



## **Cubellis celebrated for outstanding design and innovation for 10,000 s/f Timberland Apparel project**

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Cubellis, an international architecture, interior design and engineering firm, was recently recognized at the Retail Design Institute's 38th annual international Store Design Awards, celebrating exceptional retail design projects, and Chain Store Age's 27th annual Retail Store of the Year design competition for the firm's work with Timberland Apparel, licensed by Philip Van Heusen.

The project received "Innovation in Leadership" in the "Special Awards" category and "honorable mention" in the Showroom Category at this year's competitions. Collectively, these awards demonstrate collaborative thinking and the development of a timeless sustainable design program, coupled with the use of innovative materials, to effectively reposition and strengthen the Timberland brand.

"Our mission was clear: Timberland was redefining their image and the Cubellis team was on board to help them achieve that goal," said David Rush, AIA, principal, workplace solutions at Cubellis. "We effectively married the legacy of Timberland with the launch of their new image, positioning the brand for continued success - mission accomplished!"

"Timberland's inherent commitment to sustainable design was a driving force in the project approach, and it became a common thread that was woven into every piece of their new, functional, 21st century urban chic image!" said Annie Lee, IIDA, LEED-AP, designer at Cubellis. "With their direction and clear vision, it was exciting to create this now award-winning space."

Winners of Retail Design Institute's, 38th annual international Store Design Competition will be featured in the February 2009 issue of VMSD and on their website, [www.vmsd.com](http://www.vmsd.com)

Chain Store Age's 27th annual Retail Store of the Year design competition will honor the winners in a special section of the February issue.

Cubellis is an integrated, multidisciplinary design firm offering architectural, interior design, and engineering services to a diverse base of national and international clients. The firm's practice area expertise includes retail and mixed-use, workplace solutions, residential, academic, hospitality, and government/municipal.

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