

BOWLING ENTERTAINMENT CENTER

BCM'S FEC SUPPLEMENT

APRIL 2022

Super Bowling Medellin in
Envigado, Antioquia, Colombia

37th Annual

Bowling Center Architecture and Design Awards

WINNERS RECEIVE THE INAUGURAL BCMmys

And the BCMmy Goes to...



Peruse a bevy of inspired ideas in the 2021 Bowling Center Architecture and Design Awards competition.

[THEY] ARE NOT merely awful; I would consider it sacrilegious to say anything less than that they are god awful. They are so unbelievably horrible, so appallingly unmusical, so dogmatically insensitive to the magic of the art that they qualify as crowned heads of anti-music..."

Care to guess what rock group the music critic for the Boston Globe was writing about in 1964? The year should provide a clue. Yes, the critic was describing the Beatles.

Two years later, on New York's Madison Avenue, the Whitney Museum opened. The building was designed by Marcel Breuer. A review by New York Times critic Ada Louise Huxtable wasn't quite as brutal as the Boston Globe's assessment of the Beatles, but it wasn't exactly glowing. Wrote Huxtable: "The taste for its disconcertingly top-heavy, inverted pyramidal mass grows on one slowly, like a taste for olives or warm beer."

Yet the building's design has stood the test of time. While it may not be everyone's cup of tea... or warm beer... it's now included on architectural tours in the Big Apple, and is considered daring, strong and innovative.

Tastes in anything that could be criticized — be it music, literature, dining or architecture — are highly personal and can change over time. Unanimity in opinion is rare. So when BCM inherited the Bowling Center Architecture and Design Awards from Bowlers Journal International, which had conducted the competition for 36 years, it was time for a fresh approach.

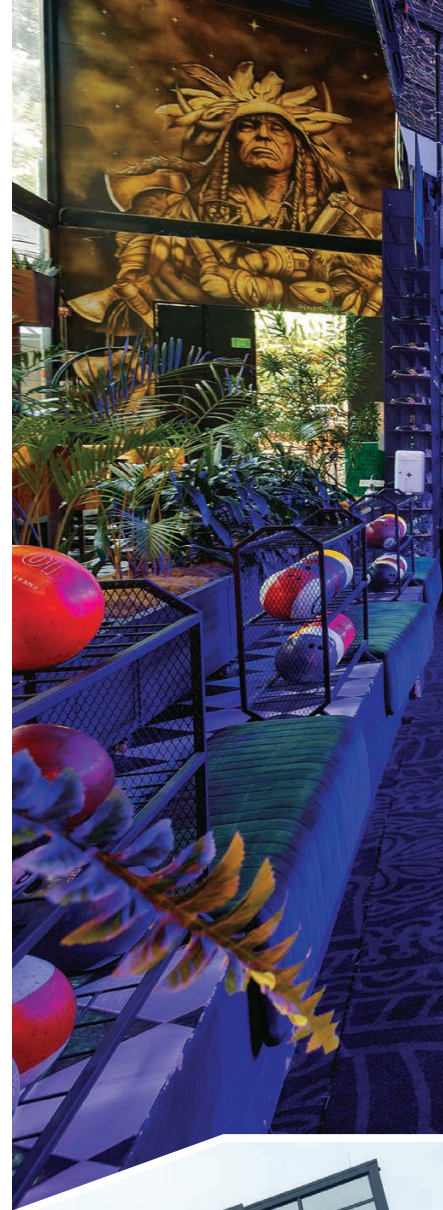
While the competition remains intact, it now features additional categories that more accurately reflect the breadth of 21st-century business models. Further, winning centers now will receive actual awards (in addition to recognition in the magazine) in the form of the inaugural BCMmy certificates.

Boutique centers and family entertainment centers are spotlighted this month; hybrid centers and traditional centers will take center stage in the May issue.

The goal of the competition is to provide bowling center owners — both current and prospective — with a bevy of ideas to consider

as they ponder modernizing or developing their own facilities. As you'll see in the pages ahead, there is no shortage of ideas. Whether you consider them "unbelievably horrible," awe-inspiring or somewhere in between is a matter of personal taste.

— Bob Johnson





Best New Boutique

Interior

Sport & Chips Games Bar Restaurant

► While the special-effects lighting in the bowlers' area is reminiscent of a Pink Floyd concert, other areas of Sport & Chips embrace elements of America's pastime (baseball), including the entryway and "big-screen" batting cages. Big screens also dominate the attractively illuminated bar.



►►► AT A GLANCE

Location: Coyoacan, Mexico City, Mexico
Proprietor: Victor Morales
Architectural Company: Gap Inmobiliaria SA CV
Interior Design Company: Gap Inmobiliaria SA CV
Bowling Equipment Supplier: QubicaAMF Worldwide
Lanes: Boutique
Scoring: BES X Ultimate With BES X Experience and HyperBowl
Pins: AMFlite
Ball Returns: Harmony
Bumpers: HyperBowl
Lighting Equipment: Miguel Ochoa
Sound Equipment: Boss System
ATM: Banorte
Virtual Reality: Baseball Bat / Formula 1
Online: Sport&Chips Games Bar on Facebook





Best New Boutique

Ancillary Profit Center

Lane7

► Billiards has been making a comeback throughout Europe, although with a much more upscale “persona” than could be found in the dark and dank pool halls of old. This space at Lane7’s Leicester venue sits within brick walls and features dramatic lighting and fixtures that undoubtedly were intended for other uses — which renders them an inspired choice.

