



**January 2018**

**Consumer Behavior Specialists  
Branding - Marketing - Commercial Interior Design -  
Merchandising & Display**

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## Retailworks High Five

### Best Design, Display and Branding Conferences to Attend in 2018

Whether you're looking for inspiration or education, conferences and trade shows can be a great way to boost creativity and add to your skill set. The Retailworks team will be attending several conferences (and even speaking at a few) in 2018. Here are

the top five that we recommend attending — we hope to see you there!

#### 1. Dallas Total Home and Gift Market

**Where:** Dallas, TX

**When:** January 17-23

The [Dallas Market](#) features fresh ideas for retail products and home decor, as well as visual merchandising, display and lighting trends.

#### 2. International Home and Housewares Show

**Where:** Chicago, IL

**When:** March 10-13

The [Home and Housewares](#) show has exhibits on new retail products, innovations in the retail industry, color forecasts and design trends.

### 3. Main Street Now Conference

**Where:** Kansas City, MO

**When:** March 26-28

Main Street America's [Main Street Now Conference](#) educates visitors on solutions for achieving successful revitalization and placemaking in downtown spaces. Topics will include fostering a sense of community, increasing engagement with art, and bringing a Main Street's history to life (our President, Lyn Falk, is co-presenting with Margie Johnson of Shoptalk!).

### 4. GlobalShop

**Where:** Chicago, IL

**When:** March 27-29

[GlobalShop](#) is the largest retail design industry trade show in the US, featuring the latest in store design, visual merchandising, retail technology and shopper marketing. Attendees will learn about emerging retail trends and fresh ways to impact the customer experience.

### 5. Shopper Brain Conference

**Where:** New York

**When:** June 7-8

The [Shopper Brain Conference](#) showcases the latest trends in neuromarketing and how they can be used to impact retail and influence the customer experience. Learn ways to manipulate your retail environment to trigger shoppers' brains to connect with your brand and increase sales.

Image sources: [www.baolink.com](http://www.baolink.com), [www.housewares.org](http://www.housewares.org), [www.mainstreet.org](http://www.mainstreet.org), [www.globalshop.org](http://www.globalshop.org), [www.nmsba.com](http://www.nmsba.com)

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## Virtual Design

Virtual reality has become an asset to the design field, because it allows architects, designers and clients to conceptualize and edit a 3D built space without ever having to make a permanent adjustment in the physical world. VR allows clients to effortlessly visualize a designer's concepts and have an easier time making decisions when it comes to the future look of their brand. *Shop! Retail* recently published several predictions about how virtual reality will further benefit the world of design in the future. Here are some of our favorites:



- **"Universal Adoption** — All architectural visualization software will seamlessly integrate with virtual reality hardware. This widespread convergence of technology will continue to push the boundaries of what's possible and reveal new and innovative ways that VR can evolve as an

architectural tool."

- **"Personalization** — It's likely that every designer and client could have their own personal headset. This would allow for improved group collaboration such as connecting multiple headsets together to view the same design."
- **"Virtual Retail** — It's anticipated that an entirely new way to shop and engage with a brand will emerge. Virtual retail could offer a new shopping destination with spaces that push beyond the limitations of brick and mortar and evolve online shopping like never before. Imagine an environment not limited by physics or building constraints, budgets or performance. This would be a boundless retail experience, a virtual expression of a brand and its products."

**Source: Shop! Retail, "A New Reality for Digital Design"**

To learn more about the future of VR and design, [click here](#).

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## Main Street Update

### On the Bench

A bench is a simple, often overlooked element that can actually be more important to an area than one might originally speculate. This simple outdoor furnishing can contribute significantly to successful placemaking, as benches allow people to spend more time immersed in their communities. They provide a place for people to have conversations, to sit and observe, and to linger. The best part is, benches can also double as a piece of art for your Main Street. Check out some of our favorite benches in [this article by Architecture and Design](#).

