

AMAZON FRESH

- BLOOMINGDALE, ILLINOIS, USA

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THE CHALLENGE

When changing market trends and the global pandemic shuttered a primary store in a major metro Chicago shopping center, the vacant space caught the eye of the world's largest eCommerce platform.

After opening its first store in California, Amazon was looking to bring its low-contact, high-efficiency Amazon Fresh concept to metro Chicago. The site of a former toy store seemed particularly appealing to the burgeoning brand, but major renovations were needed inside and out to adapt and reuse the space.

The new building needed to showcase the revitalization of the shopping center—and the existing visual aesthetic of beige masonry was incompatible with that mission. Project managers needed to change the exterior façade's color to better match Amazon Fresh's brand style—without destroying the existing masonry structure.





THE SOLUTION

To meet this need, Nawkaw was called in to transform the exterior masonry surface. Nawkaw, with extensive experience in adaptive reuse and brand color transformations, was able to develop a variety of gray and black hues that precisely matched client-submitted colors.



Next, certified Stain Technicians arrived on site and began the process of bringing this building back to life. With Nawkaw's work paired with an architectural panel system on higher elevations, the final storefront is a complete transformation and adaptation of what came before—breathing new life into a legacy structure that will welcome local shoppers for years to come.

Nawkaw also completed work on other Amazon Fresh locations across the Chicago metro—bringing visual harmony to each location through precise color matching and powerful stain technology.

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