



**August 2018**

**Consumer Behavior Specialists**

Branding | Marketing | Commercial Interior Design | Merchandising & Display

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**Feature Article:**  
Airports of the Future!



By the year 2034, the number of people flying is projected to reach more than 7 billion. In light of this, airports and airlines will need to find new ways to expand while competing globally.

According to an article written by Fast Company, designers believe the best way to do that is to turn airports into self-contained cities, offering what you would expect to find in any large well-known metropolis. New technology will drastically change the setup of airports, allowing your bags to be picked up and travel separately to your destination. ID tags can be tied to your smartphone, ensuring you would never lose your bags. With small things like this out of the way, travelers will have time to enjoy their time at the airport, like shopping or attending a wedding in a small chapel! For more information on the future of airports, click [here](#).

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### **Main Street Update:** Storefront Movie Theater

The community of Lyons, Nebraska, transformed a vacant, brick facade into The Storefront Theater, a new focal point in their small-town Main Street. The theater was built using two hydraulic pump arms with a false front and an awning that folds down over the sidewalk with the push of a button. The theater seats 100 people and has hosted moving screenings, video game nights, an anti-bullying event, and music concerts. This new energy has inspired the transformation of stores around the theater, redefining this town's main street. Want to know more? Read this [article](#) written by Robert Steuteville.

In the same vein, NAIOP - a Wisconsin Commercial Real Estate Development Association, and NEWaukee, present the 4th Annual Empty

Storefronts Conference, a day-long event designed to create action plans and spark ideas to fill empty storefronts. The conference will spend the day exploring local neighborhoods and hearing from national experts on unique, progressive ways to revitalize vacant spaces. For additional information, click [here](#).



Image Source: <https://www.cnu.org/>

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### **Back to Fond du Lac, WI!**

Our display team is headed north again to work with the downtown Fond du Lac Partnership. This time our display artists will work with community volunteers to create attention-getting window displays in vacant retail storefronts. The goal is to bring life to these dark spaces in hopes of getting them leased. We'll meet with City personnel, artists, volunteers and property owners to conduct a quick walk-through of each vacant space and discuss themes/props, then return to help install the displays. Watch for pictures on FB and Instagram! Learn more, [here](#).



**Design to Watch:**  
Graduate Hotel

Spreading across 16 stories in the Haymarket District, the Graduate Lincoln Hotel, located on the University of Nebraska-Lincoln's campus, captures a sense of national pride. The 231-room hotel draws influence from the state's rich landscape as well as the historic brick warehouses in the neighborhood as seen in the lobby's rustic brick and barn style flooring. The agrarian roots of the state are captured within the hotel's rooms through artwork, vintage elements, plaid carpeting, and wall-coverings & fabrics that highlight the state's signature corn crops. Old-fashioned TVs are installed as nightstands as an homage to Nebraska native, Johnny Carson. Every part of the hotel reflects the area's colorful, agricultural past. Check out more information and pictures [here](#).





