

**BowlersJournal**  
INTERNATIONAL

**33RD ANNUAL**

# **ARCHITECTURE & DESIGN AWARDS**



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## BEST NEW CENTER

### PUNCH BOWL SOCIAL

Minneapolis, MN

Owner: Robert Thompson

Designer: Studio Lemonade

Manufacturer: US Bowling

**WHEN PUNCH BOWL SOCIAL** added this Minneapolis location to its mix of 19 combined hangouts throughout the U.S., it delivered a powerful dose of the rustic-chic ambience Denver-based developer Robert Thompson has mastered with his Punch Bowl Social brand. Much of that homely environment likely is a welcoming one for most Minnesotans, who don't need to travel much farther than half-an-hour outside of Minneapolis to encounter the farm-and-tractor culture known throughout many of the state's smaller towns. The stool cushions rest atop legs that evoke turkey feeders; some walls look like repurposed shipping containers; a deer with formidable antlers towers over a fireplace, around the corner of which sits a soaring stack of logs. Patrons of this 23,000-square-foot space with eight bowling lanes in The Shops at West End likely feel right at home there. Manufacturer highlights: US Bowling string pinsetters, ML-3000 lanes, and above-ground ball returns.

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## BEST NEW CENTER - Traditional

### SENSATIONS BOWLING

Noyon, France

Owner: Nayet Joel

Designer: Roches Diffusion

Manufacturer: Brunswick Bowling Products



**THE LUSH AND CLASSED-UP** environs of this new French establishment demonstrate that "traditional" does not have to mean "boring." The retro signage adorning the building's exterior pays tribute to the days when "traditional" centers were the only centers, and everything inside strikes a note of celebration at a time in the sport when the mood among traditional centers is decidedly less optimistic. It would be hard not to let go of any blues that missed corner-pin spare brought to your day in the spacious lounge where low lamps radiate light over glossy tabletops, some of which are designed as repurposed bowling lanes. Manufacturer highlights: Brunswick string pins, Anvilane White lanes and Frameworx furniture.

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## BEST NEW CENTER - Boutique, U.S.

### STONE PIN COMPANY

Greenville, SC

Owners: Howard Dozier and Paul Talley

Designer: Treehugger Customs

Manufacturer: QubicaAMF

**THE DARING CHOICE** by owners Howard Dozier and Paul Talley to go with QubicaAMF's bold, black-and-white SPL Boutique lanes delivers the knockout blow in this gorgeous establishment. Brick walls, chesterfield sofas, throwback masking units and an exposed ceiling perfect an industrial-chic ambiance that is lit tastefully by rings of gas lights. The meticulously detailed imagination invested in Stone Pin's design even encompasses the presentation of bowling shoes. They don't just pull your shoes off a shelf at Stone Pin; you pick them up at the "shoe station." That kind of calculated whimsy makes this hangout a winner. Manufacturer highlights: QubicaAMF SPL Boutique lanes, Harmony ball returns, TMS string machines.



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## BEST NEW CENTER - Boutique, International

### BALLY'S BAR GRILL BOWLING

Rijswijk, Netherlands

Owner: Marco Ballemaker

Architect/Designer: Bally's

Manufacturer: QubicaAMF

**GIANT DRUM LAMPS** hover and glow over the sleek digs at this Netherlands hub accentuated by QubicaAMF's Harmony masking units and Infinity sofas. If the stunning lanes and settee area don't stop you in your tracks at Bally's, the lounge and bar will. There, sink into the leather-cushioned, Polo Sport chairs and sip a craft cocktail beneath the dim shimmer of pendant lights. Exposed pipe tops a well-stocked bar to punctuate the stunning décor with a resounding exclamation point. Manufacturer highlights: QubicaAMF XLi Edge pinspotters, Infinity sofas, Harmony masking units and ball returns, SPL Boutique lanes.



### HONORABLE MENTION

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## **BEST NEW CENTER - FEC, International**

### **FACTORY BOWLING**

Saint-Denis-en-Val, France

Owner: Leroux Richard

Designer: Roches Diffusion

Manufacturer: Brunswick Bowling Products

**FACTORY BOWLING FOLLOWS** through on the industrial décor its name implies with expansive spaces, lion-colored chesterfield sofas and tabletops shimmering under dim gas lights, and brick walls decked with action shots of the stars who put bowling on the international map in the sport's golden days, such as Don Carter. The bold entertainment offerings include a vast, indoor dodgeball court and an equally massive billiard room, while the outdoor area offers table tennis and an array of other diversions. Manufacturer highlights: Brunswick GSX pinsetters, Anvilane lanes, Frameworx black ball returns.

