

WHAT DOES A REFRESH LOOK LIKE?

IT'S ABOUT:

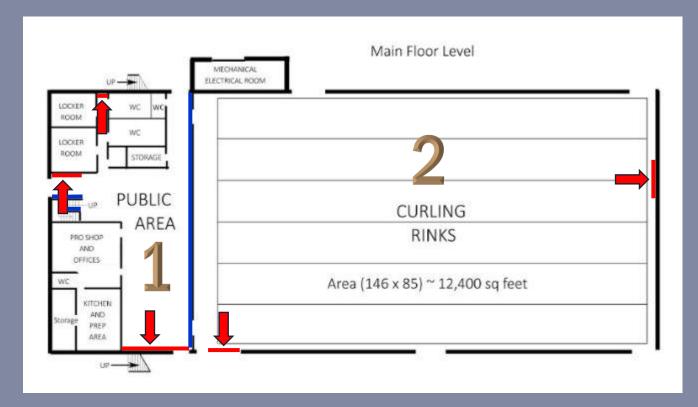
- Bringing the club interior into the 21st century
- Creating a contemporary, welcoming and fun décor
- Creating a décor that makes a statement about the positive aspects of curling
- Using traditional curling ring colours and related graphics that reinforce the notion of curling

- Removing clutter by assessing and reducing existing wall decorations, photos, plaques, banners and trophies.
- Creating a coherent design in which the main floor public areas, the upper bar area, and the ice rink all relate to each other.
- Introducing elements that help to honour the history of the club.
- Updating club branding by not only updating the interior, but also updating the club website.

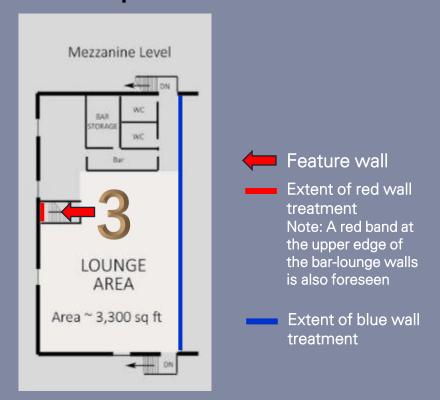
THE PLANS

- Address the 3 main public areas of the club in the creation of one harmonious design
- Add interest and vibrancy by creating focal points through the use of colour and graphics

PHASE 1: Main Floor



PHASE 2: Upstairs



COLOUR & GRAPHICS

- Move away from the current grey walls and replace them with a warm white
- Add flourishes of colour
- Use lively, contemporary graphics that reflect a more modern, dynamic club









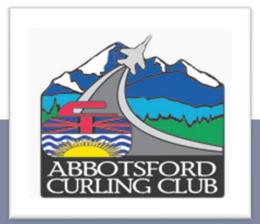


THERE'S NEVER BEEN A BETTER TIME TO DISCOVER THE SPORT OF CURLING. JOIN US AND LEARN HOW SOCIAL, EXCITING, ACCESSIBLE, AND JUST PLAIN FUN IT IS TO PLAY.

CURLING CLUB REFRESH: PHASE 1

Following is a proposal of what the first phase of change might look like. It starts at the main entry to the club and also includes:

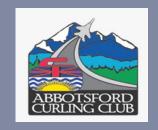
- The ground floor entry area and lounge
- The ice_rink
- The stairwell up to the entry to the bar



Entry Vestibule







CREATE A NEW IMPACTFUL ENTRY

Simple but bold

- Replace small table and directory with "DISCOVER THE EXCITEMENT" full wall graphic
- Replace bulletin board with ACC logo
- Maintain existing accessories
- Rotate existing carpet with ACC logo just beyond vestibule to welcome incoming guests