**New product We Love:**  
Internet Connected Display Made of Wood

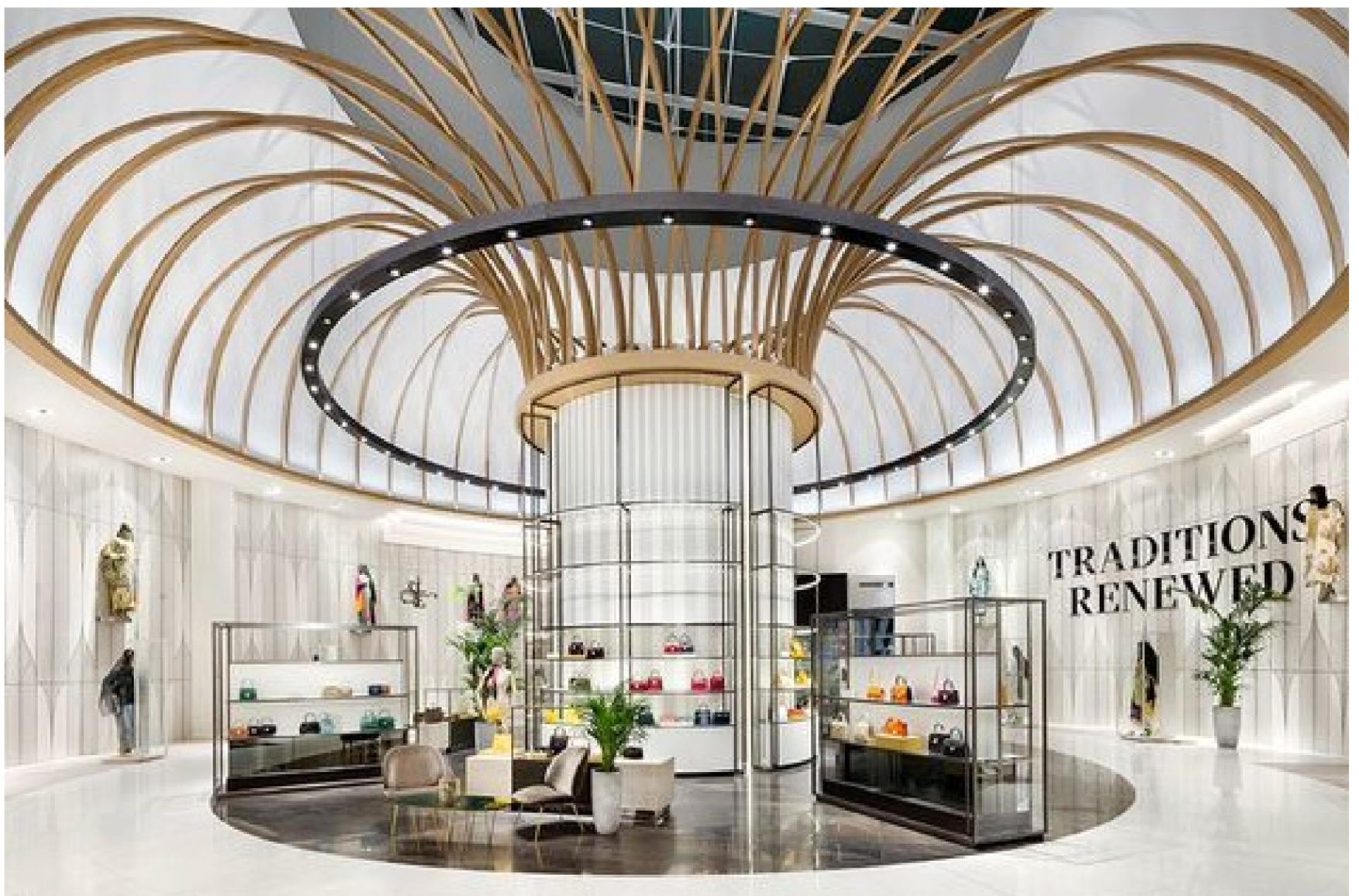
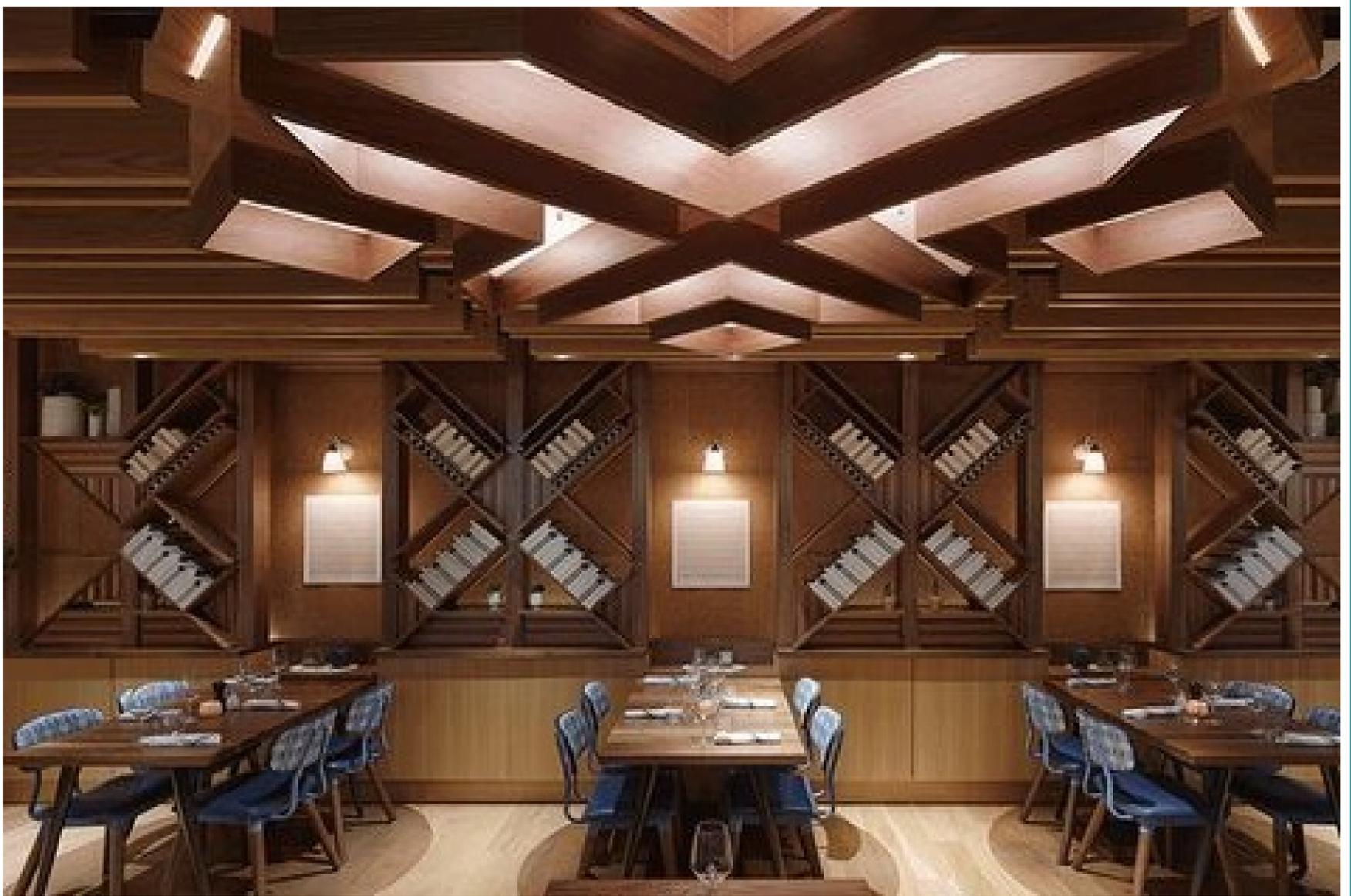


