



May 2017

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

[Visit Our \(New!\) Website](#)



Client Highlight

Turning Up the Heat at Wulf Brothers

We're excited to be working with [Wulf Brothers](#) out of [Sturgeon Bay, WI](#). This robust company started in the 1870s as a blacksmith shop and over the past 140+ years has grown into a thriving business offering heating and cooling systems, fireplaces/inserts/wood stoves, stone, hot tubs, and all the services and accessories to go with these items. We get to update their expansive showroom which will include a couple of interactive information centers, a history timeline, and of course, many displays featuring their deep and diverse product lines. The new layout and design will promote the company's brand and provide an informative and interactive customer experience. If you're in the area, stop in to see the progress being made this coming fall!

Image source: www.wulfbrothers.com

EuroTrends

In March, EuroShop 2017 brought new trends and innovation in retail to over 100,000 visitors in Dusseldorf, Germany. This year, everyone's eyes were on lighting and technology. Here are six categories of inspiring trends that were present at the global trade fair:

1) Big and Light

Exhibits that were large and dramatic yet light and airy, featuring lightweight and translucent materials, made a big impact.

2) Mixed Media

The juxtaposition of contrasting materials was seen in mannequins, finishes and even display photography.

3) Movement

Movement demonstrated by displays with mesmerizing colors and shapes was used to catch the eye of consumers and get them engaged.

4) Chameleon

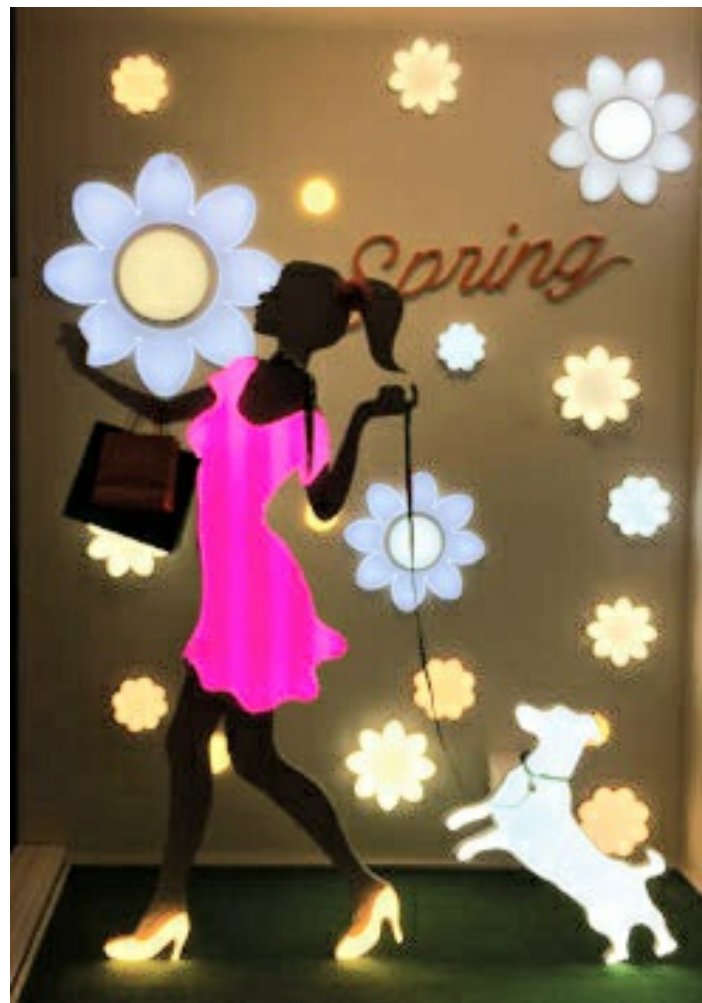
"Chameleon" effects created with lighting that shifted in direction or color created a sense of renewal in displays and merchandising fixtures.

5) Upside Down and Peekaboo

Vendors aroused consumers' curiosity by creating designs that would alter their sense of reality and perception.

6) Mad Men Modern

Designers used mixed materials, brass, leather and glass and focused on details and geometry to create modern drama and elegance.



