**AHM Cincinnati Description Page**

AIA Ohio 2016 Design Awards Program

The franchisee for Indian and Victory motorcycles (Vary transportation options) in the Midwest selected a vacant VW auto dealership (Images 1, 2) for its east Cincinnati location due to its proximity to the Interstate and an adjacent retail center (Neighborhood Identity).

Separate entries were developed for the Indian and Victory showrooms (Image 3; Provide choices). The Indian showroom occupies the former VW showroom as the premium brand with a new faceted façade (Image 4) that conveys motion and recalls the feathers of the Indian headdress - the brand’s logo.

Motorcycle showrooms are typically industrial environments with poor lighting and a dense handlebar-to-handlebar layout where it is not possible for customers to effectively see or ‘try on’ the products. The Owners challenged the Design Team to transform, the existing facility (Image 5) into an exciting new customer environment (Image 6) that allows customers to instead experience exceptional products effectively to enhance sales (Design Matters, Design on a Human Scale, Vary Transportation Options).

Design Team observations of customer behavior indicated that a typical luxury motorcycle ‘customer’ is usually 2-3 people who prefer to circle the products together to discuss competitive characteristics and sit on the cycles.

The design concept required the removal of existing drywall partitions and quarry tile floor to expose the existing construction (Protect Environmental Resources) and provide ample space around the bikes (Image 7) for customer groups to move together comfortably so the design and build quality of the products can be seen and appreciated (Design on a human scale, Provide choices).

Because the number of bikes in the showrooms varies with the seasons, LED ambient lighting is supplemented with cable-hung LED track lighting (Image 8: Protect environmental resources, Design on a human scale, Design matters, Vibrant public spaces) to achieve 3:1 contrast ratios on the display products with the flexibility to change easily. The showroom layouts are planned as sequences (Image 9) that incorporate Parts/ Goods/ Accessories (PG+A) merchandise on custom merchandisers designed to compliment the different brand identities of each product line.

As a vintage motorcycle line, Indian merchandisers are designed with oiled steel plate and hickory veneer.

The former VW service bay wing (Image 10) was divided in two to provide the Victory showroom and the service bay functions and the infrastructure was renovated with new electrical service, HVAC and lighting. The Victory showroom (Image 11) targets a younger demographic with more modern black, white and red merchandisers. The brands are differentiated with flooring, lighting and colors while maintaining a cohesive whole. Indian bikes rest on a wood-grained vinyl plank floor while existing concrete was polished (Protect environmental resources) for the Victory, Pre-Owned and Slingshot (Image 12) – the new three-wheel motorcycle from Polaris - showrooms to provide a sustainable street-like surface where former overhead doors were replaced with storefronts to bring more daylight in to the store.

Service bays are at the rear with separate access (Image 13).