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Kripper Studio to design cannabis retail space for Cultivate

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Worcester, MA Cannabis company Cultivate has selected Kripper Studio to design a retail location in the city. The project follows a previous collaboration on the company's location in Framingham.

The new location on Southbridge St. is a newly built freestanding commercial structure with four individual retail tenants. Cultivate occupies a corner of the structure. While core and shell were completed before Kripper Studio was engaged, there was an opportunity to customize exterior and interior elements for the 2,684 s/f space.

The primary design directives were to design a retail experience that conveys an approachable and welcoming upscale professionalism and to reinforce the brand qualities through architecture and design. Cultivate sought to incorporate the design and branding elements introduced by Kripper Studio for the Framingham location. but adapt and evolve the elements as needed for the Worcester location.

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