



## Blending Innovation with Tradition: Ascend's Flagship Store Redefines Cannabis Retail

A Modern Dispensary Designed to Honor Boston's Historic Streetscape While Showcasing Innovation in Cannabis Retail

**Architect:**

BKA Architects

**Design Architect:**

F R O M Architecture

**Construction Manager:**

Shawmut Design and  
Construction

**Products:**

SEVES Doric Glass Block and  
1919/10 Clearview Glass Block

**Opportunity**

In 2018, Ascend Wellness Holdings, a cannabis dispensary committed to redefining the industry, embarked on establishing its first flagship store in Boston, Massachusetts. To achieve a design that harmonized with Boston's historic downtown streetscape, Ascend collaborated with F R O M Architecture and BKA Architects.

F R O M Architecture, a New York City-based firm specializing in residential and commercial projects, was tasked with integrating Ascend's business vision into the urban fabric of Boston. Partnering with BKA Architects, a full-service architectural and design firm, they conceptualized a distinctive storefront that reflects both the company's identity and the city's architectural heritage.

## Solution

A standout feature of the store's façade is the expansive fluted glass block entrance, designed to maximize natural light within the retail space. To source and install the substantial amount of glass block required, the design team enlisted GBA Architectural Products + Services. After evaluating various options, they selected Q19 Doric Neutro and 1919/10 Clearview glass blocks. These choices provided a unique texture to the façade, allowing the store to stand out while maintaining the character of Boston's downtown streetscape.

[View](#) more Ascend photos in our website gallery.



## Outcome

This collaborative effort resulted in a flagship store that not only embodies Ascend's innovative approach to the cannabis marketplace but also seamlessly integrates into the rich architectural fabric of downtown Boston. By blending contemporary design elements with historically inspired materials, the store creates a visually striking yet contextually appropriate presence on the city's streetscape. Through thoughtful collaboration between architects, designers, and construction experts, Ascend has successfully established a retail space that is both forward-thinking and deeply rooted in the character of the community it serves.



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