



## REI's Adventure Land

Retail Design

**Client**

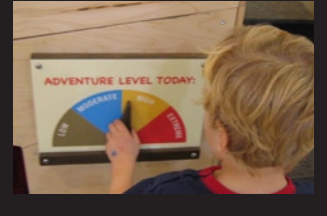
REI

**Location**

Boulder, CO

**Size**

100 sq ft



This is a rare venture into the retail world for LCS. This play space is designed for four to six year olds we will climb and crawl all over the built "mountain". It is full of discovery and playful, immersive elements. In some ways, it is like the fort you built under the dining room table meets the backyard tree house. Our design is a prototype for Boulder, CO and may be used in other REI stores. The mission is to excite kids to venture into the out of doors, with the right tools and gadgets in hand, of course.

