

1948

Where: 36 Bateman's Row, Shoreditch. Who For: Nike. What: 272 sqm commercial floorspace.

CMA
PLANNING



1948

Designer: Wilson Brothers, Photography: Roger Harris

Referencing the year London last hosted the Olympics, what started as a pop-up store has become a semi-permanent retail space for Nike's limited and sought-after top tier Sportswear line. A sparse, design-led interior hosts the very latest Nike has to offer in both footwear and its signature streetwear items.

The space features a rubber floor made from recycled trainers (approx 15,000 pairs were recycled to floor the space) and has been used by the likes of Rio Ferdinand and Dizzee Rascal to release new product ranges.

Located in a railway arch, the space was previously used as a car park. CMA Planning secured planning permission for the store in May 2009. As part of the application, a number of issues were addressed which included; impact on nearby residents, loss of employment space, appropriateness for retail use and hours of operation.

The case was made that this would take a low grade site, employing a single person, and bring to the area a new and interesting retail concept, employing many more people. CMA Planning secured permission to extend the use in May 2011.



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