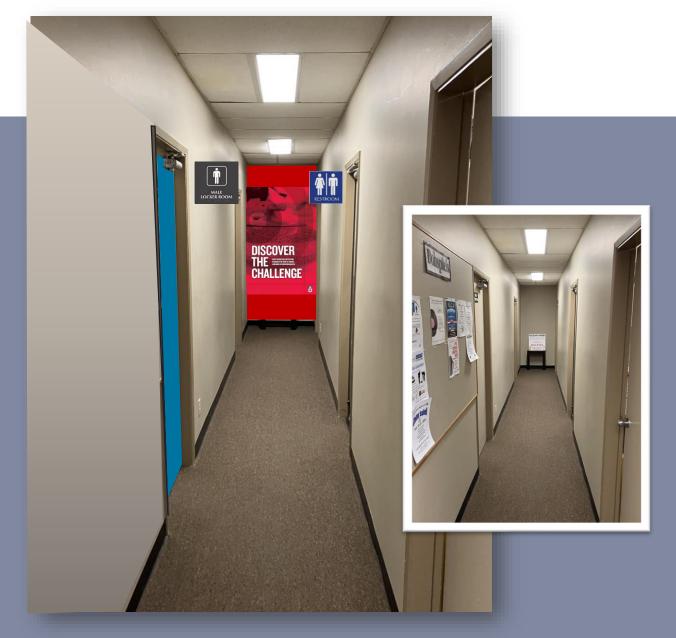


Washrooms/Locker Rooms Corridor

ADD LIFE TO CORRIDORS

Lively and inviting

- Add focus to this dead-end corridor by adding "DISCOVER THE CHALLENGE" graphic on end wall. Consider adding LED wall washer to add punch.
- Add colour to washroom and locker room doors (red and blue)
- Consider washroom/locker room panel signs
- Relocate BONSPIEL bulletin board and add some historic club photos.

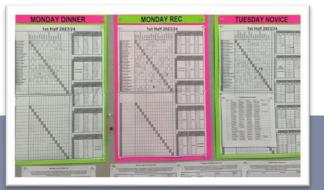


Entry Area

PERK UP THE MAIN ENTRY

- Add focus to the ice surface from the entry area by painting the viewing wall blue
- Reupholster existing benches and paint bases





Leagues Info Board, Chilliwack Curling Club

Entry Area



DECLUTTER THE ENTRY AREA

Clean and readable

- Organize and standardize league bulletin boards so they are less cluttered and more readable
- Remove clutter from wood shelf
- Clean up FIRST AID wall
- Relocate RULES OF CURLING closer to the curling rink at the Washroom/Equipment Room corridor

ADD FOCUS WHERE IT BELONGS

Simplify and accentuate

- Put more focus on the Pro Shop
 - Add colour to Pro Shop door
 - Add a sign band
- Remove unnecessary wall mouldings and wall hangings (pictures, plaques).









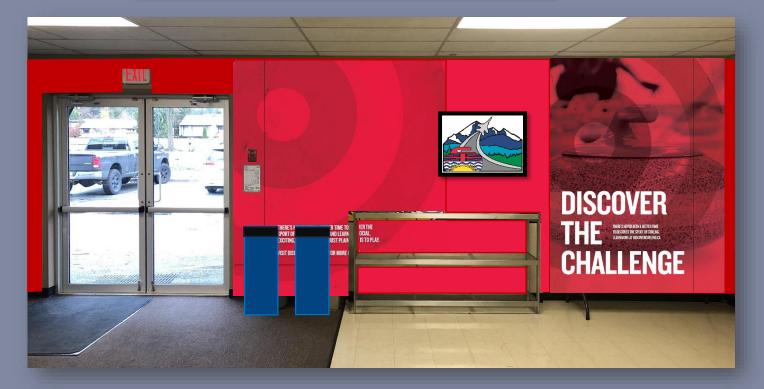


Ground Floor Lounge

ADD PUNCH TO THE LOUNGE

Lively and invigorating

- Create new feature end wall using Curling Canada graphics
- Provide new matching coloured waste bins
- Use side table only when needed



Kitchen Facade

A NEW LOOK FOR OUR KITCHEN

Fresh and punchy

- Replace existing kitchen signage with new graphic.
- Add a curling graphic to the base wall of the counter.