►► AT A GLANCE

Location: Leicester, United Kingdom

Architects and Designers: John and Johnathan Taylor

Bowling Equipment Supplier: QubicaAMF Worldwide

Lanes: Boutique Walnut

Scoring: BES X

Ball Returns: Harmony

Pins: String Pins

Website: lane7co.uk



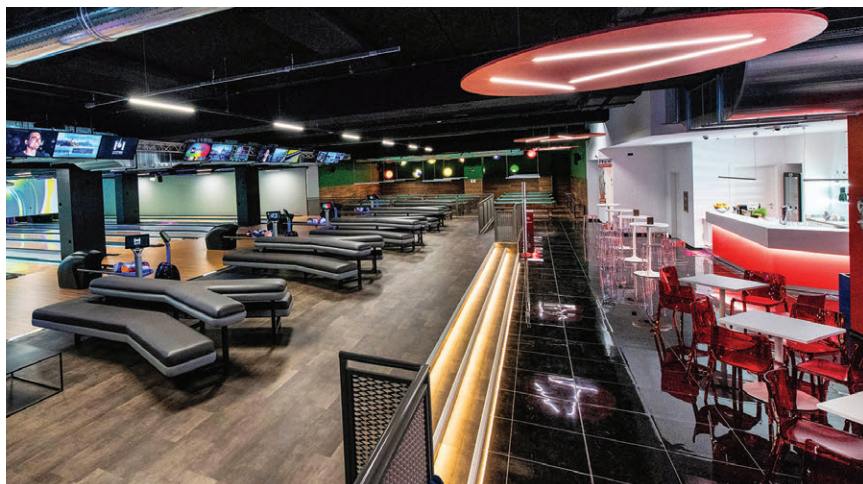


Best New International FEC

Interior

JoyVillage Rome Maximo

► Whether the house lights are turned down to accentuate the special-effects lighting, or turned up to show off gorgeous flooring and classy couches, the interior of JoyVillage lives up to the high standards of Italian design. The venue includes 12 lanes and four mini lanes among its attractions.



►► AT A GLANCE

Location: Rome, Italy

Proprietor: LED S.R.L.

Architectural and Interior Design

Services: Cap Design SRL

Bowling Equipment Supplier:

QubicaAMF Worldwide

Pinsetting Machines: EDGE String

Pinspotters

Scoring & Entertainment:

BES X Ultimate With HyperBowling

Lanes: SPL Lanes

Ball Returns: Harmony Ball Returns

Pins: String Pins

Mini Bowling: Highway66

Masking Units/Screens:

AVL Technology

Sound Equipment: AVL Technology

Arcade Game Distributor:

Elmac SRL, Tecnoplay SA and

Farogames SRL

Billiards: FAS Pendezza

Virtual Reality: Hologate

Virtual Room Ninja Attraction:

Playmart

Bumper Cars: Sela Cars

Website: joyvillage.it



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The Case is Clear

HyperBowling extends the reach of your business far beyond bowling. And we can prove it. As part of our investment to create HyperBowling we commissioned an extensive consumer research study that involved over 1,000 casual bowling and non-bowling consumers to gather their reactions. Our research shows that this innovative product will fire up your current base and bring in new customers by offering an exciting fusion of bowling and gaming.



Scan the QR code to see the results!

QUBICAAMF
MAKING BOWLING AMAZING



Best New International

FEC Ancillary Profit Center

FEC Sevenum

► So how does one compete with nearby Attractiepark Toverland and its abundance of theme park thrill rides? One way is to appeal to a younger demographic, and FEC Sevenum does just that with its Mattel Play area for the little ones. (Patrons of all ages can have fun on the HyperBowling-equipped lanes.)

►► AT A GLANCE

Location: Sevenum, Netherlands

Proprietor: Boy Knapen

Architectural Company: Janssen Wuts Architecten

Interior Design Company: FEC Sevenum and S-Design Interieurbouw

Bowling Equipment Distributor: Bowltech International

Bowling Equipment Supplier: QubicaAMF Worldwide

Pinsetting Machines: EDGE String Pinspotters

Scoring: BES X Ultimate

Entertainment System: HyperBowling

Lanes: SPL Select

Ball Returns: Harmony

Bumpers: HyperBowling System

Pins: AMF Lite II

Lighting Equipment: Holland Light Company

Children's Play Area: Mattel Play

Website: fecsevenum.nl





Best Modernized International FEC Interior

WOOP! Arena

► An existing 28-lane traditional center was struggling. An operator of trampoline and karting parks was looking to expand and diversify. A deal was struck, and WOOP! Arena was developed with 10 fewer lanes but several more attractions. The signage is bold, the industrial-style ceiling is attractive and the bowlers' area is, in a word, gorgeous.



