

RED WINGS TEAM STORE AT LITTLE CAESARS ARENA



THE PROJECT

The Detroit Red Wings team store, located within the vibrant atmosphere of Little Caesars Arena, sought a dynamic solution to enhance its interaction with the street-level concourse. The challenge was to seamlessly integrate the store with the surrounding environment while maintaining an architectural aesthetic that complements adjacent storefront windows. Renlita was approached to devise a custom solution that would not only address these requirements but also provide a unique and flexible storefront design.



OUR SOLUTION

Renlita's innovative response to the project was the installation of S-1000 Floataway vertical lift doors, meticulously crafted to meet the specific needs of the Detroit Red Wings team store. The S-1000 Floataway doors present a single-panel system that opens vertically, creating a counterweight balanced, awning-type overhead opening. This design eliminates the need for traditional overhead garage door tracks, loud hydraulics, or distracting straps commonly associated with industrial-type doors.

The custom-designed doors are characterized by precise mullion spacing, color matching, and custom glass, ensuring a harmonious integration with the surrounding storefront windows. The single-panel system, controlled by a robust 110V motor, offers a sleek and architectural look that surpasses the limitations of heavy cable and strap doors. The smooth operation and minimalistic design, coupled with the absence of bulky motors and distracting straps, contribute to an aesthetically pleasing and functional solution.

Renlita's commitment to detail extends to the user experience, featuring touch screen control panels that facilitate easy and efficient operation. The doors not only provide an elegant architectural finish but also contribute to a seamless transition between the store and the bustling street-level concourse.

The installation of Renlita's S-1000 Floataway vertical lift doors at the Detroit Red Wings team store not only addressed the specific challenges of the project but also brought forth a combination of aesthetic appeal, functional flexibility, and efficient operation. This case study serves as a testament to how a custom-built Renlita vertical lift door can be the perfect finishing touch for projects requiring a balance of form and function. Interested parties are encouraged to consult with Renlita's knowledgeable design team to explore the possibilities for their own unique projects.



BENEFITS

1. Architectural Aesthetics

The custom-built S-1000 Floataway vertical lift doors enhance the architectural appeal of the Detroit Red Wings team store. The doors seamlessly integrate with the surrounding storefront windows, providing a polished and cohesive look. Renlita's meticulous design and engineering have resulted in doors that not only fulfill the functional requirements but also serve as an integral part of the store's overall visual identity.

2. Functional Flexibility

The flexibility of the single-panel system allows the storefront to open to the street level concourse, creating an inviting and dynamic connection with the external environment. This adaptability adds a unique touch to the store's design. The doors' single-panel system opens with seamless precision, effortlessly bridging the gap between the interior and the street-level concourse.

3. Quiet and Efficient Operation

Unlike traditional hangar door systems with noisy hydraulics and cumbersome motors, the S-1000 Floataway operates smoothly and quietly. The counterweight balanced design eliminates the need for overhead garage door tracks, contributing to a more pleasant shopping environment. This design choice not only contributes to the doors' aesthetic appeal but also has a profound impact on the ambiance within the store. The absence of intrusive tracks overhead ensures an unobstructed view and an open, airy feel, enhancing the sense of space and freedom.

AT A GLANCE

CHALLENGES

- Optimizing Space
- Security

BENEFITS

- Architectural Aesthetics
- Functional Flexibility
- Quiet and Efficient Operation

