



# CASE STUDY

YETI FLAGSHIP

## BACKGROUND

The YETI Flagship store is located on South Congress Avenue, just south of Lady Bird Lake in Austin. Once a neglected historic warehouse, YETI turned 8,600 square feet of space into a mecca for YETI fans and outdoor enthusiasts. More than a store, the brand experience also features mementos from the company's founders, a bar, and a stage.

## FACTS



THE SPACE WAS RENOVATED INTO A SHELL AND THEN YETI COMPLETED FINISH OUT, ADDING A BAR AND STAGE.



LOCATED AT A POPULAR AUSTIN INTERSECTION, THE BUILDING'S EXTERIOR AND INTERIOR WAS DESIGNED TO DRAW CUSTOMERS IN AND THEN PROVIDE A UNIQUE EXPERIENCE.



CONSTRUCTION WAS DONE IN STEALTH MODE, TO KEEP THE UNIQUE SPACE A SECRET AND KEEP WORD FROM SPREADING.

## Historic warehouse turns into brand experience.

### **BIG RED DOG'S RESULTS:**

BIG RED DOG provided MEP services for the space, which included plumbing for the bar and electricity for the stage.

In designing the HVAC and electrical systems, BIG RED DOG kept in mind YETI's aesthetic goal of drawing people in and showcasing their products...not the ductwork.

BIG RED DOG's final MEP design ensured comfortable temperatures and consistent lighting throughout, even with open-air doors rolled up in the midst of a Texas summer day.