►► AT A GLANCE

Location: Ljubljana, Slovenia

Proprietor: Samo Habic

Architectural and Interior Design:

Nisa Arhitektura Services

Bowling Capital Equipment:

QubicaAMF Worldwide

Pinsetting Machines: EDGE String
Pinspotters

Entertainment System:

HyperBowling

Lanes: SPL-II

Masking Units/Screens: Harmony

Scoring: BES X Ultimate

Ball Returns: Harmony

Bumpers: HyperBowling System

Pins: EDGE String Pins

Sidewall Treatment: Prima IP

Lighting Equipment: Temsus

Sound Equipment: Dega Sistemi

Furniture/Fixtures: Mizarstvo Straser

Virtual Reality: Hologate

Laser Tag Arena Designer and

Equipment: Delta Strike

Lazer Maze Manufacturer: Delta Strike

Escape Rooms: GameOver

Website: arena.woop.fun



REAL PEOPLE

REAL STORIES

REAL RESULTS



30%

**LIFT IN MONTHLY
REVENUE**

25%

**GROSS PROFIT
INCREASE**

“

We installed HyperBowling about a year before the pandemic hit. Within six months our month-by-month total revenue was up 30%, and gross profit was up 25% compared to the same period the prior year. Revenue went up for the entire business, not just open bowling. We also had substantial growth in food and beverage, shoe rental, arcade business, as well as five-star ratings. Guests who come for HyperBowling are seeking a higher-end experience and are not shy to spend more through-out the facility.



John Nelson, Owner
Rose Bowl
New Castle, IN

”



To learn more visit:

QUBICA AMF
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Location: Sanford, Fla.

Proprietor: David Goldfarb

Exterior and Interior Design: US Design Lab

Bowling Equipment Supplier: QubicaAMF
Worldwide

Furniture: Venue Industries

Arcade Games: Primetime Amusements

Virtual Reality: Virtuix Omni Arena

Go Karts: 360 Karting (track) and
Bizkarts (karts)

