



**June 2017**

**Consumer Behavior Specialists**

**Branding - Marketing - Commercial Interior Design -  
Merchandising and Display**

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## **Client Highlight**

### **Co-op Collaboration**

We are delighted to be working again with our friends at [Valley Natural Foods](#)

in Burnsville, MN. We are helping them with the renovation and expansion of their store interior. Our services will include some new branding, colors, signage, finishes, custom pieces, and out-of-the-box display ideas. Please check them out if you find yourself just south of the Twin Cities. Oh, how we love co-ops!

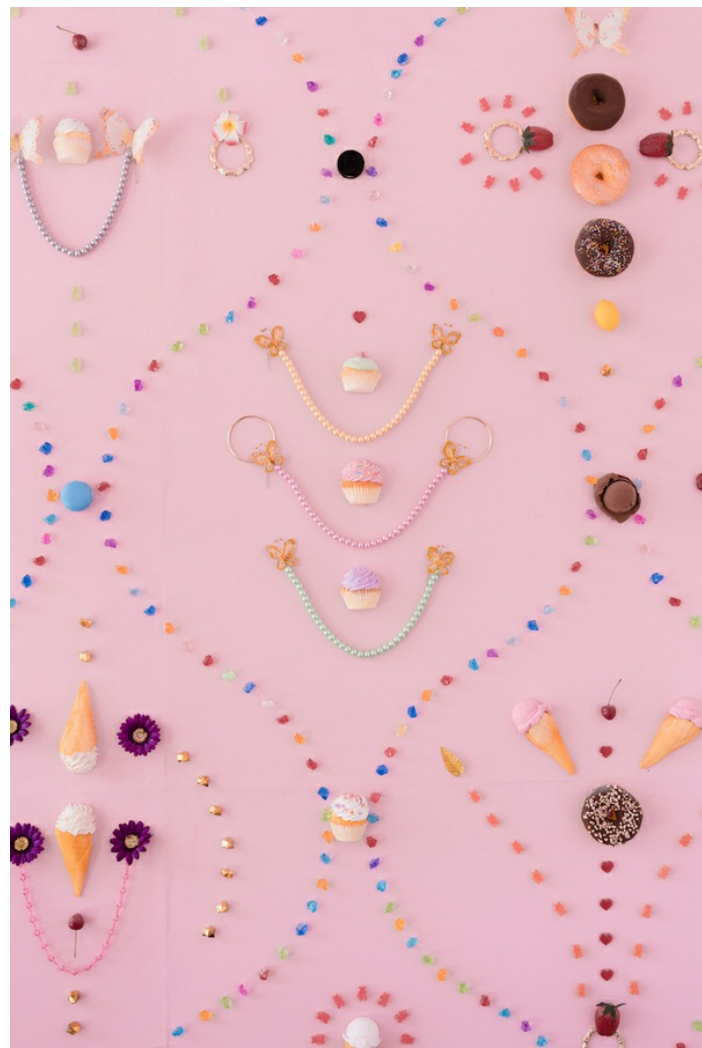
## **Spectacular Sights**

### **Here's the Scoop**

The new Museum of Ice Cream in Los Angeles is a sensory experience complemented by stunning design. Visitors can scratch and sniff banana-scented walls, dream of mint chocolate chip ice cream while inhaling a garden of mint planted in cacao chip soil, play games to win cotton candy, and even cannonball into a pool of sprinkles. The space is vivid, creative, and elicits ice cream from start to finish while allowing guests the opportunity to engage throughout the entire visit. The museum is a fresh and fun example of how design can stimulate the senses and create an experience that grabs attention (and cause tickets to sell out through the summer).

[Click here](#) to learn more.

