



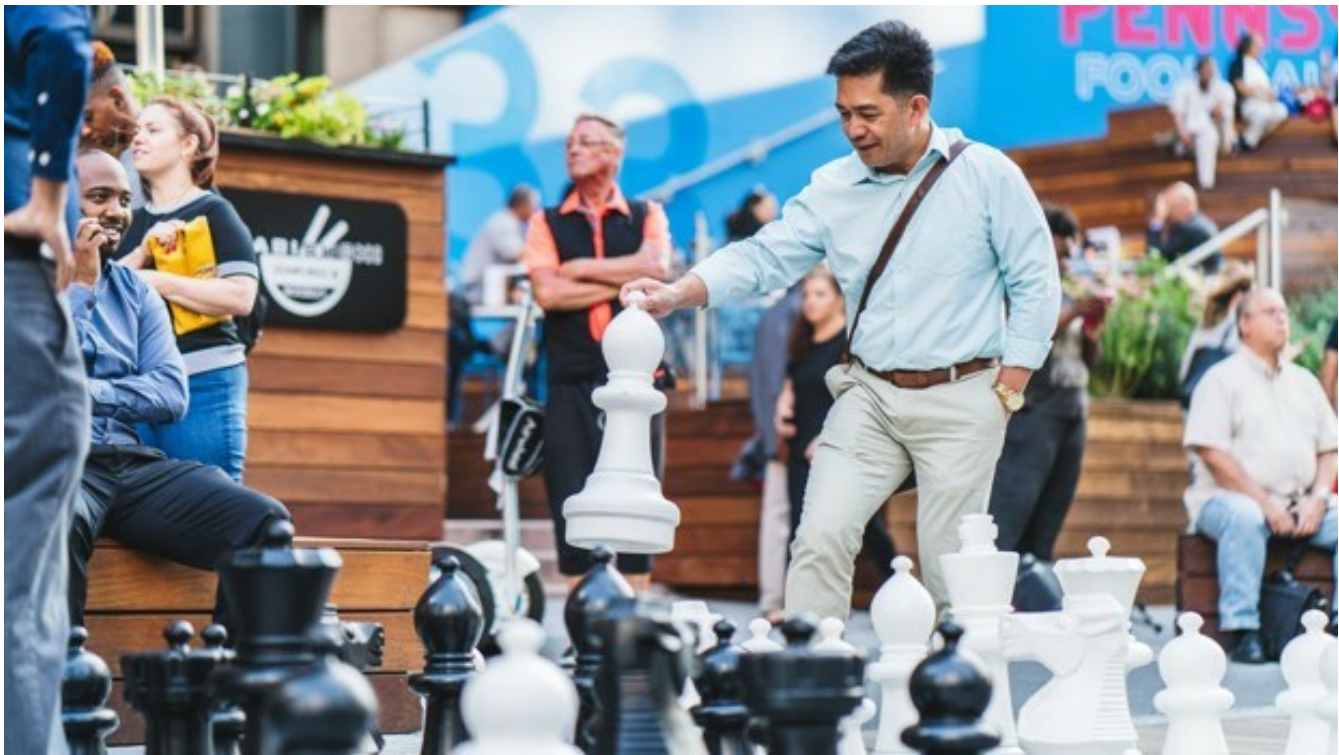
changing the customer experience

**October 2018**

**Consumer Behavior Specialists**

Branding | Marketing | Commercial Interior Design | Merchandising  
& Display

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## Main Street Update

### Anyone's Game

Life-sized games are increasing in popularity across urban public spaces. Business Improvement Districts across the country are making their cities more “playable” by activating them with giant games like Jenga, Scrabble and Monopoly with the goal of bringing plazas and other gathering spaces to life while helping people socialize and connect. Successful public games help with economic development by getting people to linger and revisit public spaces. The games are also highly Instagrammable, helping downtowns attract more social media attention. Most downtown games are made easy to move, so they can be relocated to high-traffic areas, outdoor city events, or inside large office atriums and mall

environments.

We saw just how successful outdoor public games can be when we were hired by the Milwaukee BID #21 to design their Downtown GO! Kart. The mobile GO! Kart brought play to the parklet just outside the 310 W. Wisconsin building this past summer with 25 free tabletop games available for anyone to enjoy.