Miniature Golf: Creative Works

Ropes Course: RCI Adventure

Cashless Payment System: Intercard

Website: elev8fun.com



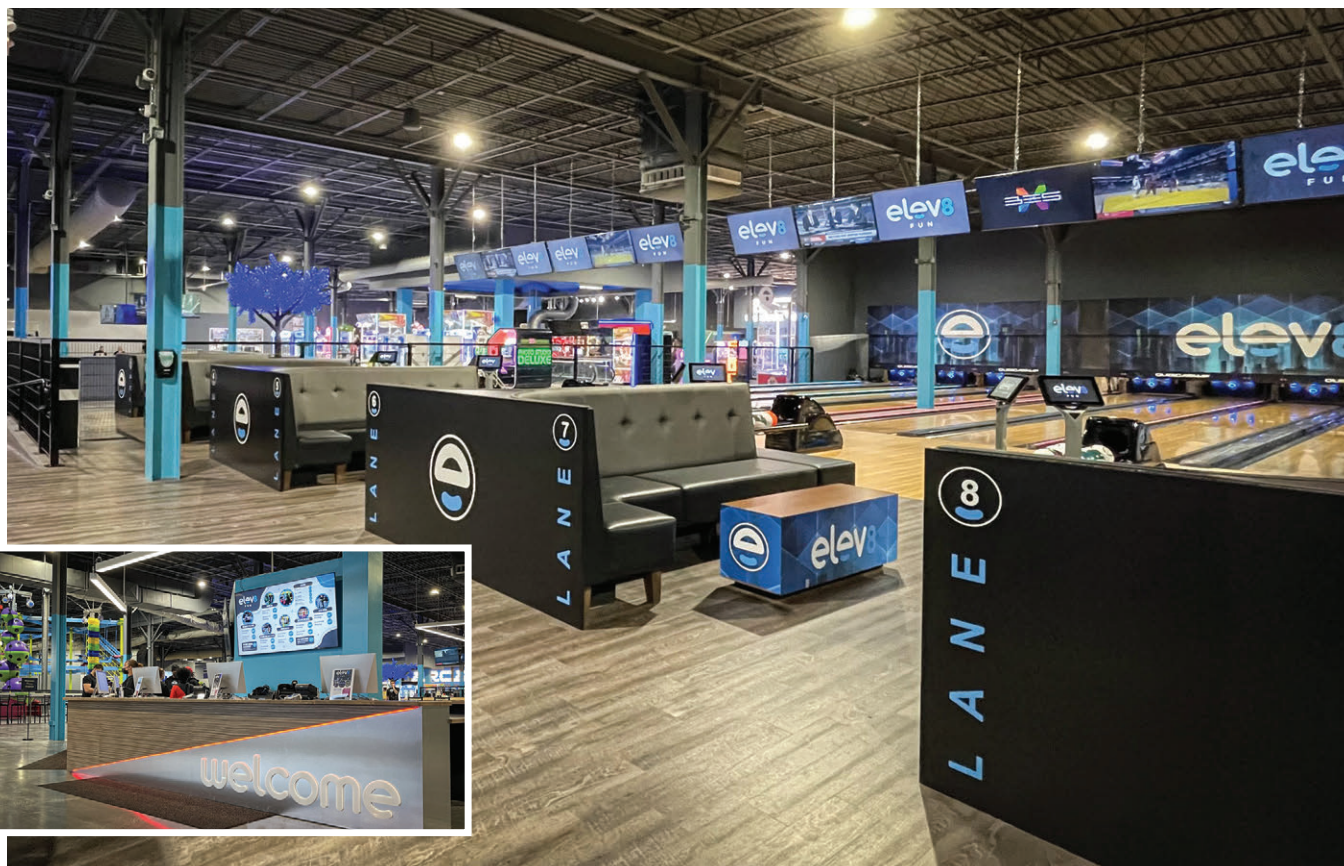
Best New United States FEC

Exterior

Elev8 Fun



► Big-box retailers had already been reeling for years because of the emergence of Amazon and other online platforms. They took another hit during the pandemic, causing more stores to close, including the Sears location at the Seminole Towne Center Mall in suburban Orlando. There's no evidence of what came before thanks to the blue striping and fun signage designed for Elev8 Fun. Everything about Elev8 — including its branding, design, attraction selection and food-and-beverage offerings — is intended to attract a wide demographic, from kids and families to adults and companies. And it all begins with an eye-catching exterior worthy of a new mall anchor.





Best New United States FEC

Ancillary Profit Center

Andretti Indoor Karting and Games

► Let's face it: When "Andretti" is part of a venue's name, karting cannot be considered an *ancillary* profit center; it's the main event. So at the new Andretti venue in Buford, Ga., it's the giant arcade area that fits the category, with green and blue fixtures hanging from the ceiling unifying the space visually. A cluster of same-colored balloon shapes look like giant grapes, and shiny flooring creates a wash of reflected color from the various games.



►►► AT A GLANCE

Location: Buford, Ga.**Proprietor:** Samantha LaManga**Architect:** Mark Klinger**Bowling Equipment Supplier:** QubicaAMF Worldwide**Music Source:** Rockbot**Carpeting:** Flagship Carpets**Arcade Game Distributor:** Betson Enterprises**Redemption:** Redemption Plus**Cashless Payment System:** Embed**Virtual Reality:** Hologate, Beat Saber,

Kong Skull Island, Vader Immortal

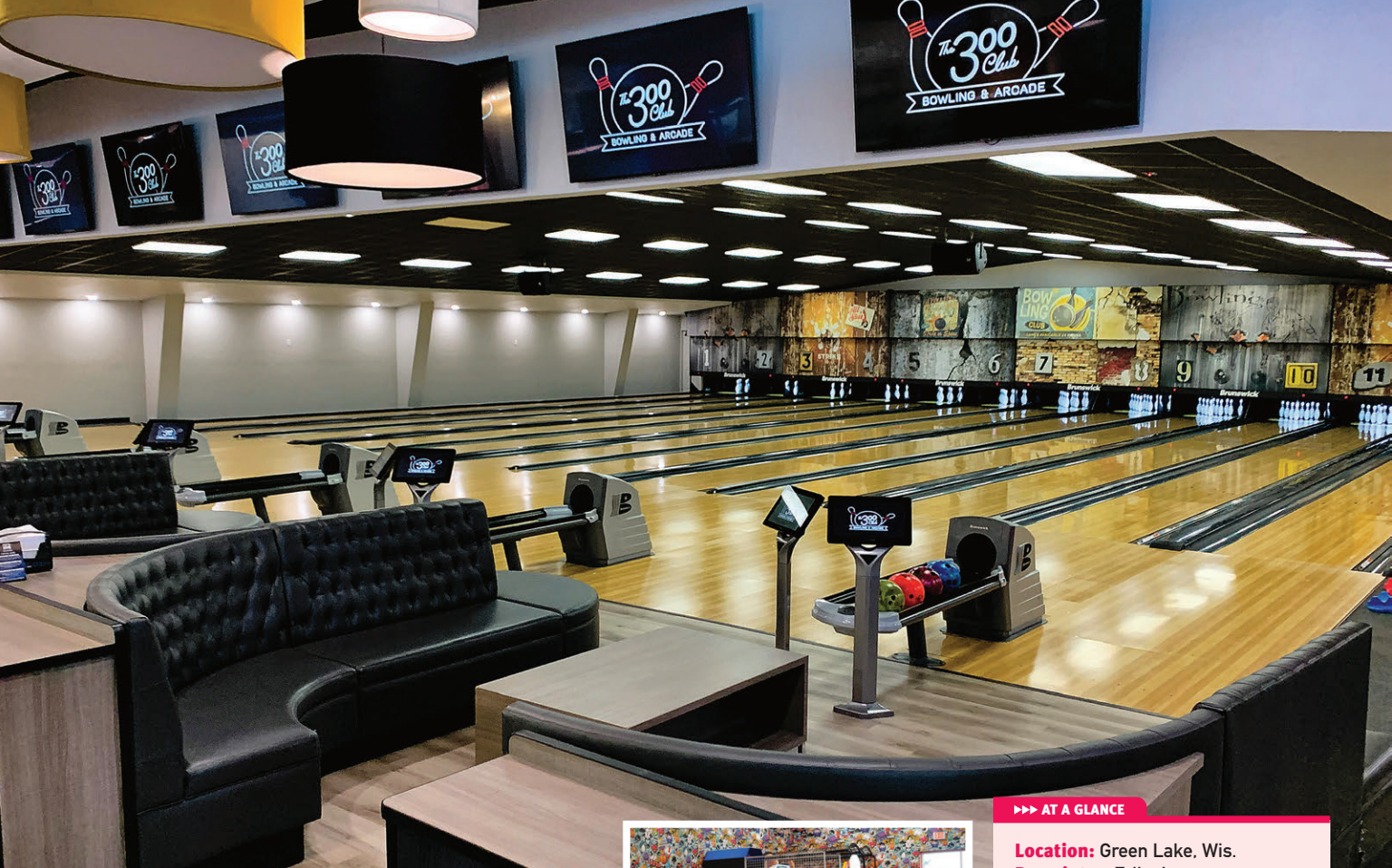
Lightsaber Dojo, Racing Simulator,

The Andretti 7D Experience

Laser Tag Arena Designer:

