



The Social Chair Blowout Bar

Scope: Custom tenant interior build-out for new retail business

Location: Murfreesboro, Tennessee

Owners: Jessica and Matt Shields

When Jessica and Matt Shields relocated from Chicago to be closer to family, they couldn't have picked a better time or place to open their brand new business concept: The Social Chair Blowout Bar.

The Social Chair's interior is completely custom—from the décor to the furnishings to the cabinetry. Jessica and Matt looked at pre-fab materials and equipment and just weren't satisfied. They felt their brand needed to be unique, and "off-the-shelf" furnishings wouldn't live up to that. That caused some major delays, but the Dow Smith team, along with the custom cabinet builders, got it done.

The space includes a barnboard wall created in a herringbone pattern, custom industrial cabinetry, white leather chairs, and large mirrors, which altogether create a very clean look throughout. Polished metals and elegant lighting and countertops complete the unique look.

"Dow Smith's timeliness and responsiveness was exceptional. We couldn't have been happier with them, every step of the way."

— Jessica Shields, Owner

