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Arrowstreet wins Gold Award for retail store design from ICSC

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Sean Selby accepting Arrowstreet award

Boston, MA According to Arrowstreet Inc., a Boston-based architecture and design firm, its work on the Target small-format store at Packard's Corner on Commonwealth Ave. received a Gold accolade in the Retail Store Design category at the 2017 U.S. Design and Development Awards competition in Scottsdale, AZ. Presented by the International Council of Shopping Centers (ICSC), the 2017 U.S. Design and Development Awards recognize excellence, innovation and creativity in the U.S. retail real estate industry.

Formerly the site of a car dealership, the award-winning Target is located near Boston University's campus, adjacent to the city's Fenway neighborhood. The 20,000 s/f store boasts a well-designed layout to accommodate its deliberately small size. It has large skylights which allow plenty of ambient lighting to enter the space, and specialty focal lighting and graphics to help shoppers easily browse the aisles. It also offers online ordering, in-store pickup and home delivery services.

"Designing for an iconic brand such as Target, to bring accessibility to fresh groceries and other everyday items to shoppers in the area, was an exciting challenge. For our work to be recognized among so many other great designs is truly an honor," said Arrowstreet principal Sean Selby.

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