Creative Works

Laser Tag Equipment: Delta Strike**Go Karts:** 360 Karting (track) and Bizkarts (karts)**Website:** andrettikarting.com

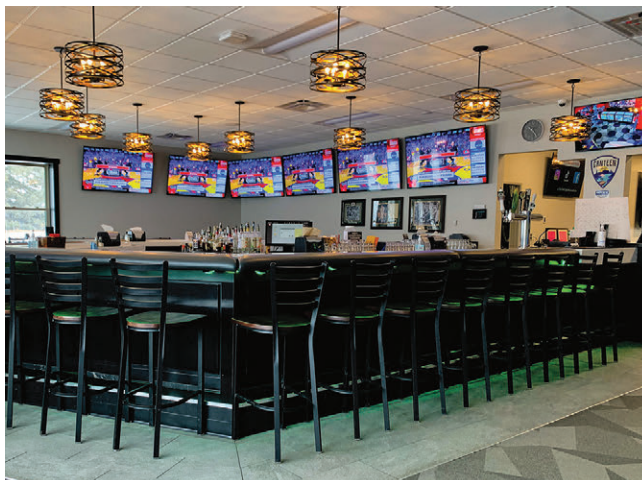


Best Modernized United States FEC

The 300 Club of Green Lake



► The little bowling alley in Green Lake, Wis., was known as Howie's through most of its history, and most recently went by the name of Paradise Island Lanes. In December 2020, during a COVID quarantine, it got a new owner — one who actually lives in Arizona, but summers in Green Lake with her family. The goal in reimagining the local alley: to create a unique and classy space with a clean and upscale feel. No area was left untouched, resulting in an upgraded bowlers area, bar, eating area and small arcade. Even the restroom doors received a unique (and fun) design touch.



►► AT A GLANCE

Location: Green Lake, Wis.
Proprietor: Erika Lopez
Interior Design Company: Jacobi Interiors
Bowling Equipment Suppliers: Brunswick Bowling Products and QubicaAMF Worldwide
Pinsetting Machines: QubicaAMF EDGE String Pinsetters
Masking Units/Screens: Brunswick Bohemian
Scoring: QubicaAMF Conqueror X
Ball Returns: Brunswick
Pins: QubicaAMF EDGE String Pins
Sound Equipment: Touch Tunes
Furniture: Venue Industries
Perfect Game Collection
Carpeting: Shaw Industries
Restaurant Equipment/Supplies: Edward Don and Company
Arcade Game Route Operator: Midstate Amusements
ATM: Midstate Amusements
Website: 300clubgl.com





Best New U.S. Hybrid Center

Restaurant/Lounge

District 850

► Tallahassee is a college town, and that makes it an ideal location for District 850, which offers an array of attractions for young adults, from bowling to escape rooms and from axe throwing to bar and arcade games. For hungry and thirsty guests, food and beverages are served in elegantly designed spaces with attractive overhead elements and unique lighting fixtures.



►► AT A GLANCE

Location: Tallahassee, Fla.

Proprietor: Nilesh Patel

Architectural Company: Dynamic Designs, P.C.

Interior Design Company: Dynamic Designs, P.C.

Bowling Equipment Provider: QubicaAMF Worldwide

Lanes: SPL Boutique

Scoring: BES X Ultimate with Supertouch and Conqueror Pro

Pinspotters: EDGE String

Ball Returns/Racks: Harmony

Bumpers: HyperBowling

Pins: EDGE String

Lighting: CenterPunch

Video Masking Units/Screens: DFX Sound Vision

Furniture/Fixtures: Venue Industries

Lighting: DFX Sound Vision

Sound Equipment: DFX Sound Vision

Carpeting: Flagship Carpets and J&J Modular "Energy"

Other Flooring: Daltile Fabrique

Restaurant Equipment/Supplies: Big Bend Restaurant Supply

Arcade Distributor: Alpha Omega Amusements

Redemption: Redemption Plus and Sureshot Redemption

Laser Tag Arena Designer/Manufacturer: Studio 41b

Laser Tag Equipment Manufacturer: Lasertag.com by Zone

Axe Throwing: Global Bowling & Entertainment

Billiards: Alpha Omega Entertainment

Cashless Payment System: Intercard

Escape Rooms: Studio 41b

Music: FEC Music

Ropes Course: United Play

Additional Amenities: XD Theater/Triotech

Website: district850.com





Best New International Hybrid Center

Seven Squares

► There is a vast urban renewal effort underway in Saint-Etienne, located 37 miles southwest of Lyon. Long known for coal mining, it's now transitioning from an industrial center to a "design capital," and Seven Squares fits right into that effort. With glass elements as part of its exterior and a modern industrial look in many parts of its interior, the venue's design and theming are inspired, targeted to a 21st century clientele.