It will be moved to a couple of indoor locations (310 Building and Grand Avenue) this winter to keep the momentum going.

Learn more about how public games are helping downtowns [here](#).

Top image source: [www.citylab.com](http://www.citylab.com)



## Client Highlight

### We've Gone Dental

We're so happy to once again be working with Dr. Shane Fisher as he

expands his booming pediatric dental practices in Mequon, WI. We worked with Dr. Fisher four years ago when he first opened The Kids Dentist. Once again, we will be specifying finishes, furnishings and graphics to provide his young patients and their families with a positive, engaging, professional environment. [Click here](#) to learn more about The Kids Dentist.

## Display Tip

### Branding Your Holiday Decor

You can make your business look splendid for the holidays while still staying in line with your brand. When planning your decor for the upcoming season, look for ornaments, candles, table runners, ribbon and wrapping paper (to wrap “fake” gifts) in your business colors. Spray paint twigs or the edges of wreaths/trees to incorporate a branded accent color.





As you plan your decor, think out of the box! Replace standard garland with tree branches decorated with lights and glass balls. Instead of round evergreen wreaths, create square ones out of pine cones and make a bow out of berries in your brand color.

Find unique ways to make your decorations work for your specific business. Just remember not to overdo it - and your brand colors should coordinate with your overall holiday decor.

Need help planning and/or installing your holiday/seasonal decorations? [Give our display team a shout](#) - they'll help you get started!

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## New Product We Love

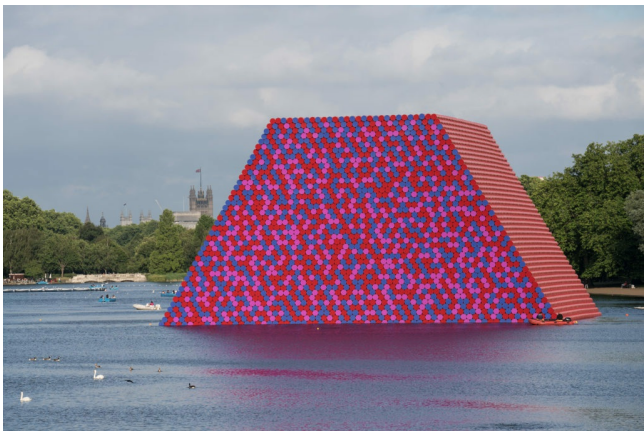
### Mapmaker, Mapmaker

Put artist Stephen Walter on your map. Best known for creating handmade maps, Walter recently created a collection of nine cartographic wall covering patterns, available at Newmor. Each pattern features an intricate map of a different location composed of both visual and textual information.

Walter’s map wall coverings can be printed on a variety of substrates, including paper and vinyl, making them work within your space to create visual interest.

Click [here](#) to learn more.

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



## Inspiring International Design

### A Massive Masterpiece

Artist Christo recently created a pyramidal sculpture to float in

Serpentine Lake in London's Hyde Park. The massive art piece, titled “London Mastaba,” was constructed from 7,506 stacked

barrels painted in brilliant shades of red, white, blue and pink, giving it a mosaic look. Christo’s inspiration behind the 650 ton sculpture was the flat-roofed structures with sloping sides that originated in Mesopotamian civilizations. We love that this art was on display outdoors for the entire community to enjoy!

Learn more about "London Mastaba" [here](#).

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

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## New Office Update

We continue to enhance our new digs with fun, inspirational ideas and the latest and greatest finishes. Stop by 424 W. Walnut Street in Milwaukee to take a look! Here are a few pictures of the most recent additions to our space:



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## Best Thing We Made This Month - Raining Crystals!

We created this fabulous “wow” piece for our client [Diedrich Jewelry](#) in Ripon, WI. See it in person when they open on November 1st. Tell them we sent you!

Watch a time lapse video of our crystal installation [here](#).





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## The Coolest Things We Did This Month...

Our Senior Designer, Holley, and Associate Designer, Heather, visited one of our fixture manufacturers in Missouri to check out their workshop and capabilities, and see the progress of the custom jewelry cases they were building for our client, Diedrich Jewelry.



Our President, Lyn Falk, and Marketing Strategist, Laura Leszczynski, headed to Minneapolis to visit the Society of Women Engineers' Annual Conference. We were hired to help curate and enhance attendee experience!



