

JANUARY 2017

BCM

OFFICIAL PUBLICATION OF BPAA



DESIGNS ON SUCCESS

Six international centers help bowling go upscale.

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ZOETE INVAL
Haarlemmerliede,
Netherlands



BEST NEW CENTER

DESIGNS ON SUCCESS

Take a tour of six international centers that are helping change bowling's image... in a good way.

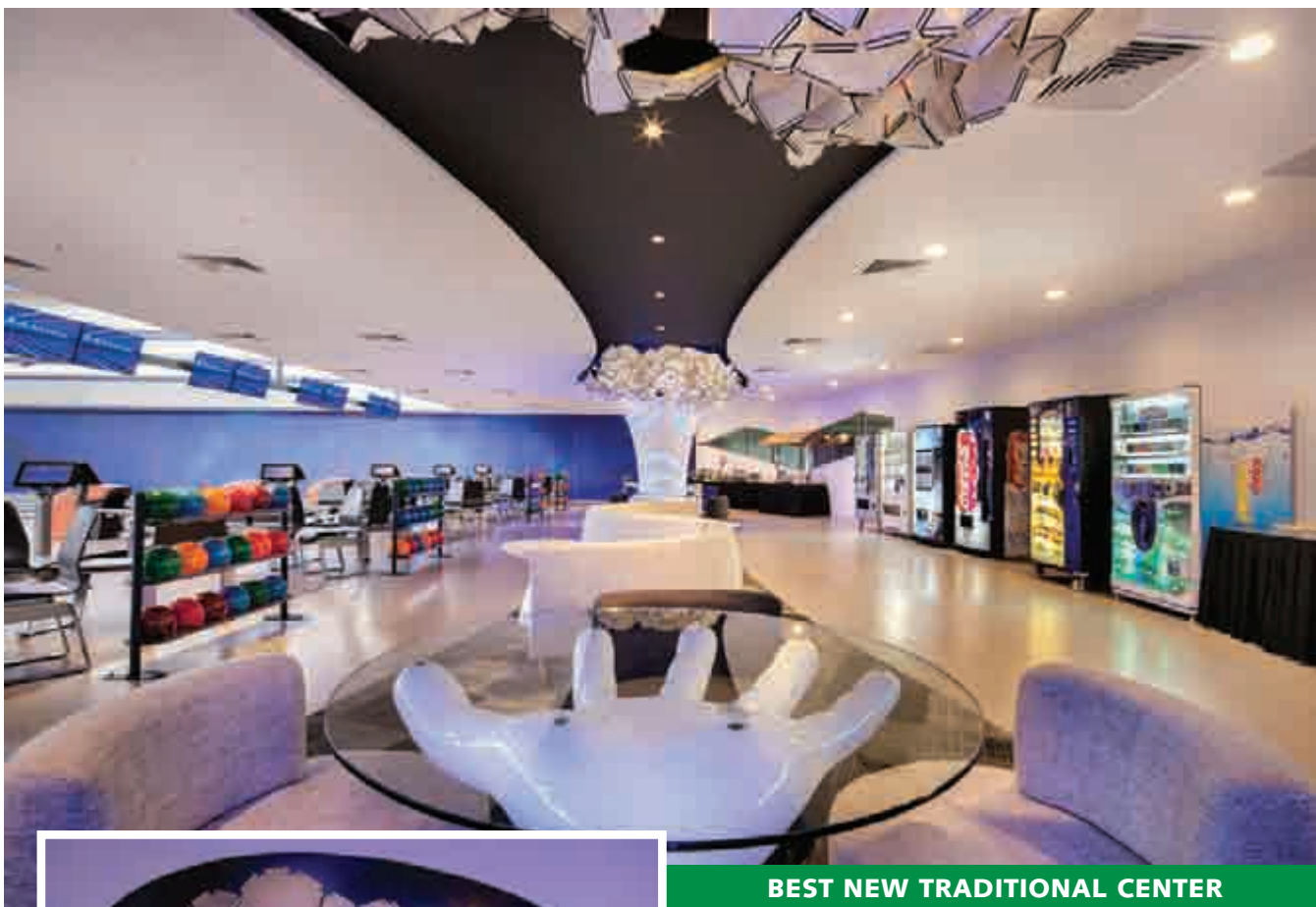
(First of 3 Parts)

For 32 years, *BCM's* sister publication, *Bowlers Journal International*, has conducted a Bowling Center Architecture and Design Awards competition as a way of showcasing design advancements and trends in the bowling industry. Today, more than ever, the appearance of a business is critical as its exterior sends a message about what to expect inside, and the interior must then deliver on that promise. If the message is "same old, same old," a center can expect to attract the "same old" customers. If the message is bright, modern and vibrant, a center

has a much better opportunity to attract a different clientele with deeper pockets for their recreational spending. Because *BCM's* mission is to help bowling center and bowling entertainment center proprietors enhance their profits, we are spotlighting the honorees in *BJI's* 32nd Design Awards. We'll begin this month with a look at all of the international honorees, we'll then spotlight the best new American centers next month, and we'll conclude the series in March with a look at America's best renovated centers. But first, let's take a look at what's happening, design-wise, on the global bowling scene...

