Schimenti Construction Performs Tailor-Made Remodel of Converse Flagship

Ridgefield, Connecticut—Converse found a perfect fit when it sought to renovate its Manhattan flagship store. It was imperative that the store have as little downtime as possible, and Schimenti Construction delivered a solution tailor made for the iconic sneaker retailer. After only one month of shutdown, Converse SoHo will reopen this week in a landmark building at 560 Broadway.

To keep interruption to the 15,500-square-foot store’s operation to a minimum, the project was broken into nine phases. Phases one through seven have now been completed, and the final two phases, which will expand the storefront by 50 linear feet, are set to be completed by late 2016.

During the one-month closure, the 8,000-square-foot ground floor sales area was renovated to match the earlier phased expansion into the cellar space that highlights the Converse Blank Canvas Customization Workshop. This new customization area that allows shoppers to create one-of-a-kind Chuck Taylors in about an hour. This area features large-format printers capable of printing directly on shoes and industrial-size ovens to bake the printed images into the material.

Other distinctive details of the renovation include a glass and blackened steel elevator shaft; a blackened steel staircase; metal mesh ceiling panels and enclosures; and a new polished concrete floor custom blended to match the 100-year-old existing floor. Schimenti Construction also repurposed the building’s original timber joists to create reclaimed wood paneling. In addition to the work done on the ground floor, another 6,500 square feet of sales and storage space was created in the cellar.

Rob Crusan, Schimenti Construction Project Manager, said, “Because the building is also currently under renovation by the landlord, this project required tight coordination between their construction scheduling and ours. Our whole team worked hard to complete this first part of the project with minimal interruption to Converse.”

Crusan was joined on the Schimenti Construction team by Superintendents Mike Georgakis, Bill Caracciolo and Adam Mical; and Project Coordinator JoAnn Marano. TPG Architecture was the architect and Converse project management was represented by the Mace Group.
About Schimenti Construction

Schimenti Construction, founded in 1994, has built a strong reputation in the retail construction industry and has developed a solid niche in urban construction. The firm builds retail shopping environments for some of the nation's leading retailers, including Clarks, Fossil, Kohl's, REI, Sephora, Target, Victoria's Secret and Zara. The firm is headquartered in Ridgefield, Connecticut and maintains offices in New York City. For more information, visit www.schimenti.com or call 914-244-9100.

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