We'd like to introduce you to Mui, an internet-connected block of wood. This aesthetically pleasing interactive display can control lighting, set temperature, and even show messages. Mui was created by a Kyoto based company, Nissha, and is collaborating with companies such as Philips Hue, IFTTT Alexa and Yahoo Japan. Mui has launched, and is selling between \$900 and \$1,200. Go grab yours today! For more information click [here](#).

**Design Tip:**  
“Forgotten Fifth Wall”

Ceilings are often a detail overlooked. However, with the correct features, they can greatly enhance your space. When thinking of ways to decorate your ceiling, consider elements such as light, color, height, and grandeur. Enhance or hide light to bring warmth and visual interest to the ceiling, or do something really eye-catching that brings personality and excitement to a space in an unexpected and delightful way. If the rest of your space is pretty quiet, this can be the perfect way to bring your room to life. Or, pull elements from what’s happening below the ceiling onto the ceiling to make your space appear bigger. Look at your ceiling as a big blank canvas - then make it purposeful and beautiful! Check out the photos below for some of our favorite ceiling decor ideas.







## **Client Highlight:**

Elements East

Retailworks is pleased to be working with Elements East - Furniture, Home Decor & Gifts located in Milwaukee's trendy Third Ward. We are strategically using floor layout and merchandising & display techniques to help promote and tell the stories of the Elements East products which are sourced from international artisans. For more information about this fun and unique store: <https://elementseast.com>