Image source: [www.design-milk.com](http://www.design-milk.com)



## We heART Milwaukee

Milwaukee is officially home to the largest outdoor art gallery, with the installation of 22 sculptures by 21 international and local artists last month. Strolling down Wisconsin Avenue, you can now see giant "Safety Cones" reflecting the nature of urban spaces, the sturdy figure "Holla," made entirely from tires and

enticing viewers to interact with the world around them, and hopeful, bronze "Immigrant Family," representing the diversity of the city, among many other works. Steve Marcus, the visionary behind the Sculpture Milwaukee project, wanted to bring art to Milwaukee's streets to entice locals to remember the beauty of their city, and visitors to come explore the art and recognize that Milwaukee is more than just beer and cheese. This summer's sculptures, which are the beginning of an annual tradition that will add vibrancy to Milwaukee, will adorn the city until October 22, 2017.

For more information, [click here](#).

## Merging Media

Recently, a digital art display, 150 Media Stream, opened in Chicago at 150 North Riverside along the Chicago River. The installation is composed of 89 LED

blades of varying shapes and sizes and showcases work from artists and students, offering a collaborative approach to art in the city. 150 Media Stream allows art, architecture, and technology to merge, creating a digital platform of flexible and intelligent public art for viewers to enjoy.



To learn more about the project, [click here](#).

Image source: [www.interiorsandsources.com](http://www.interiorsandsources.com)



## Display Tip

### Put the Wind in your Sales

Windows provide free advertising space for your brand. Change your window displays seasonally to grab the attention of passersby and draw them into your business. Follow these four display tips to make your window displays notable:

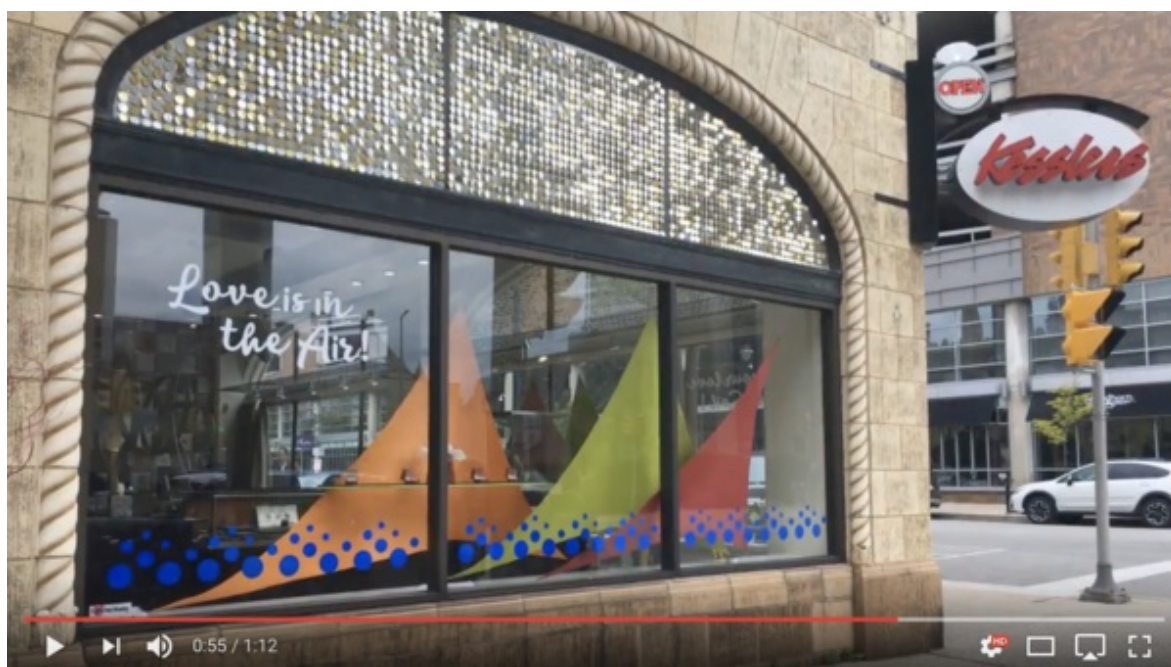
1. Create a focal point to catch the eye. Brightly colored and oversized objects are especially effective at attracting notice from a distance. A clean, uncomplicated display with bright colors will grab the attention of passing drivers.
2. Stop pedestrians' eyes from looking directly past the display into

the store by hanging a themed backdrop, i.e.: fabric, posters, or painted foam core panel.

