

TREND SETTERS

THE INDUSTRY'S LEADING ARCHITECTS HAVE DESIGNS ON PROFIT.

“If you build it, they will come.” This famous line from the baseball movie “Field of Dreams” is being taken quite seriously in the bowling world these days, as bowling center proprietors are regularly meeting with architects to determine what they can do to design or add on to their bowling facility in hopes of attracting more customers.



“Of course, it’s not just the bowling lanes that are being revamped to an upscale model” according to Steve Scheirman AIA, President of Scheirman Associates Architects, of Dallas, Texas. “The design process touches all aspects of the center, from management to marketing to operations to the facility.”

“The businesses are governed by the market. If it is a traditional bowling business, the design centers around the lanes, food service and the party aspects,” Scheirman says. “If it is an entertainment-oriented business, then games, rides and attractions are included. If it is a contemporary Bowling/FEC business, private lanes, corporate spaces are included. There are different types of customers (age, size of group, quality of product purchased) using different parts of the facility at different times (evenings on weekends are different time-of-use than day times). A well designed facility recognizes this.”

“What works is a team process, (a) a sufficiently capitalized Owner with a clear vision, defined decision-making responsibilities, (b) an Architect well-specialized in the facets and overall direction of Bowling / FEC design as well as proficient in the building type, (c) a Contractor proficient in project management with control of subcontractors, and (d) equipment / technology vendors that perform with coherency from sales through start-up.”

“The facility of tomorrow,” according to Scheirman, “realizes that light, sound are powerful tools to alter space and mood. The critical elements in the design are placed to provide long-term benefits. There will be changes over the life of the facility, A major test of a successful facility is the ability to adapt. Special design elements and design fundamentals are incorporated in the better centers we design, allowing operations to take better advantage of the potential.”

“Future Owners include successful proprietors, business people not in the business today and successful operators of a "cousin" entertainment-or-retail/restaurant- based businesses. Each group asks about the other; they want to know the best of what the other group is doing. Each one "has a secret formula" for success. Future Owners ask for a "best-of-all worlds" answer, which is why we keep up with and lead design trends in all three areas.”

“The best projects are a blend of superior team cooperation, effective communication and conscious risk-taking. Ultimately, the business relies upon the operations and staff-culture serving the market. We are, after all, building prototypes. It is best to have a well-qualified and versatile Architect on the team.”

“Remember- there are many "right" decisions. Remember, also, that simple, successful solutions may either be the most obvious or may be the most difficult to find.”