

River City Sports

Project Profile

Winnipeg, MB, Canada



A retailer focused solely on hockey equipment and fan enthusiasm came to LSI to help create a cohesive shopping experience. What better way than to transform the store into a rink complete with red lines, blue lines, and scuffed up boards.

LSI responded by photographing the area within the crease and turning the image into high performance, slip resistant, vinyl flooring. The white ice is 30" x 30" tiles with the red and blue conveniently sized to 10" x 30". The result is so convincing shoppers stop at the door to test their footing on the "ice".



Expressive floors™



Sector: Retail

Product:

Imagination IM7012 Ice, White

Imagination IM7013 Ice, Red

Imagination IM7014 Ice, Blue

Sq. footage: 33,074 sq.ft.

Designer:

Number Ten Architecture

Winnipeg, MB

