



BUILT FOR PLAY

Kentwood Community Center
Kentwood, MI

The new Kentwood Community Center was designed to give the city a place where residents can gather, connect, and participate in a wide range of activities, from sports and fitness to community programs and large scale events.

As part of the 67,500 square-foot facility, StudioCraft created the Kids Zone, a dedicated space for younger visitors. The Kids Zone features a playful check-in area with a custom tree and integrated shelving, along with cloud, tree, and bush graphics that bring elements of the outdoors inside. A picket-fence-inspired gate adds another layer of character while helping define the space.

Painted MDF was used throughout the custom elements, while PET felt fabric clouds add texture and help with sound control, combining visual appeal with practical considerations for a busy community environment.

The result is a whimsical, welcoming environment that will support connection, creativity, and community for years to come.