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## BEST NEW CENTER - FEC, U.S.

### BELTLINE LANES

Columbia, S.C.

Owner: John Ponczoch, TravelCenters of America, LLC

Architect: J D Satterwhite, TravelCenters of America, LLC

Manufacturer: Brunswick Bowling Products

**BOWLING PINS ARE** not something people normally associate with the exterior or a truck stop . . . until they spot this quirky joint in Columbia, S.C. Truckers rolling in after a 12-hour haul down the highway likely will find Beltline's 16 lanes and comfortable seating a welcome sight. In the spirit of a true FEC, Beltline also boasts an 84-game arcade with virtual-reality technology. Manufacturer highlights: Brunswick GSX pinsetters, Center Stage furniture, Premium Graphics — The Open Road masking units, "Colorfull" lanes and Brunswick specialty lighting.



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## BEST NEW CENTER - Interior, International

### UPTOWN ALLEY

Changzhou, China

Owner: Steve Uphoff

Architect/Designer: Price Simpson Harvey

Manufacturer: Brunswick Bowling Products

**THIS DAZZLING SPACE** in Changzhou, China's Global Harbor Mall — the largest bowling entertainment establishment in the country — warmly celebrates bowling's expansion in China thanks to imaginative developer Steve Uphoff's Uptown Alley concept. Pull one of the tall, plush, maroon leather chairs up to the sunset-colored bar that glimmers beneath sparkling pendant lights and splurge on a craft cocktail, or grab a bite to eat in the glittering Rotunda lounge where large screens encircle a stacked bar. With 50 TVs in all, 37 lanes, a 60-game arcade and two restaurants, it will be hard to leave Uphoff's first international venture dissatisfied. Manufacturer highlights: Brunswick pinsetters, lanes and ball returns with custom furniture, masking units, specialty lighting, specialty sound equipment and sidewall treatment.



## BEST NEW CENTER - Interior, U.S.

### FUN MOUNTAIN AT BIG CEDAR LODGE

Ridgedale, MO

Owner: Big Cedar Lodge, LLC

Architect: Torgerson Design Partners

Manufacturer: Brunswick Bowling Products

**STOP PRETENDING YOU** never have wanted your bowling balls returned to you through the mouths of sharks and alligators or bowl while a varied assortment of sea creatures hold their suspended positions over lanes designed as piers. Fun Mountain at Big Cedar Lodge is on to you and hopes you will indulge the child within while bringing along the family. The theme at Fun Mountain is bold in both concept and execution, and fills out its distinctive digs with many entertainment options aside from the bowling, including laser tag, rock-climbing, billiards, a stacked arcade and much more. If Fun Mountain looks like a place you never imagined, it also is just as likely to become a place patrons may never forget. Manufacturer highlights: Brunswick GSX pinsetters, BPS Fab Shop furniture, BPS Imagery masking units, lighting and sidewall treatment.



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## BEST NEW CENTER - Exterior

### EUROPA CUISINE

McAllen, TX

Owner: Miguel Kamel

Architect: Gensler

Manufacturer: QubicaAMF

**THE AMBITION EMBODIED** by the stunning exterior of this edifice previews an establishment that settles for nothing. Owner Miguel Kamel enlisted the services of the Houston location of Gensler Architects, a San Francisco-based firm with offices throughout the world and a list of projects that includes Facebook headquarters in Menlo Park, Calif., and Instagram's campus in the same town. Kamel's search for that "Wow" factor is as evident inside as it is from the street. He dropped \$200,000 on a 3-D video ceiling that reportedly can be seen "from the Target across the street," devoted an entire room exclusively to wine, and hired an Alabama-born and New York City-trained executive chef who has enacted a culinary vision spanning everywhere from Brazil to Bologna. Manufacturer highlights: QubicaAMF BES-X scoring system, Arctic Blue SPL Boutique lanes, and Harmony ball returns.

