



neresj

Fusion Design to create 2,000 s/f retail shop for Massachusetts General Hospital's (MGH) Waltham campus

September 22, 2017 - Retail

Waltham, MA Massachusetts General Hospital (MGH) Department of Orthopedics chose Fusion Design Consultants Inc. to create a retail shop at their Waltham campus. The new Foot + Ankle Store is an extension of the services MGH offers at that satellite location.

As a collaboration of both of their interior design and graphic design teams, the goal of the project was to encourage a feeling of openness, accessibility and promote sales. Using bright finishes, a fresh color palette, and decorative light fixtures, the store evokes the same perception of fitness and health that its products promote.

While there are two retail spaces separated by a common corridor in the orthopedic wing of the building, Fusion guided customers on a path through both spaces naturally and comfortably with the use of graphic wayfinding and floor and ceiling transitions.

The painted niches and associated adjustable shelving display the products and act as stops along the user's journey through the space. The challenge in this project was to create a space that is modern and customized while also embracing the functionality that is required of a retail store.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540