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Alboa Prime
Entertainment
and Dining
Mexico

PRIME TIME

The 2015 Architecture
& Design Awards

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31st ANNUAL

Architecture + Design

AWARDS



BEST NEW CENTER

ALBOA PRIME ENTERTAINMENT AND DINING

► Mexico City, Mexico

Owner: Boutique Bowling de Mexico

Architect: Loguer Design

Manufacturer: QubicaAMF

Retractable roofs. Prim palm trees reaching for the sky. Escalators ascending into a shower of LED lights that gush electric hues of pink and blue over dance floors, mixology bars, and plush, velvety stools. Leather couches snaking through palatial, decadent lounges. These are the details that comprise this throbbing establishment in Mexico City, where the restaurants explore a range of flavors spanning everywhere from Asia to Acapulco and the massive TV screens lining the walls seem almost as long as the bowling lanes. Alboa Prime Entertainment and Dining embodies every aspect of the entertainment center concept to its fullest extent. It is a place of exquisite beauty and vibrant energy you won't want to leave.





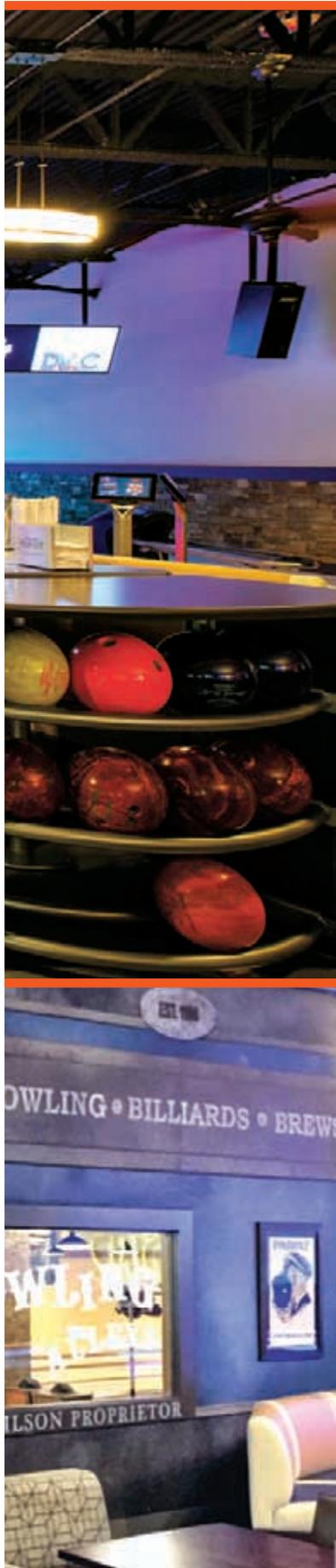
BEST NEW CENTER – VIP AREA

HEADPINS

► Fort Myers, FL
Owner: Pat Ciniello
Architect: Dynamic Designs
Manufacturer: QubicaAMF

Pat Ciniello's experience as chairman of the International Bowling Museum and Hall of Fame board left him in love with an era he hoped to replicate. The concept of the "Pinboyz" VIP area in his new Headpinz center in Fort Myers soon was born, featuring a billiards table from 1908 that his son, Marc, found at a billiards shop; an old-time bar from the same time period that Pat purchased on eBay; equipment from a four-lane center in Virginia he also purchased on eBay, complete with over-ground ball returns and semiautomatic pinsetters; and many other artifacts that make the entranceway taking patrons out of the rest of Headpinz and into Pinboyz feel like a passage into a bygone world.