►► AT A GLANCE



Location: Saint-Etienne, France
Proprietor: Garcin France
Architectural Company: Studio Mako
Interior Design Company: Ateliers Deletraz
Bowling Equipment Supplier: QubicaAMFWorldwide
Lanes: Integra Boutique SPL
Scoring: BES X
Pinspotters: EDGE String
Bumpers: DuraBowl
Pins: EDGE String
Furniture/Fixtures: Harmony Energy
Lighting: CenterPunch
Sound Equipment Company: Avecom
Restaurant/Snack Bar: La Cocotte Stéphanoise
Restaurant Equipment/Supplies: MegaStoria

Bar/Lounge: Seven Squares/Ateliers Deletraz
Arcade Distributor: NiceMatic
Laser Tag Arena Designer/Manufacturer: Maitrise Laser
Laser Tag Equipment Manufacturer: LaserBlast
Lazer Maze Manufacturer: Maitrise Laser/
 Plus De Couler
Billiards Manufacturer: Toulet
Bumper Car Manufacturer: Univers Loisirs
Music: Fully Centralized BOSE System
Ropes Course: Clip'n Climb/Entre Prises
Kids' Play Area: Tag Active and Ninja Warrior/
 PlayMart
Website: sevensquares.fr



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ONE SYSTEM FOR THE ULTIMATE CONSUMER JOURNEY



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CONQUEROR KIOSK

DELIVER AMAZING SERVICE.

Make Conqueror Kiosk the first touchpoint for your customers when they arrive and get ready to deliver! Check in for reservations, explore offers, pay for bowling and extras, order food and beverage. The Kiosk is the perfect way to upsell your customers to play and spend more at each visit. Plus, it provides an easy self-service experience that customers want.

qubicaamf.com/conquerorkiosk

To learn more visit:



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Best New International Hybrid Interior

Playdome

No detail was left to chance in the design of Playdome in southern Netherlands. The sidewalls are stunning (and can even be viewed from the restaurant), the lighting fixtures perfectly complement the rest of the décor, and there even are design elements on the posts. And check out the unique, understated masking units.

▶▶ AT A GLANCE

Location: Roosendaal, Netherlands

Proprietor: Nicky Broos

Architectural Company: Kraak ontwerp-en Ingenieursbureau

Interior Design Company: Marjin De Kok Interieurarchitecten

Bowling Equipment Distributor:

Bowltech International

Bowling Equipment Supplier:

QubicaAMF Worldwide

Lanes: SPL Boutique

Scoring: BES X Ultimate

Pinspotters: EDGE String

Ball Returns/Racks: Harmony

Bumpers: HyperBowling

Pins: AMFlite II String and EDGE String

Sound Equipment: Snow & Event Service

Restaurant/Snack Bar: Playdome

Roosendaal / Marijn De Kok

Interieurarchitecten

Restaurant Equipment Supplies: Bouter /

Marjin De Kok Interieurarchitecten

Bar/Lounge: Playdome Roosendaal /

Marijn De Kok Interieurarchitecten

Axe Throwing: Playdome Roosendaal

Laser Tag Equipment Manufacturer: Ultra Tag

Cashless Payment: Untill/Upta

Go Karts: SODI Kart/360 Karting

Music: Snow & Event Service

Additional Amenities: Curling, Karting – everything in a winter Alpine theme

Website: playdome.nl

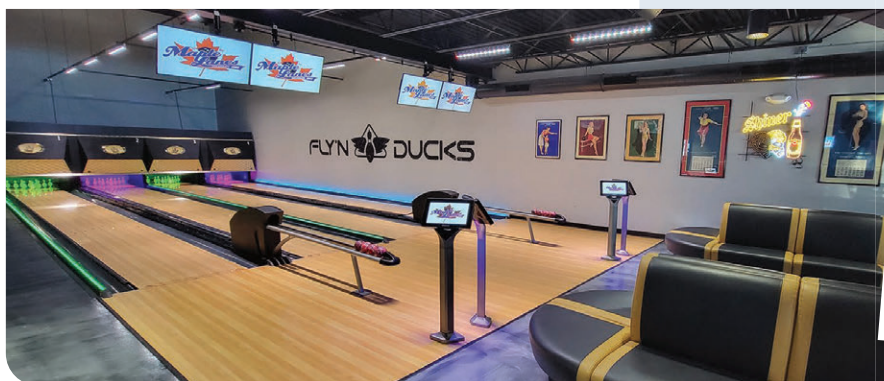
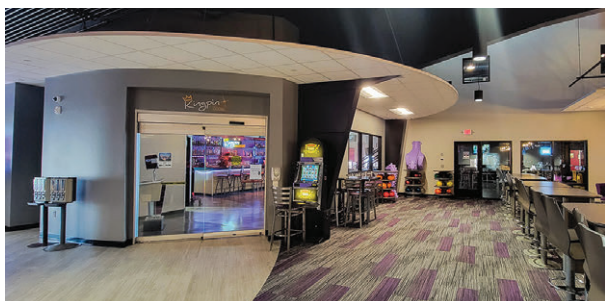
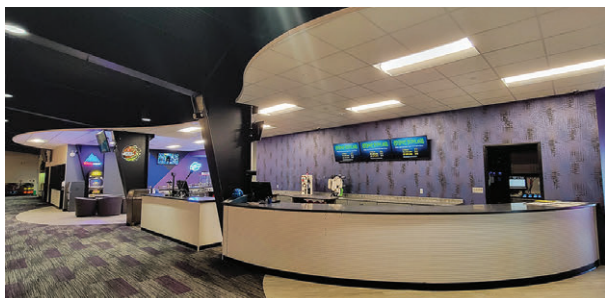
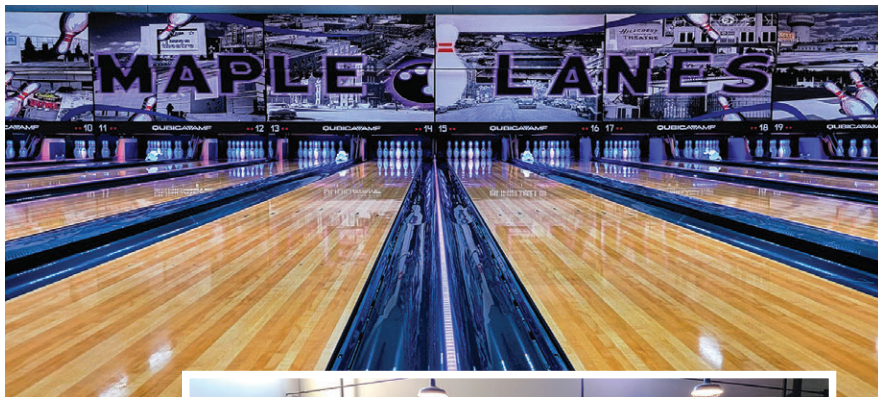




Best Modernized U.S. Hybrid Center

Maple Lanes / Kingpin Social

► Maple Lanes was built in 1959, expanded in 1964, sold in 2012 and experienced a devastating fire on Feb. 4, 2020. The decision was made to rebuild with a "more adult feel," including four lanes of duckpin bowling and a mezzanine above it. That mezzanine has become a popular draw with its pool tables, pinball machines, dart boards, automated beer pong and more. The main level originally included two steps down to the lanes, but the new design eliminated those steps to better accommodate senior and special-needs clientele. Other changes included all-new design elements (fixtures, lighting, etc.) and relocating the reception desk to a more central location.



►► AT A GLANCE

Location: Waterloo, Iowa

Proprietors: Rich and Kathy Eighme, Fran and Linda Eighme, Zach Beschorner

Architectural Company: Modern Design

Interior Design Company: Modern Design

Bowling Equipment Provider: QubicaAMF Worldwide

Lanes: SPL

Scoring: BES X Ultimate with SuperTouch

Pinspotters: XLi Free Fall

Ball Returns/Racks: Harmony

Bumpers: DuraBowl

Pins: AMFlite

Lighting: CenterPunch Deck Lighting

Furniture: Harmony

Masking Units/Screens: Allied Bowling, LLC; artwork and design by Mitchell Eighme

Sidewall Treatment: Allied Bowling, LLC

Lighting: Ventola Projects

Sound Equipment: Maximum Sight and Sound

Carpeting: Mohawk

Other Flooring: Mohawk Vinyl Plank

Restaurant Equipment/Supplies: Wilson Restaurant Supply

Arcade Distributor: Moss Distributing

ATM: Hyosung

Billiards: Valley Dynamo

Music: RX Music

Vending: AMS

Website: maplelaneswaterloo.com





DELIVER ON THE HYPE!

Ready to extend the reach of your bowling business by activating today's younger consumers? HyperBowling is designed to get Gen Zers, Millennials and others Hyper-stoked by delivering the perfect blend of bowling and gaming. It makes it easy to offer something for everyone.



Scan the QR code
to see what
the Hype is about!





Best Modernized International Hybrid Center

Aischgrundcenter



► Northern Bavaria now has an upscale bowling-based venue where locals can meet for recreation and socializing. In addition to its color-splashed



bowling area with cushy couches, Aischgrundcenter is home to the Village Restaurant and the River Island Sky Lounge with still more comfortable seating and lots of creative dishes and drinks.

►► AT A GLANCE

Location: Uehlfeld, Germany

Proprietor: Caroline Anar

Architect: Caroline Anar Interiors

Interior Design Company: Caroline Anar Interiors

Bowling Equipment Supplier: QubicaAMF Worldwide

Lanes: SPL

Scoring: BES X and Conqueror

Pinspotters: XLI Free Fall

Ball Returns/Racks: Profile

Pins: AMFlite

Masking Units/Screens: Bespoke by Caroline Anar Interiors

Sidewall Treatment: Bespoke by Caroline Anar Interiors

Furniture/Fixtures: Bespoke by Caroline Anar Interiors

Lighting: Bespoke by Caroline Anar Interiors

Sound Equipment: Lienhart

Carpeting: Vorwerk

Other Flooring: Parador

Restaurant Equipment/Supplies: Bespoke by Caroline Anar Interiors, Morello Forni and Distinctive Chesterfields

Billiards: Toprak

Bumper Cars: Danny Bilgic, Ltd.