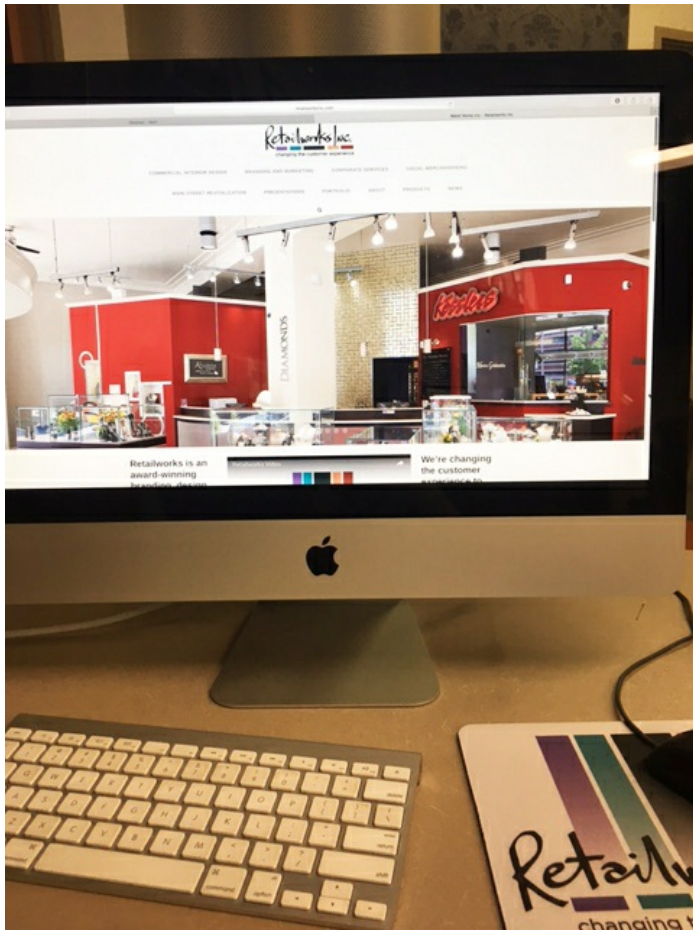
[Click here](#) to read more.

Image source: www.retailenvironments-digital.org

Company Update

Web Refresh

We're excited to announce the launch of our brand-new website! Our in-house social media and marketing guru, Allie, did an amazing job with the design and layout of the new site. We know how important it is to have a strong visual brand, and that often starts with a business' website. So now, when you visit www.retailworksinc.com, you'll see our expanded offerings to further accommodate our clients' needs - including auditing website designs and providing branded template designs. Whether you're [improving a main street](#), [revitalizing your store's design](#), [looking for a new seasonal display](#), or [upgrading your marketing and branding](#), our new site has something



for you. And as you know, websites are never "done," so even though our new site has a robust 48 pages, we have many more to add, so stop back often! Finally, if you have any input to share, we're always open to visitor feedback.

Main Street Update

Here's How: 5 Tips from Main Street Now

Earlier this month, [Lyn Falk](#) and [Margie Johnson](#) spoke to another enthusiastic crowd at this year's National Main Street Conference in Pittsburgh. Here are five tips attendees came away with:

- 1) Work with artists to turn ordinary utility boxes and waste receptacles into works of art.
- 2) Make your community boards/maps attention-getting - brand them and turn them into fun and interactive pieces.
- 3) Incorporate seating/resting/gathering areas throughout your downtown, and make them unique!
- 4) Clean and brighten up alleyways with murals, planters, lighting, and decorative/interactive amenities
- 5) Create an iconic sculpture that celebrates something unique about the community - residents will be proud and visitors will use it as a photo op.

