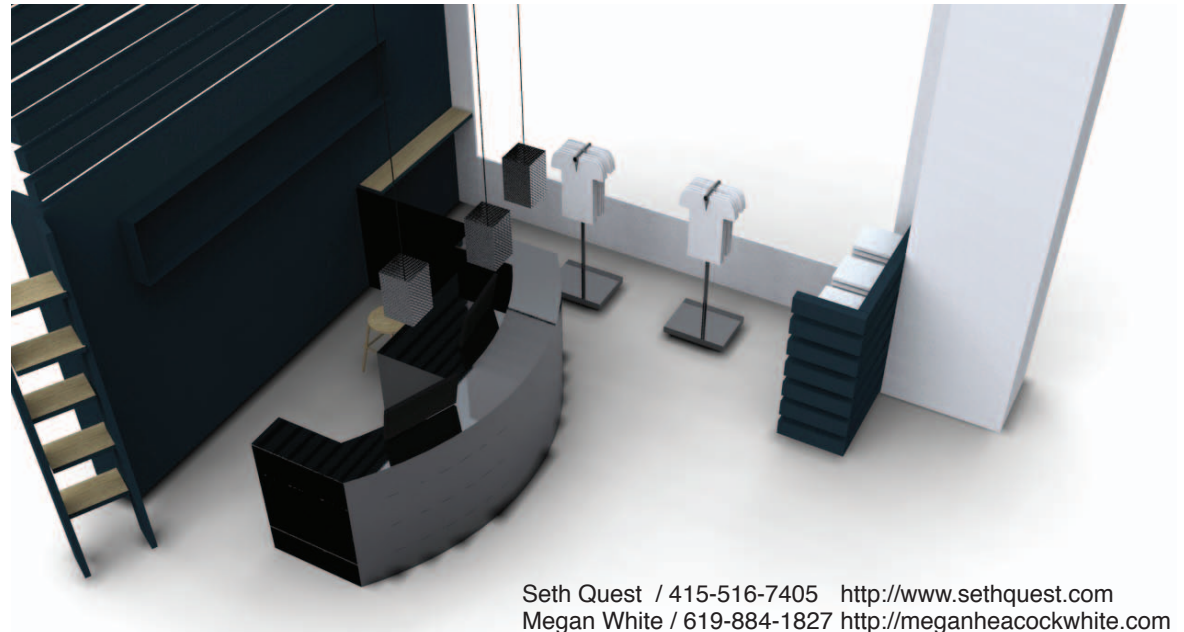
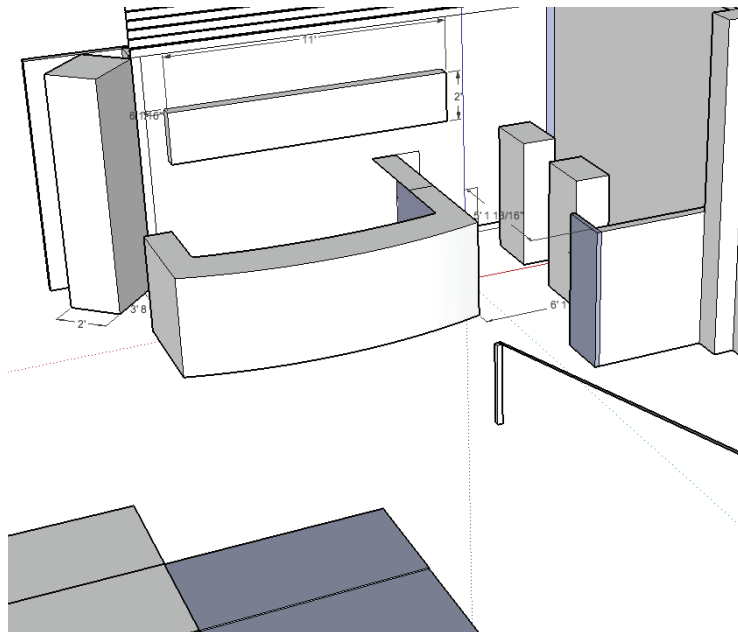
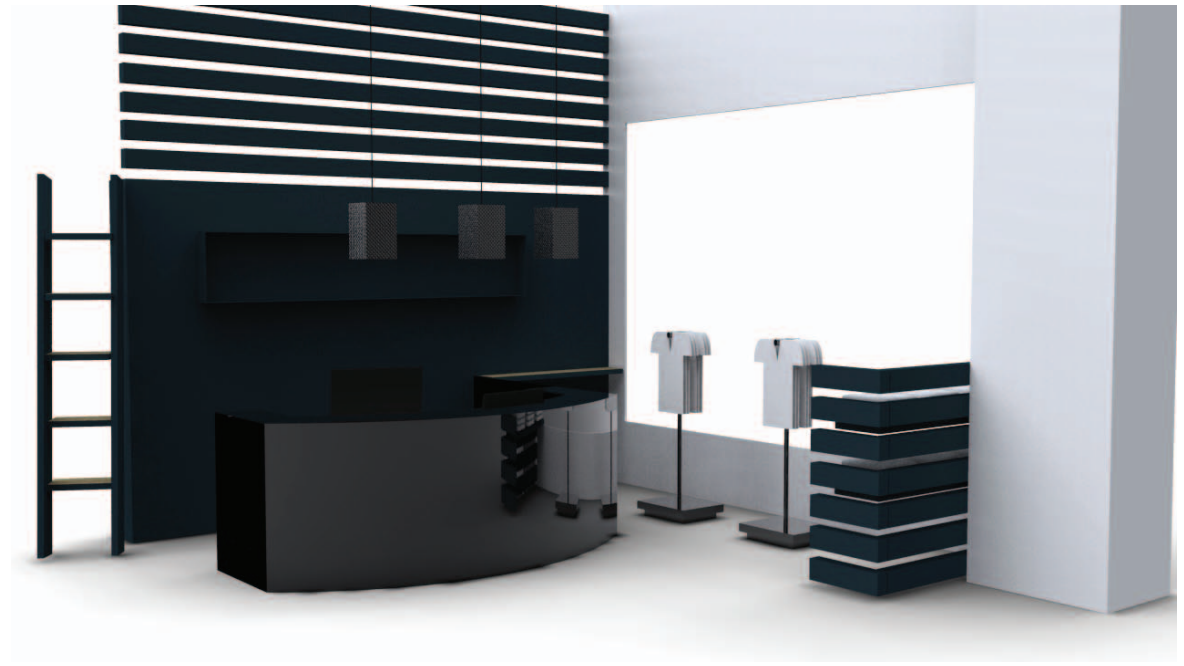
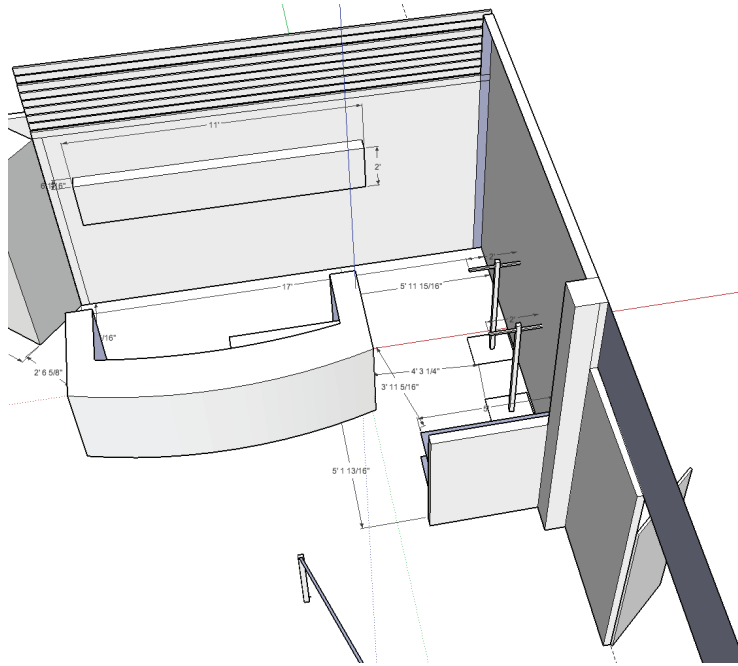
Design Overview