## BEST NEW CENTER - VIP

### BIG AL'S

Ontario, CA

Owner: Daniel Kirkwood

Architect: Jeff W. Hammond (Scott Edwards Architecture)

Manufacturer: Brunswick Bowling Products

**FAMILY ENTERTAINMENT BRAND**, Big Al's, opened its first location in Vancouver, Wash., in 2006 and added locations in Beaverton, Oregon and Meridian, Ohio, before establishing this 45,000-square-foot hub in Ontario, Calif., with 20 bowling lanes, a stacked arcade, a game room loaded with billiards, table tennis, shuffleboard, and darts, and a bar offering nearly 40 beers on tap. The place throbs with energy. For those who want to tuck themselves away from the bustle, however, there is this completely closed-off VIP area called "The Ocho," where dim chandeliers and reclaimed lumber coffee tables class up the settee area and large-screen masking units lord over the lanes. Manufacturer highlights: Brunswick GSX pinsetters, Pro Lanes black-light reactive lanes, Frameworx black ball returns.



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## BEST NEW CENTER - Ancillary Profit Center

### CINERGY ENTERTAINMENT

Odessa, TX

Owners: Jeff and Jamie Benson

Architect: Dynamic Designs

Designer: Jamie Wells

Manufacturer: QubicaAMF

**DEVELOPERS LOOKING TO** elbow their way into the entertainment marketplace in Odessa, Texas, may want to reconsider their intended location, as it is going to be hard to outdo this massive complex and its abundant offerings. The 90,000-square-foot edifice off of Highway 191 offers 18 bowling lanes, multi-level laser tag, 10 movie cinemas, a ropes course, zip line, a brimming arcade and more. Cinergy's "EPIC" auditorium features a 66' x 33' screen enhanced by Dolby's Atmos sound system, 4K Barco projection system, 62 channels and leather recliners so comfortable you may wish you could bring one home with you. If you're not entertained here, you're not entertained anywhere. Manufacturer highlights: QubicaAMF TenPin pinspotters. Furniture by FCI.



## BEST NEW CENTER - Lounge/Restaurant

### THE WILD GAME

Longmont, CO

Owner: Dave Wilson

Architect: Jeffrey Baker (Design Parameters LLC)

Designer: Wild Game Development

Manufacturer: QubicaAMF

**THE DEER HEAD** overlooking the stone fireplace in the lobby of this exquisite entertainment center in Longmont, Colo., makes clear the double-entendre behind the name. You're going to have a wild time at The Wild Game, and you're going to do so in an atmosphere that meticulously conjures a Mountain West vibe. That vibe finds elaboration in the reclaimed lumber framing the bar and the log-cabin décor that dominates the place. Manufacturer highlights: QubicaAMF TMS, SPL Boutique lanes, Harmony ball returns.



## **BEST RENOVATED CENTER - International**

### **KINGPIN BOWLING AT CROWN**

Southbank, VIC, Australia

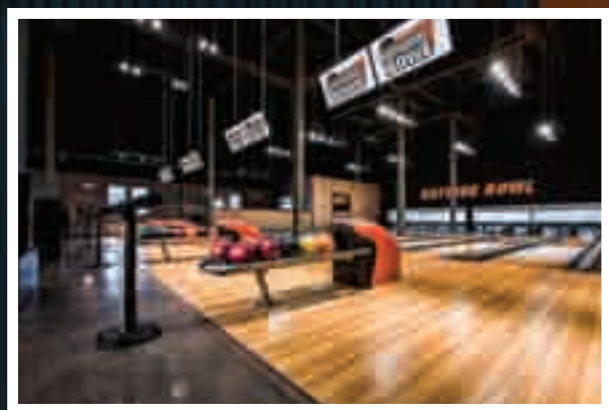
Owner: Nicole Noye

Architect/Designer: Tonic Design

Manufacturer: QubicaAMF

**THE KNOCKOUT BLOW** Tonic Design dealt in fashioning this remodel can be found in the 3,000 LED-lit bowling pins suspended from the ceiling and the 30,000 hand-dipped gold dowels that curl overhead in a glittering wave. Even the bowling shoe storage area is backlit with LED lights. Not a square inch of this reimagined space evaded the royal touch its owner, Nicole Noyle, sought to capture. It is likely that Kingpin's unusual décor has left some patrons at a loss for words and helped transform first-timers into regulars. Manufacturer highlights: QubicaAMF TMS pinspotters, Synthetic HPL lanes, C90 ball returns. Furniture by B Seated.