3. Vary the heights of items in the display to move the viewer's eye throughout the window. Pedestals and risers can be used to display items from the window's base, while fishing line can suspend items from above.

4. Brand your display by working your company's name onto the window or on a prop.

We recently created this summer window display for our client, Kessler's Diamonds', Milwaukee store. The display showcases Kessler's merchandise against a backdrop of sails in bold colors complemented by vibrant graphics, and features taglines: "Love is in the air" and "Let your love sail."



[Click here](#) or on the above image to watch a video of the install!

If you need help creating custom window displays that will increase traffic and sales, [contact us here](#).

## New Product We Love

### Floored by Shaw Industries

Level Hexagon vinyl tile by [Shaw Industries](#) won the Interior Design 2016 Best of Year Award for Hard Flooring. The durable product is available in 18 colors and compliments Shaw's Hexagon carpet line to create dynamic, interesting flooring. We love that this flooring provides so many options for playing with color and patterns.



[Click here](#) to learn more:

Image source: [www.interiordesign.net](http://www.interiordesign.net)



## Main Street Update

### Standout Shopping Streets

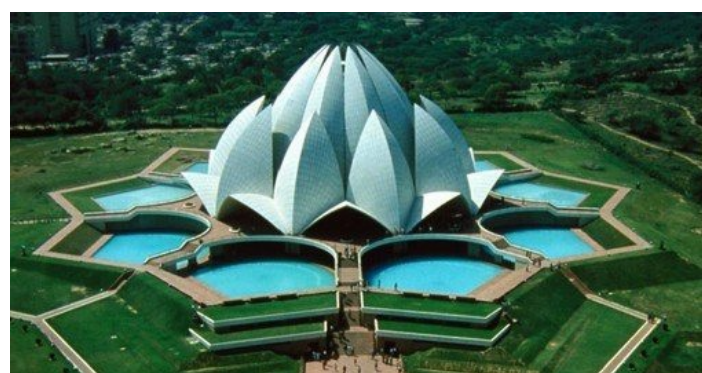
Urban planner and Harvard Graduate School of Design Professor Robert Gibbs has named his 10 favorite shopping streets in the country. He argues that downtown main streets

that are "very cool, historic, and filled with interesting shops and restaurants [and] surrounded by walkable neighborhoods," are able to succeed as urban shopping districts, especially when catching the eye of vacationers. [Click here](#) to learn what makes the following 10 shopping streets stand out:

1. Broughton Street, Savannah, GA
2. High Street, Columbus, OH
3. Phillips Avenue, Sioux Falls, SD
4. Main Street, Greenville, SC
5. Lake Street, Petoskey, MI
6. Atlantic Avenue, Delray Beach, FL
7. First Avenue, Denver, CO
8. Main Street, Chatham, MA
9. Colorado Boulevard, Pasadena, CA
10. Spruce, Chestnut, and Walnut Streets, Philadelphia, PA

## Design Psychology: Biomimicry

### Taking a Page from Mother Nature's Book



Biomimicry is the act of solving human problems by turning to nature for advice. To be more specific, according to the [Biomimicry Institute](#), biomimicry is "an approach to innovation that seeks sustainable solutions to human challenges by emulating nature's time-tested patterns and strategies." In the design world, this means creating sustainable design by using inspiration from nature, in which there is no waste and little inefficiency. What better way to go about designing a new product?



## Notable at NeoCon

Earlier this month, our team headed to the Windy City to explore NeoCon in search of amazing new ideas and products to bring to our clients. We spotted several notable design trends that are taking the stage this year. [Check out our latest blog](#) to learn about the innovations in design that are fun and fresh for 2017.