BO BOWLING Pristina, Kosovo

■ Brothers Fitim and Kujtim Fazliu opened Bo Bowling with a bold ambition: to operate the first bowling center in Kosovo. "Bold" is the right word to describe the stunning hangout they established. Everything here — from the London-themed cocktail bar to the crepes joint to the velvety billiards tables draped in mahogany curtains — suggests that their experience in the nightclub industry has tutored them on how to conjure the kind of classed-up ambiance in which bowling and cufflinks make as much sense together as Grey Goose and martinis. Manufacturer highlights: QubicaAMF masking units customized with center logo; SPL II Lanes; 82-70 pinspotters. **Owners:** Fitim Fazliu and Kujtim Fazliu **Architect:** Aid Archides **Manufacturer:** QubicaAMF



BEST NEW TRADITIONAL CENTER

ORCHID BOWL @ SAFRA PUNGGOL
Singapore

■ One impression this center likely makes on first-time patrons is that “traditional” does not need to be synonymous with “conventional.” Yes, Orchid Bowl is a “traditional center,” but there is nothing traditional about the towering orchid sculpture stretching from floor to ceiling, the giant open palm on which a glass table-top rests between two plush, luxuriant sofas, or the 5-lb. balls fitted with five finger holes to make the sport more accessible to its tiniest participants. With five such centers established throughout Singapore and a new one having opened in October, Orchid Bowl is daring operators of traditional centers to think big. Manufacturer highlights: QubicaAMF’s BES X scoring system; Harmony Rock & Roll Energy furniture; blue masking units and ball return system; Xli pinspotters.

Owner: Family Leisure Pte Ltd.

Architect: Surbana International Consultants Pte Ltd.

Manufacturer: QubicaAMF

**BOWLING & RESTO-
LOUNGE BERGEN
OP ZOOM**

**Bergen op Zoom,
Netherlands**

■ Harold Van Der Meer has the boutique look down pat: an interior decked with exposed piping that delivers the industrial-chic look this center's imposing brick and glass exterior promises... oatmeal drum lamps dangling over vast spaces furnished with leather sofas so plush you may not want to get up... sleek, wood flooring and brick walls you wouldn't mind having in your own home if you could spare the change.

BEST NEW BOUTIQUE CENTER



Then you get to that hood furnace reaching toward the tabletop fireplace, or the imagery along a dining-space wall celebrating beer-team bowling era Americana, and you realize you cannot find a square inch of this place that Van Der Meer left unconsidered. Manufacturer highlights: QubicaAMF Harmony Infinity furniture; SPL Boutique Series lanes; Xli Edge pinspotters.

Owner: Harold Van Der Meer

Manufacturer: QubicaAMF



TEN LANES
Skovde, Sweden

■ The knock-out blow Mikael Kyrk dealt in designing Ten Lanes is the vast wall of PBA Hall of Fame portraits stretched along a walkway inside – a sight too rare in bowling centers both in the U.S. and abroad. A plentiful supply of lockers, a pro shop and 10 lanes with Chicago masking units keep the focus on bowling. But a dark-wood bar lined with a dashing strip of brass may keep you just as focused on the amber tone of your craft beer as it glistens under globe-shaped pendant lights. Ten Lanes makes it awfully easy to forget about that bad break in the foundation frame with a lounge and bar as decadently designed and furnished as this one. Manufacturer highlights: QubicaAMF SPL II lanes; Synergy Furniture; Edge pinspotters; Harmony masking units and ball returns.

Owner: Mikael Kyrk
Architect: Mikael Kyrk
Manufacturer: QubicaAMF



BEST NEW CENTER INTERIOR

O'LEARY'S Ghent, Belgium

■ Belgium is the new Boston. That is the impression one gets from this establishment, which so thoroughly replicates the atmosphere of a classic Boston bar that O'Leary's will leave you unable to tell Belgium from Boylston Street. The story here is that Jonas Reinholdsson, founder of the O'Leary's brand, fell head-over-heels in love with Boston culture during a visit to that city. Upon returning to his native Sweden, he and partner Anne O'Leary founded the first O'Leary's in Gothenberg. Today, O'Leary's has 100 locations across Sweden, Denmark, Norway, Finland, Spain, China, UAE, Turkey, Singapore, Hungary and, now, Belgium. The Ghent Entertainment Center that includes O'Leary's also offers bowling, mini golf, curling and other entertainment options. Manufacturer highlights: Brunswick Frameworkx scoring system; Brunswick Pro Lane and GS-X pinsetters; Brunswick furniture.

Owners: Laurent Valcke and Steven Malysse

Architect: O'Leary's

Manufacturer: Brunswick

BEST NEW CENTER LOUNGE/RESTAURANT





BEST RENOVATED CENTER



ZOETE INVAL
Haarlemmerliede, Netherlands

■ The “before” images submitted with Zoete Inval’s application form were labeled “Old Situation.” Those images suggest it was a “situation,” indeed — a drab, worn-down center in need of some tender loving care. That is precisely what owner Franz Wempe delivered. Everything here shouts action, intensity and fun, from the neon hues of green, blue and violet in the glowing drum lamps to the blitz of LED lights that liven up the lanes to the dashing eatery that has the look and feel of a five-star restaurant, you do not have to be interested in bowling to want to make this a regular hangout on the weekends. Manufacturer highlights: QubicaAMF SPL Boutique Series lanes; QubicaAMF Harmony Infinity furniture; Harmony ball returns and masking units.

Owner: Frans Wempe
Manufacturer: QubicaAMF

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**BEST
NEW CENTER BOUTIQUE
INTERNATIONAL**

BOWLING & RESTO-LOUNGE
Bergen op Zoom Netherlands

Owner:
Harold Van Der Meer

Manufacturer: **QubicaAMF**



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**BEST NEW CENTER
BOUTIQUE — U.S.**

STOWE BOWL
Stowe, VT

Owners:
Mark and Rachel Vandenberg

Architect:
Cushman Design Group

Manufacturer: **QubicaAMF**



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