## BEST RENOVATED CENTER - U.S.

### BAYSIDE BOWL

Portland, ME

Owners: Charlie Mitchell and Justin Alfond

Architect: Ryan Senatore Architecture

Designer: Urban Dwellings

Manufacturers: Brunswick and QubicaAMF

**BAYSIDE BOWL ALREADY** was among the most top-of-mind bowling centers in America thanks to its role as longtime host of the PBA League, an event that taps into the center's raucous atmosphere of enthusiastic fans. Now it ranks among the nation's most beautiful centers as well thanks to a gorgeous makeover. A new mezzanine provides a stunning view of the center's eight new lanes, lighted sign and unique sidewall art, while a total of four bars — including one on the rooftop — serve the center's 20 lanes and boast some of the nation's most unusual bar fixtures. Manufacturer highlights: Brunswick A-2 pinsetters, QubicaAMF SPL lanes, Harmony ball returns.

# BAYSIDE

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L

& Rooftop Bar



## BEST RENOVATED CENTER - Interior, International

### BOWLING CHAMARTIN

Madrid, Spain

Owner: Abelardo Mato

Architect: Pablo Ulloa Besteiro

Designer: Simon Cerviño Alao

Manufacturer: Brunswick Bowling Products

**LIGHTS BRING TO** life an iguana-green wall adorned with the center's name in a lit, cursive-font sign at one end of this dazzling makeover project, where variegated chairs of mustard, rose and indigo hues lend a dash of life to the dining area. Bowling pins dangle above the center's ample space, mingled with gas lights that accent the floral patterns bursting from dark walls. There is nothing to dislike about this establishment's new clothes, and it is bound to become one of Madrid's most sought-out hotspots. Manufacturer highlights: Brunswick GS-X pinsetters, Center Stage furniture, Anvilane lanes, Frameworkx ball returns, racks and lifts.

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# Bowlers

## BEST RENOVATED CENTER - Interior, U.S.

### BOWLERO NORTH BRUNSWICK

North Brunswick, New Jersey

Owner: Tom Shannon

Architects: CallisonRTKL

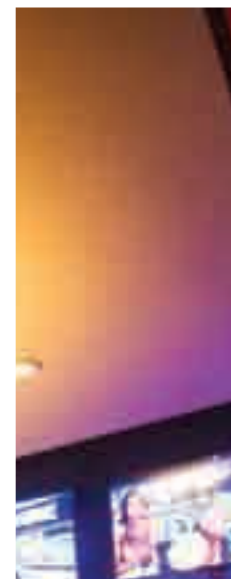
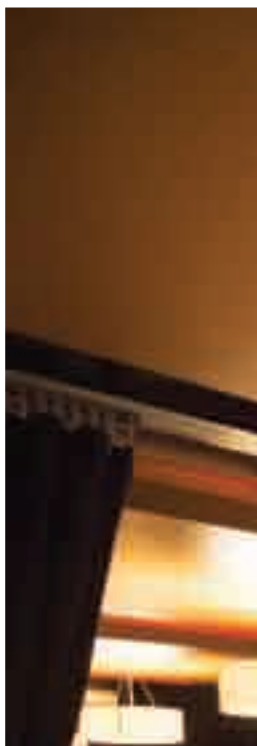
Designer: Bowlmor AMF

Manufacturer: Brunswick Bowling Products

**BOWLORMOR AMF HAS** taken one of the most storied centers in the United States — Carolier Lanes in North Brunswick, New Jersey, a longtime PBA Tour stop where Norm Duke once bowled three consecutive 300 games in qualifying at the 1996 Brunswick Johnny Petraglia Open — and turned it into one of the most stunning centers in the United States. Everything from the rental shoe shelves to the sidewall treatments, the settee area and, yes, even the napkin dispensers has been reimagined and stamped with the distinctive imprimatur of Bowlmor AMF's Bowlero brand. Manufacturer highlights: Brunswick A-2 pinsetters, Prolane lane panels, Frameworx ball hoods and racks.