Pacific Ring Sports is a Muay Thai boxing gym owned and operated by Michael Regnier, who, with 24 years of experience and the California Cruiserweight Title has the credentials and passion for teaching and sharing the sport. P.R.S. is located in the heart of Oakland and is considered to be the most cutting edge mixed martial arts facility in the Bay Area.

Michael wanted a reception desk and a retail space to display their merchandise that would visually pack a punch. The main considerations were flow, member check in, merchandising, storage and employee usability.

Our goal was to redesign the space, adding all of the necessary functionality while enhancing the brand. There were many considerations, though the most important was maintaining a true hard-core aesthetic that the members would feel great about.

The response has been very positive. The redesign has been praised by both the members and the employees. Most importantly the design has been fully embraced by the owners Mike and Alfie Reigner.





The existing space had sort of, evolved on its own, a collection of glass jewelry cases, that were stuffed full of boxing equipment along with their champion belts and medals. The computer wasn't exactly ergonomic considering it was neither at desk or standing height. Accessing the upper landing for additional storage, meant using a ladder and part of the soda machine. The visual problems were clear. Negotiating the details however, took careful consideration, after all, these members might reject a design that was too fancy...



Pow, in your face design! Abandoning subtle details, the Pacific Ring Sports logo is so loud that it could knock you down. The trophy case proudly displays their championship belts. The gloss black and slate blue grey color scheme reinforces the punching bags, and workout equipment. The retail racks and glove stands make trying on the equipment a breeze and were custom fabricated from hardware that is traditionally used for cement foundations. Employees, now have two computer stations, one used for greeting members for check in, and the other incorporated into a lower desk.

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