Want more ideas? [Contact us!](#)

The above photo was taken in Wausau, WI





Philadelphia, PA

Photo courtesy of shoptalk.org



Fort Collins, CO



Fort Collins, CO



Rehoboth Beach, DE

Photo courtesy of shoptalk.org



Photo courtesy of shoptalk.org



Denver, CO

Photo courtesy of shoptalk.org



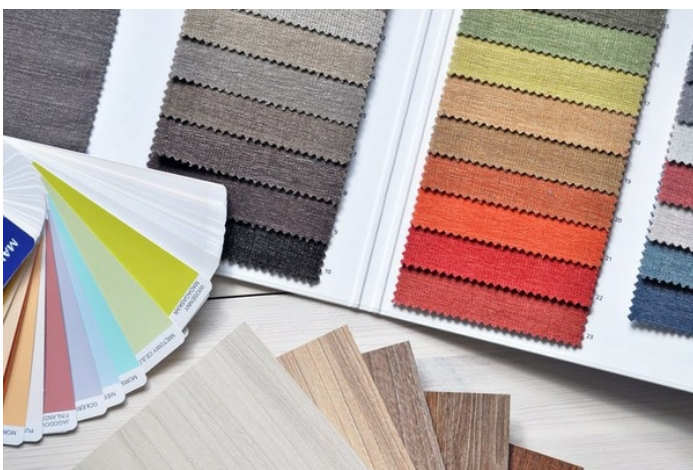
Inspiring International Design

Thai Treasure

The Keemala Hotel in Thailand fulfills its goal of providing holistic rejuvenation by offering customers refreshing cuisine and wellness treatments in an amazing setting. This hotel's stunning design was inspired by four fictitious clans of Phuket settlers which are represented in the different types of villas offered by the hotel. For example, warm, earth-toned villas with clay pools represent the down-to-earth, agriculturally passionate Pa-Ta-Pea clan, while tree-house-like villas with hanging furnishings encompass the essence of the We Ha clan, which longed to be closer to the sky to observe the universe.

[Click here](#) to learn more about the breathtaking Keemala Hotel.

Image source: www.design-milk.com



Paint with All the Colors

Earlier this year, the Executive Director of the Pantone Color Institute, Leatrice Eiseman, presented at the 2017 International Home and Housewares Show about which

colors are currently trending with consumers. Thanks to millennials, who live with a strong sense of independence and a need to explore, many traditional color rules are fading away. According to Eiseman, metallics and iridescents are "the new neutrals" that are always eye-catching. Furthermore, shades of green are hot this year, especially when used to help consumers feel connected to nature. Orange is also increasing in popularity, especially in the pet industry.

To see which other hues consumers have their eyes on, [click here](#).

New Product We Love

Think Outside the Nest

German designer Paul Ketz recently developed [Nest](#), a tactile form of wall storage that hosts objects in an aesthetic and playful way. Nest provides users with an experience, because they must engage tacitly with the product to store and withdraw their belongings. Nest is constantly changing and adapting based on the shape of objects

stored within it, so it provides a playful and engaging experience that is described on the designer's website as "organized chaos." Nest won the Gold A'Design Award in 2016.

Image source: www.paulketz.com



Looking' Gouda

We are excited to announce we've wrapped up Phase 1 of our design project at [Mars Cheese Castle](#). Our shopper behavior research up front confirmed three types of visitors to the store. We then created an interactive and engaging experience that will appeal to these shoppers. The grand re-opening was over Memorial Day weekend, when the summer tourists start charging the front gate! The new look in their expanded store pays tribute to the family's history while incorporating fun medieval decorative components. Be sure to stop in and check out the expanded wine department complete with a feast table, throne chairs and a medieval antler-clad chandelier. Around the corner are custom fixtures with a castle motif. You'll find beautiful wood trestle tables, benches and banquettes, oversized themed graphics, and hand-made medieval light fixtures throughout

the space. (Milwaukee Blacksmith, whose series you may recall seeing on the History Channel, provided some of the decorative metalwork. See if you can find it!) Additional signage, graphics, and decorative components will be added in Phase II, so be sure to stop back often!



Getting Down to Business

Last week, we attended the annual Milwaukee Biz Expo at Potawatomi Hotel and Casino. Hosted by BizTimes Media, it's always a great gathering of local business owners/managers. Our team spent the day meeting, networking and learning. Thanks to everyone who visited our booth, and to our booth/business partner, The Spire Group! Congratulations to John Kurtz

with [RECON](#), who won our drawing for a free one-hour design consultation - we're looking forward to seeing his showroom!