Stairwell

IMPROVE THE PATH TO THE BAR

Bold and inviting

- Add signage and colour at ground floor stairwell wall
- Add punch to WALL OF CHAMPIONS by changing background colour
- Remove images on side walls
- Replace oak handrail with more modern metal rail





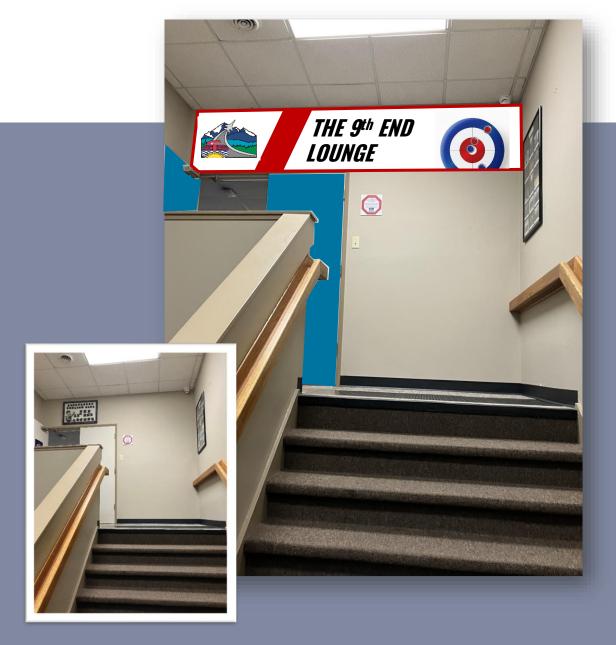


Stairwell

A NEW BAR WELCOME

Bright and colourful

- Provide new bar-lounge sign
- Add colour to the double entry doors
- Consider adding a wall plaque or historic photos at upper landing facing wall



THE CURLING RINK



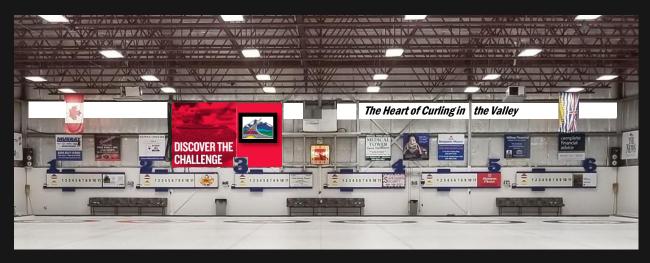
ADD PUNCH TO THE RINK

Highlight our brand

- Add focal points within the ice rink by using bold graphics that reflect a more modern, dynamic club
- Paint all double metal doors on the north and south walls blue
- Review and regularize ad panels (remove non-essential panels)
- Review hanging banners; reduce and relocate so as not to block view of flags
- Repair the perimeter insulation just above the top of the block walls
- Recover all benches

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THE CURLING RINK



- Add feature graphic on the rear (west) wall
- Add a tagline banner

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- Add feature graphic on the side (north) wall near the front
- Adjust wall ad placement accordingly





REAR WALL (Sheets 2-3)

(Graphics essentially in line with main club entry)

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THE CURLING RINK





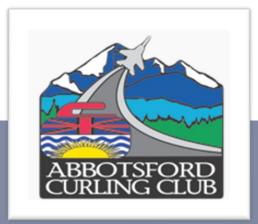
- Add colour to the upper portion of the front well
- Add tagline in band immediately below blue wall
- Remove hanging wood platform
- Organize existing signage

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CURLING CLUB REFRESH: PHASE 1

Following are some computer-modeled images of what the interior could look like and include:

- The main entry
- The entry area
- The ground floor lounge



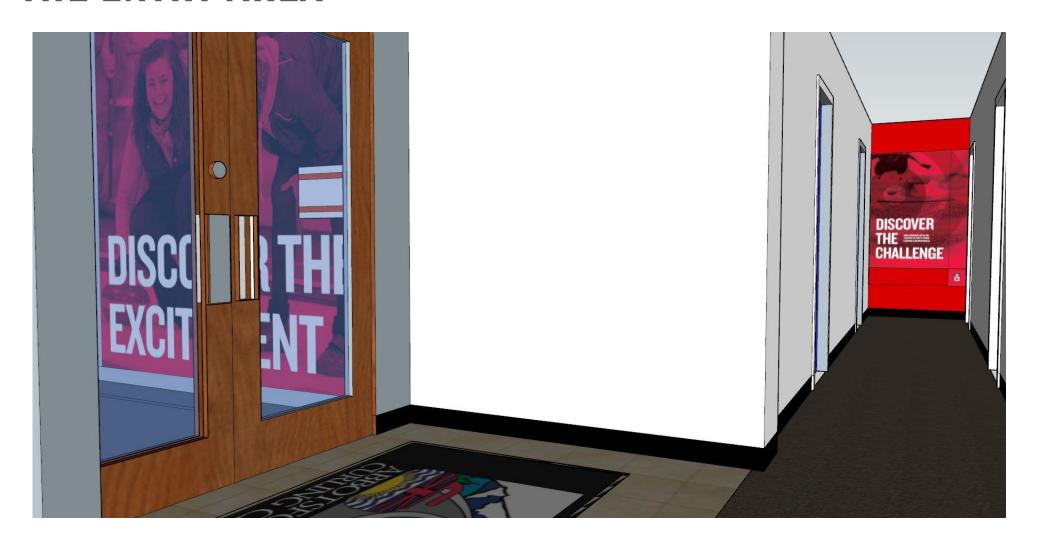
THE MAIN ENTRY



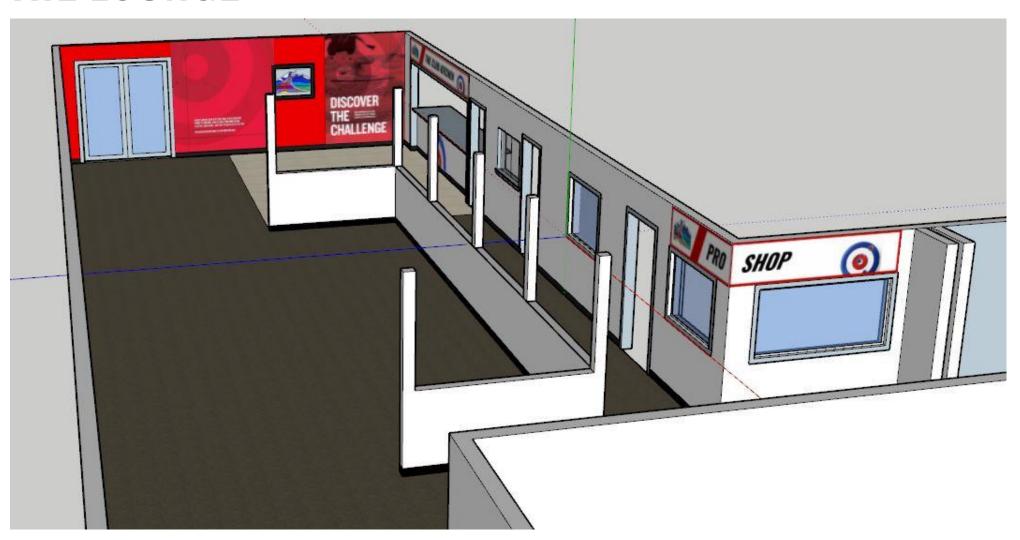




THE ENTRY AREA



THE LOUNGE



THE LOUNGE



THE LOUNGE