**BEST NEW
CENTER –
INTERIOR**

**BOWL 'N
BARREL**

► San Antonio, TX
Owners: Kyle Noonan
 and Josh Sepkowitz
Architect: Jones Baker
Manufacturer: QubicaAMF

The industrial chic ambience of this, the second Bowl 'N Barrel location erected by former Southern Methodist University roomies, Kyle Noonan and Josh Sepkowitz, evokes the rustic spirit of a European beer dive with its brick-laden interior, exposed pipes, and dim lights dangling over Chesterfield sofas. Noonan and Sepkowitz concede the repurposed warehouse feel of Bowl 'N Barrel San Antonio was a deliberate and carefully arranged calculation rather than, you know, an actual, repurposed warehouse. The extremely minimalist lane facades and Victorian hall windows measure the vast lengths Noonan and Sepkowitz went to as they developed that vision for the venue, and the gorgeous results promise to keep patrons too dazzled to bother with debates about authenticity.

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Blues
COLOR CONCEPT

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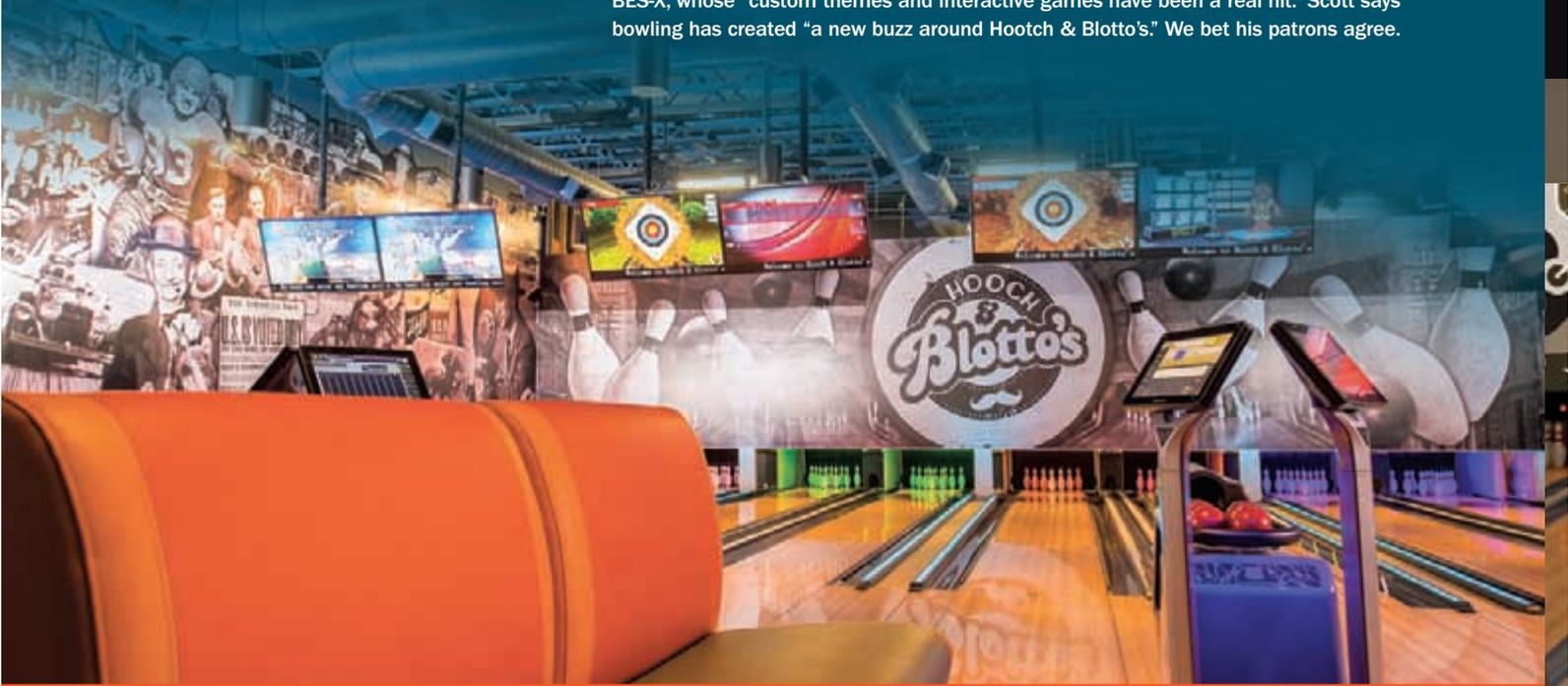
To see the new Harmony video go to: www.bowlinginnovation.com   