***"Public seating creates a comfortable, useable, and active public environment where people can rest, socialize, read or people watch."***

***— [SF Better Streets](#)***

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



London, England

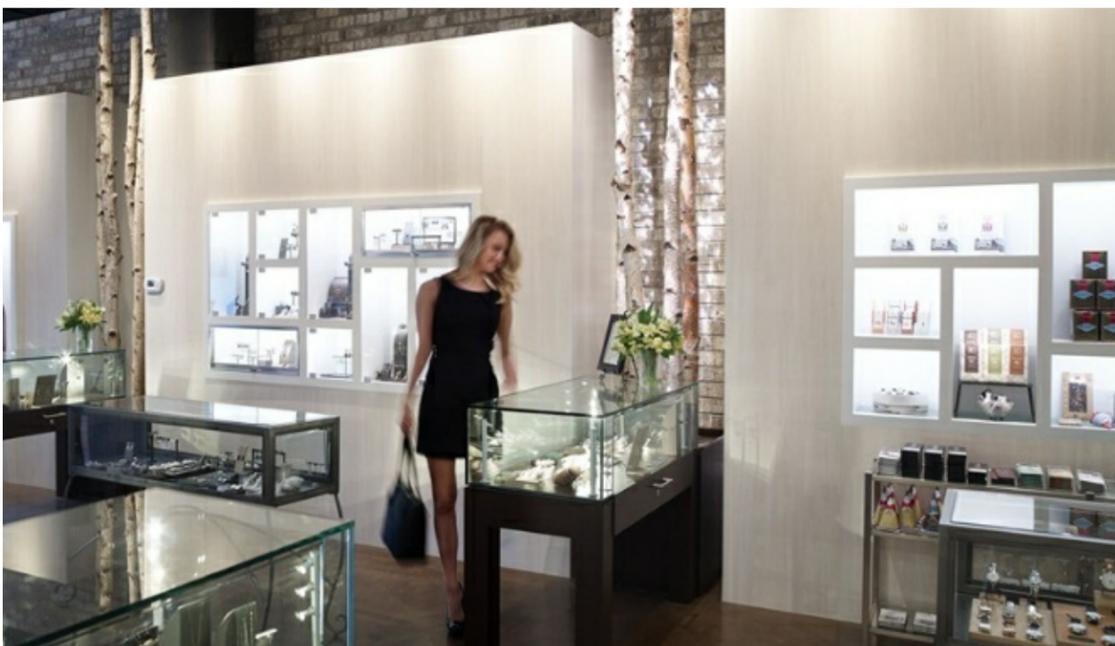


Kiev, Ukraine



## City Sidewalks, Dressed in Holiday Style

We were honored to have the Wishlist MKE project, which we collaborated on with the Milwaukee BID #21, featured on Main Street America's blog last month. Wishlist MKE is coming to a close, as the five window displays we created in downtown Milwaukee windows were taken down this month. [Check out the blog](#) to learn what the project entailed and the many positive impacts that filling vacant storefronts has on a downtown.



## Design Tip

### Inspiring Shoppers with Interior Trends

Our Interior Designer,

Holley Bakich, was recently interviewed for an article by Formica Laminates about how to create an inviting shopping environment while incorporating current design trends. The article stresses the importance of strategically using design elements to bring surprise and joy to shoppers and provide them with an experience that online shopping is lacking. Here are three of Holley's design tips that will help you create an enticing customer experience:

1. Today's retail designs should include spaces that have customers wanting to

take a selfie. Shoppers will share their photos on social media, resulting in free advertising for the retailer. Anything from a bold wall in a bright color or fun print to an oversized display prop can set the scene for a photo.

**2.** Making customers feel at home is a leading design trend right now. Retailers should invite consumers into their shopping experience and try to make them feel comfortable. Greeting shoppers when they walk in or providing them with a small snack or beverage can make them feel welcome.

**3.** When people walk into a store, they want an experience they can't get online. Consider what your physical space can offer shoppers that a computer can't. Pleasant aromas? Music? Personalized advice from a sales associate? Stunning visual displays? Find ways to surprise your customers with little elements of delight.

For more design tips and advice about retail design trends, check out Holley's interview [here](#).

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

## 48 Hour Makeover

We're excited to announce that we're partnering with the Wisconsin Economic Development Corporation (WEDC), which is giving a



\$10,000 makeover to one independently owned Wisconsin Main Street business. The best part? We're going to complete the whole makeover, including design, display and branding efforts, in only 48 hours! Retailworks, along with WEDC, narrowed down the applicants for the project based on criteria such as necessity and local community involvement, and made the final decision to grant the makeover to [Annie's Fountain City Cafe](#) in Fond Du Lac (Annie was pretty excited — [check out this video](#) of the moment she received the news). We're looking forward to working with Annie, her staff and community volunteers to transform her business. Stay tuned for more updates on the project — the makeover will be taking place in April.



