

Retail Spotlight

The Bike Rack Gets Bold Graphics

BY RAY KEENER

The Bike Rack in Omaha, Nebraska, recently spruced up its walls without emptying its coffers.

“We moved into a new 22,000-square-foot building in October 2002. Five years later, the beige walls were looking a little

it found in the Yellow Pages to paint bicycle-related artwork to hang on the walls. “We got the idea of making the paintings on 33-by-80-inch foam core doors from the Trek store in Madison. They’re cheap, light, easy to hang and they don’t need framing,” Herbermann said

“The paintings depict everything from road racing to mountain biking to rail-trail riding to kids,” he added. “We wanted to include every potential audience.”

The artist hunted down stock photos and made pencil sketches before transferring them to the doors. It took about 60 days to complete the panels, which ranged from \$350-\$400



A section of one of 10 picture doors that now adorn The Bike Rack.

dated, as was our 20-by-20-foot Lance Armstrong graphic,” said store manager Steve Herbermann. “We wanted a fresher look, and especially something that made our great big store more welcoming.”

The Bike Rack commissioned an artist

each.

“The trick is to find someone with talent who wants to get her work seen,” Herbermann said. “We consider it a small price to pay to give our store a fresh, welcoming new face.”