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Real Estate

RedPin Bowling Lounge opens in Bricktown’s Centennial Building

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OKLAHOMA CITY – After years of planning and preparation, a bowling lounge has opened on the canal level of the Centennial Building residential and retail project in Bricktown.

The RedPin Bowling Lounge is the first tenant in the \$15 million Centennial while work continues on rest of the building.

With ten bowling lanes, each featuring a red bowling pin, as well as a restaurant and a bar, the project is the brainchild of a group of local investors who saw similar lounges popping up around the country in recent years.

Erin Brewer, managing partner for RedPin, said while bowling is nothing new, she wanted to bring a hip upscale bowling lounge to Bricktown.

“It’s really unique,” she said. “There are places that are similar to it in other larger metropolitan areas but there’s really nothing like it in the region”

Brewer said she first stumbled on a bowling lounge in Florida that was featured in Southern Living magazine about three years ago.

“My husband and I were so intrigued by the idea,” she said. “The more we talked about it the more we realized other people thought it was a good idea.”

Arguably bowling alley food does not have a favorable reputation.

Instead, Brewer brought in local chef Robert Black to design a restaurant menu with a generous selection of gourmet entrees and items such as nachos with homemade chips that can easily be eaten while bowling.

And while bowlers and diners are encouraged to move about, Brewer said some people have come solely for dinner.

The lounge had a soft opening last week and will hold its grand opening this Friday. Brewer said that in addition to a steady flow of bowlers and diners, RedPin’s phone has been ringing off the hook for months as entities wanted to book holiday parties. Everyone from large energy companies to smaller groups and businesses have reserved private areas in the lounge for events through the end of the year.

The design also played a key part in creating the lounge’s unique feel.

A collaboration among Brewer and her husband, Shawn Brewer, J3 Architecture, Fitzsimmons Architecture and Tandem Design Studio came up with a modern look of

the lounge.

The final product incorporated modern furnishings and fixtures with large screens at the end of the bowling lanes playing music videos and a bar in the center of the space with a surface made from recycled red glass.

Cynthia Harrison, principal with Tandem Design Studio, said her firm was involved from the initial conceptual design through the finished product as part of the collaborative design team.

Harrison said Erin Brewer often used the words “warm, cozy and inviting,” to describe her vision of how the lounge should look and feel.

“It was a pretty strong team effort on this project,” Harrison said. “We just took the concepts and ran with them.”

The bowling lounge concept originated in recent years in Hollywood, Calif. by a company called Lucky Strike Lanes, which operates several upscale bowling lounges around the country targeted at a hip 20- to 40-year-old demographic.

RedPin is locally owned and not tied in with any other similar lounges around the country.

As the lounges have gained popularity, Brewer said many have popped up in urban areas that are in the midst of revitalization.

Brewer said that trend made the Centennial a prime spot even if it meant delaying opening the lounge even by a year or more until the building was nearly complete.

“We waited for this specific spot because we were so convinced it was right,” she said.

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