Cashless Payment System: AGP mbH

Music: ABG mbH

Inflatables: Danny Bilgic, Ltd.

Vending: Danny Bilgic, Ltd.

Website: aischgrundcenter.de





►► AT A GLANCE

Location: Maastricht, Netherlands

Proprietor: Bas van Oldenborgh

Architectural Company: Marco Scheren Architect

Interior Design Company: Daph Studio

Bowling Equipment Distributor: Bowltech International

Bowling Equipment Provider: QubicaAMF Worldwide

Lanes: SPL Select with Ultraslide Approach

Scoring: BES X

Pinspotters: Xli EDGE

Ball Returns/Racks: Harmony

Bumpers: DuraBowl

Pins: AMFlite II

Escape Rooms: Prison Island/Identity Games

Website: olroundmaastricht.nl

DESIGN AWARDS



Best New Traditional Center

Interior

Olround Bowling Maastricht

► With its well-furnished bowlers' area, its classy wall treatment above the pin decks, and its comfortable spaces away from the lanes for socializing, Olround Bowling provides an inviting and welcoming atmosphere for the residents of Maastricht. Known as the birthplace of the euro, the city is a thriving cultural hub, and Olround Bowling fits right in.





Best New Traditional Center

Ancillary Profit Center

Ozone Bowling Centre Alcala de Henares Madrid

► The arcade at Ozone Bowling includes seven traditional games and 30 redemption games, but it's the inviting, uncrowded design of the space — with colorful carpeting and lighting — that really stands out. Also serving as a magnet for gamers is the colorful, bright, well-stocked prize area.

►► AT A GLANCE

Location: Alcala de Henares (Madrid), Spain

Proprietor: Ozone Bowling

Architectural Company: Oscar Vidal Studio

Interior Design Company: Oscar Vidal Studio

Bowling Equipment Distributor: Hispa Bowling

Bowling Equipment Provider: QubicaAMF Worldwide

Lanes: SPL

Scoring: BES X Ultimate Conqueror

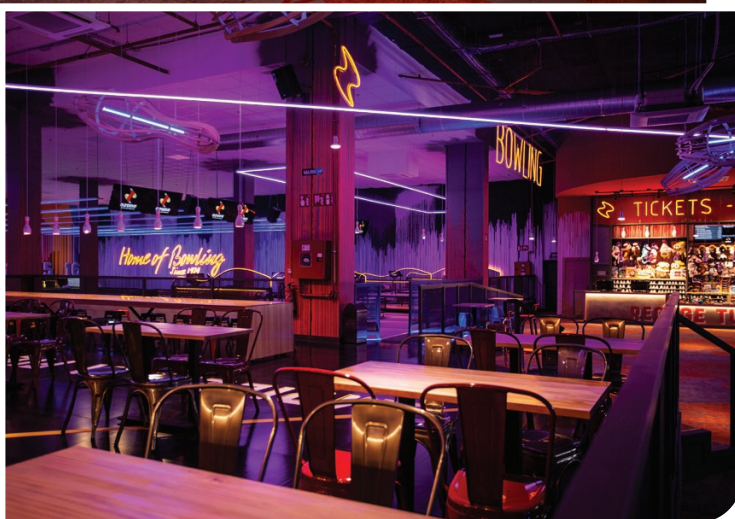
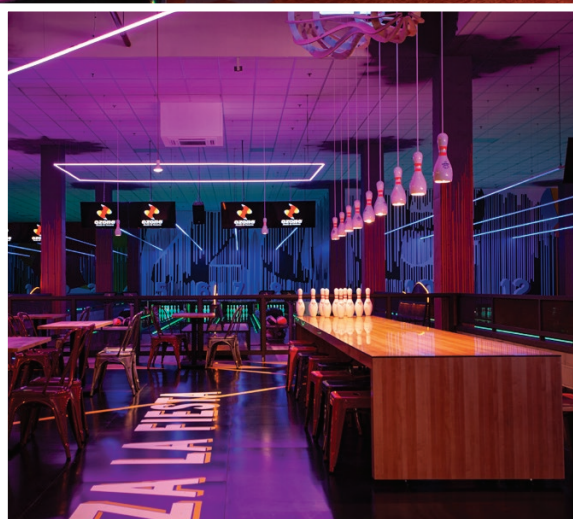
Pinspotters: XLi EDGE

Ball Returns/Racks: Harmony

Bumpers: HyperBowling

Pins: EDGE String

Website: ozonebowling.com





Best Modernized International Traditional Center

Benidorm Bowling Centre

► This seaside resort town now has a modern venue for out-of-the-sun fun. Ozone has an inviting exterior with big picture windows, and an interior with attractive flooring and eye-catching ceiling elements.



►► AT A GLANCE

Location: Benidorm, Spain
Proprietor: Ozone Bowling
Architectural Company: Oscar Vidal Studio
Interior Design Company: Oscar Vidal Studio
Bowling Equipment Distributor: Hispa Bowling
Bowling Equipment Provider: QubicaAMF Worldwide
Website: ozonebowling.com