BEST RENOVATED CENTER

HOOTCH & BLOTTO'S

► Erie, PA
Owner: Nick Scott Jr.
Architect: Dynamic Designs
Manufacturer: QubicaAMF

The owner of Hootch & Blotto's, Nick Scott Jr. of the third-generation owned hospitality company, Scott Enterprises, knew he had a good thing going with the sports bar's homage to the days of Al Capone. The large, Prohibition-era themed establishment nonetheless struck Scott as needing something to "elevate the customer experience beyond gourmet burgers and craft beers." Enter QubicaAMF, whose Highway 66 lanes fused the place with a dash of character that Scott then complemented with custom lane facades, leather lounge couches, and high-top tables. He also installed QubicaAMF's cutting-edge Scoring system, BES-X, whose "custom themes and interactive games have been a real hit." Scott says bowling has created "a new buzz around Hootch & Blotto's." We bet his patrons agree.



BEST NEW CENTER – LOUNGE/RESTAURANT

PIEDMONT SOCIAL HOUSE

► Charlotte, NC
Owners: Charley and William Hodges
Architect: Overcash Demmitt Architects
Manufacturer: QubicaAMF

This Prohibition-era themed boutique establishment aspires to be "the social hub of Southwest Charlotte," and its hip digs and menu loaded with local fare make a convincing stab at that lofty designation. Of the 72 beer taps and 40 beers total Piedmont boasts, 10 are from Charlotte-area breweries. The food, too, pays its homage to the Carolinas.

The Cajun-tinged Low-Country chicken soup includes andouille sausage, fire-roasted tomatoes, onions, celery, carrots, and rice. Other Carolinas cuisine includes chicken-and-waffle sliders, fried catfish and grits, "fried green 'maters," and succulent, buttermilk-brined fried chicken. You won't have trouble finding a TV to watch while enjoying your down-home repast; Piedmont has 40 HDTVs. And don't forget to bowl off the calories after your meal! Piedmont has 12 lanes featuring QubicaAMF's SPL II Integra with XLI pinsetters and BES-X masking units.



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Harmony Masking Collection



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BEST RENOVATED INTERIOR

OLROUND VEENENDAAL

► Veenendaal, Netherlands
Owners: Bas Van Oldenborgh and Sander van Muiswinkel
Architect: De Horeca Fabriek
Manufacturer: QubicaAMF

The transformation of Olround Veenendaal is so fresh and daring that it leaves you certain it has to be a brand new center, not the result of a renovation, which it is. Decadent dining areas featuring rustic, brick walls, fire pits, and plush, ample seating complement the equal doses of class patrons get on the lanes. QubicaAMF provided spectacular and unique masking units while also powering Bowltech's White Lanes. The center feels as comfortable hosting traditional bowling events as it is kicking up a party on Saturday night, when LED lights flash through the dimmed atmosphere to create as convincing a club environment as any entertainment center.



BEST RENOVATED CENTER LOUNGE

PINHEADS FEATURING ALLEY'S ALEHOUSE

► Fishers, IN
Owner: Kevin Walter
Architect: The Design Shack
Manufacturer: QubicaAMF

Patrons of Louie's Sports Bar inside Pinheads could hardly have recognized the place after it became Alley's Alehouse. Where there were pedestrian tables topped with tin napkin dispensers and ketchup and mustard squeeze bottles, there is now silverware bundled in black, cloth napkins at rest on high-top tables fashioned out of dark, thick wood. Where there were a couple of cushioned seats tossed in the corner by an arcade game, there is now an ornate, brick fireplace with large, leather seats and sofas gathered around it; where there was a drab, tile floor and carpeting there is now wood flooring. Alley's Alehouse, ultimately, constitutes one of the most remarkable makeovers of a bowling-center lounge in years.



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