



LCA designed this 12,000 square foot conference center to express Nike's bold brand and to look perpetually fresh and new. The process involved listening closely to the needs of various groups who would use the facility, then creating a flexible plan centered around a 400-seat theater surrounded by multi-divisible exhibit and conference rooms. Both areas are equipped with centrally controlled, theater quality lighting grid, video and sound systems. The meeting space and theater are wrapped by a dramatic curved wall that reflects Nike's dynamic "Swoosh." This "great wall" serves as a gallery featuring Nike athletes wearing the brand's latest looks as well as an information center and telephone/data booths for the center's visitors.