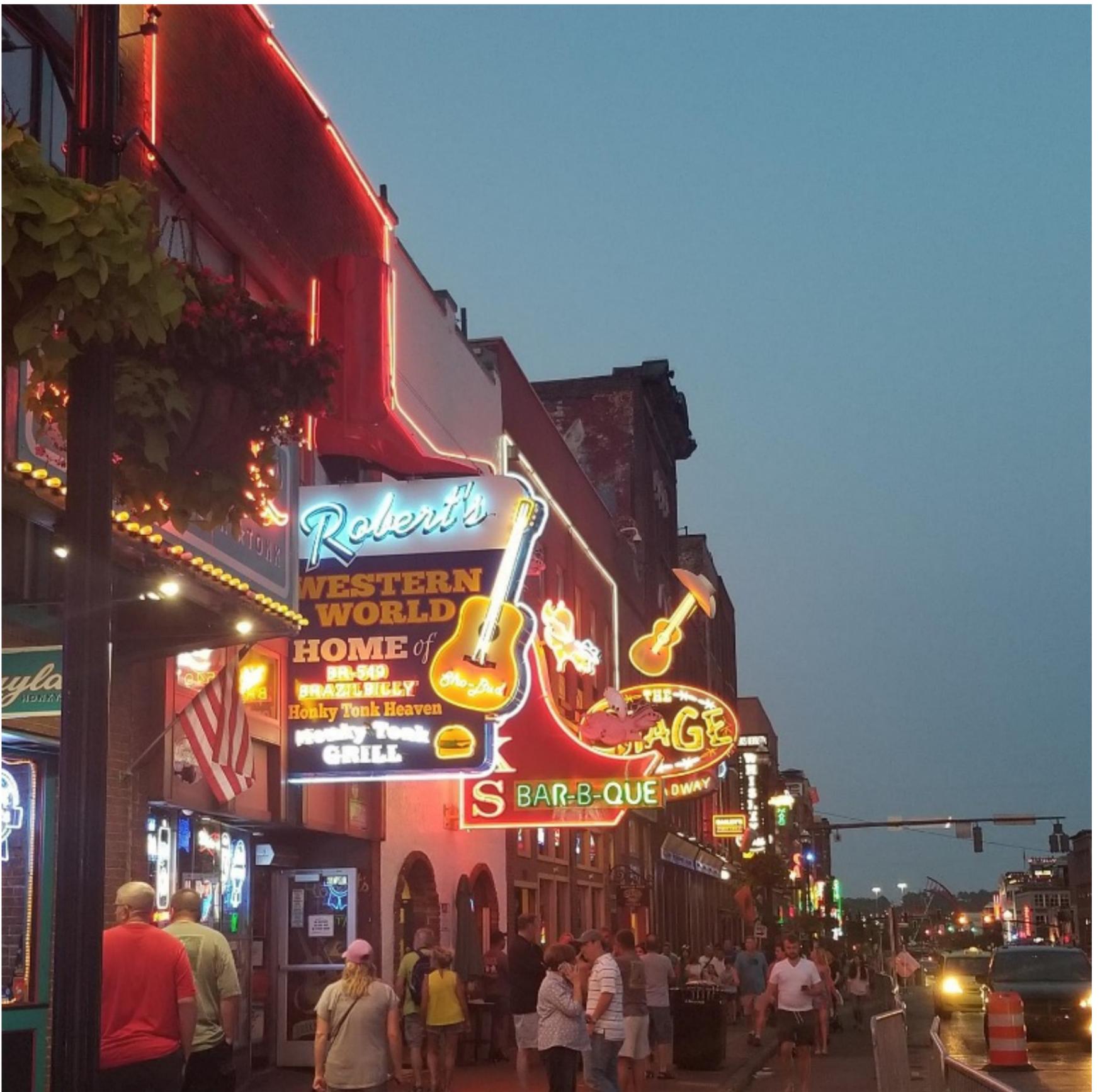
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### **Favorite thing we did this month:**

Nashville!

Part of our design team took a trip, sponsored by Crossville Tile, to Nashville, Tennessee. Besides enjoying the city, we had the opportunity to tour their production plant located in Crossville, Tennessee. We walked away with not only a new love for the music city, but an enhanced appreciation for the Crossville brand!





Scanalytics Inc., a Milwaukee-based company we collaborate with, installed floor sensors in our showroom last week before the carpet was installed. Their product helps businesses track floor traffic, occupancy and determines where visitors walk, stand, and how long they spend in an area of a room. Valuable information on many levels for many different

types of businesses. "We're excited to have their smart flooring in our showroom. Stop by to see this unique technology in action, or to discuss how it can help your business!"