## Research Ready

Since the 1980s, our company President and Consumer Behavior Specialist, Lyn Falk, has been studying how consumers act and react to variables in the built environment and teaching business owners how to manipulate these variables to affect behavior to ultimately achieve profitable outcomes. Dr. Brian Spaid, Assistant Professor of Marketing at Marquette University, recently reached out to Lyn to assist him with some research concerning store layouts and retail fixtures and how they affect customers' perspectives and behavior. We're looking forward to sharing our findings with you!

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## Inspiring

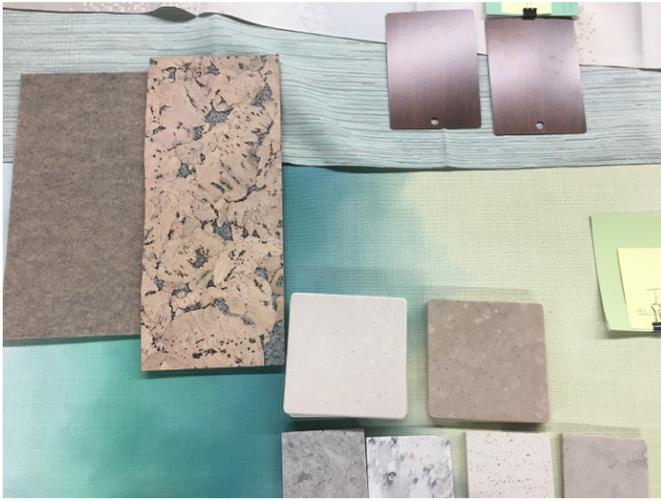


## International Design

### In Good Taste

Famous Italian chocolatier, Venchi, commissioned the design of a building made from 30,000 chocolates to provide a sweet experience for guests at a new cuisine-themed park in Bologna, Italy. The building's 20-foot walls are completely edible — guests walking by can pick off chocolates to eat. Inside the building, facial recognition software by DotDotDot analyzes the faces and emotions of people eating the chocolate and projects them on the interior walls as part of the experience. The building's design firm, Carlo Ratti Associati, was pleased to create the edible chocolate exhibit because it will be dismantled by people eating it, resulting in minimal waste.

Learn more about the project [here](#).



## Client Highlight

### A Healthy Dose of Design

We are happy to be working once again with [Langlois' Vital Nutrition Center](#), one of Wisconsin's oldest and longest-running health and nutrition stores.

Currently located in Wauwatosa, WI,

they will soon be moving to Brookfield, WI, where they will continue to offer exceptional health and nutrition counseling along with a deep selection of vitamins and health supplements. New to the Brookfield location will be two NIR infrared saunas which are used to calm the nervous system and dilate peripheral blood vessels, causing profuse sweating and contributing to overall physical healing. Our team is assisting with layout, fixtures, finishes, furnishings and signage in the new space — promoting Langlois' reputable brand.

### Local First Milwaukee Visioning Event

If you're a local lover, you won't want to miss Local First Milwaukee's upcoming Visioning Event. The event, held on Tuesday, January 30th at Best Place at the Historic Pabst Brewery, provides an excellent opportunity for Local First members and all Milwaukee community members to learn more about the benefits that Local First

provides and to give opinions on how Local First can better serve its members and community. Come to learn more about how you can support local and benefit from this wonderful organization, network with other business owners and community members, and enjoy snacks, beer and a raffle. [Click here](#) to learn more.



## Employee Updates

Congratulations to Holley Bakich who was recently promoted to Senior Interior

Designer!

Our Social Media Strategist and Marketing/Creative Assistant, Allie Jeka, just returned from a trip abroad to Iceland and Scotland. Check out these photos of very cool design elements she spotted while overseas.



Hallgrímskirkja Church  
in Reykjavik, Iceland



Scottish Malt Whiskey  
Society in Edinburgh,  
Scotland



Caratoes and Ylja, a  
retail  
store in Reykjavik,  
Iceland

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