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## BEST RENOVATED CENTER - Boutique

### HEYDAY – LOWER BRICKTOWN

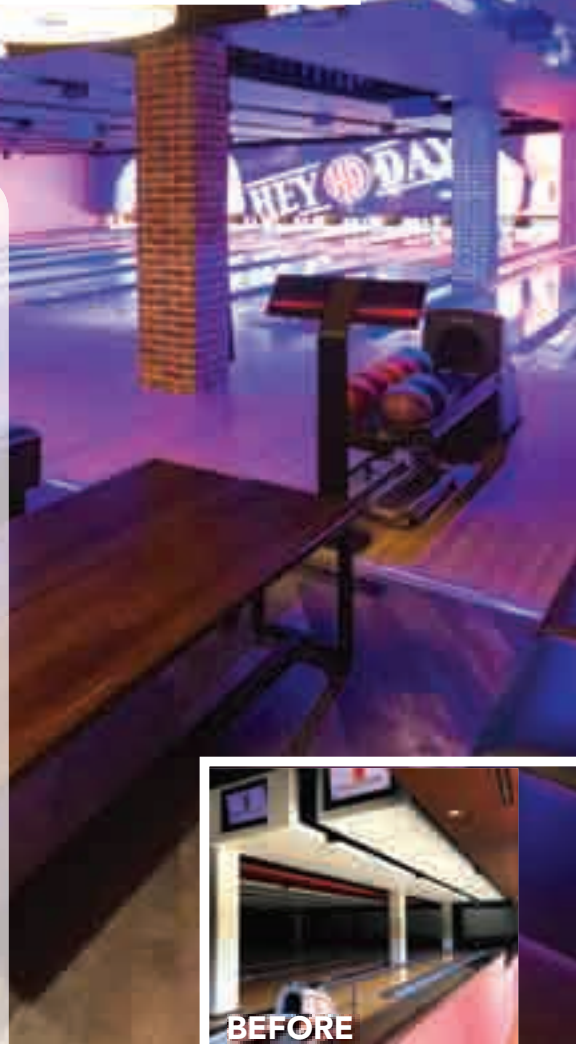
Oklahoma City, OK

Owners: Trey Bates and Brad Little

Architect/Designer: Cornerstone Architecture

Manufacturer: Brunswick Bowling Products

**THE VISION THIS** center's owners brought to the old Red Pin Bowling Lounge in Downtown Oklahoma City's Lower Bricktown shopping and entertainment district completely reimagined every element of the space, from the lanes to dining areas and bars. LED lighting pulses throughout the establishment now, while flourishes of brick honor the district's name with a restraint not typically encountered in entertainment centers, which sometimes go a little too brick-heavy to capture a rustic vibe. Large drum lamps enliven seating areas divided by lush, black drapes, and a 60-foot-wide HD LED screen occupies the masking-unit area. This is one boutique bound to bring in the millennial crowd for many weekends to come. Manufacturer highlights: Brunswick GS series pinsetters, lanes customized by Brunswick. Furniture by Bianco Bros. and Venue Industries.



**BEFORE**



**BEST RENOVATED CENTER - Lounge/Restaurant****BISON BOWLING UTRECHT**

Utrecht, Netherlands

Owners: Bas Van Oldenborgh and Sander Van Muiswinkel

Architect/Designer: Bison Bowling

Manufacturer: QubicaAMF

**THE NEW BISON BOWLING** location in Utrecht, Netherlands, may be a small center with just 10 lanes, but its bold design packs a big punch. A glittering and endlessly supplied bar glows with energy behind lanes whose brick masking units evoke a retro, rustic feel while LED lights scan a writhing crowd dotted mostly with the millennials who are this sort of establishment's target demographic. A dining area radiant with floodlights overlooking immaculately set tables presents as inviting a setting in which to eat as one can ask for. Manufacturer highlights: QubicaAMF Xli Edge pinspotters, SPL Select lanes, Harmony ball returns.

**BEST NEW CENTER - Ancillary Profit Center****SPARE TIME CHATTANOOGA**

Chattanooga, TN

Owner: Bowl New England

Architect/Designer: Dynamic Designs and Bowl

New England

Manufacturer: Brunswick Bowling Products

**THE CHATTANOOGA LOCATION** that Spare Time has added to its collection of 16 centers delivers the kind of generous helping of fun, games and entertainment patrons have come to expect of the brand. The massive "Game Zone" area is bound to keep the kids occupied for hours and the laser tag space is ample and beautiful, while City Sports Grille includes adventurous offerings such as battered avocado slices and a VIP menu raises the bar with items such as Honey Sriracha Shrimp, Thai Chicken Skewers or Bruschetta & Crostini. A surefire birthday party destination. Manufacturer highlights: Brunswick A-2 pinsetters, Pro Anvilane lanes, Frameworx ball returns and racks. Furniture by Facility Concepts.



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