



September 2018

Consumer Behavior Specialists

Branding | Marketing | Commercial Interior Design | Merchandising
& Display

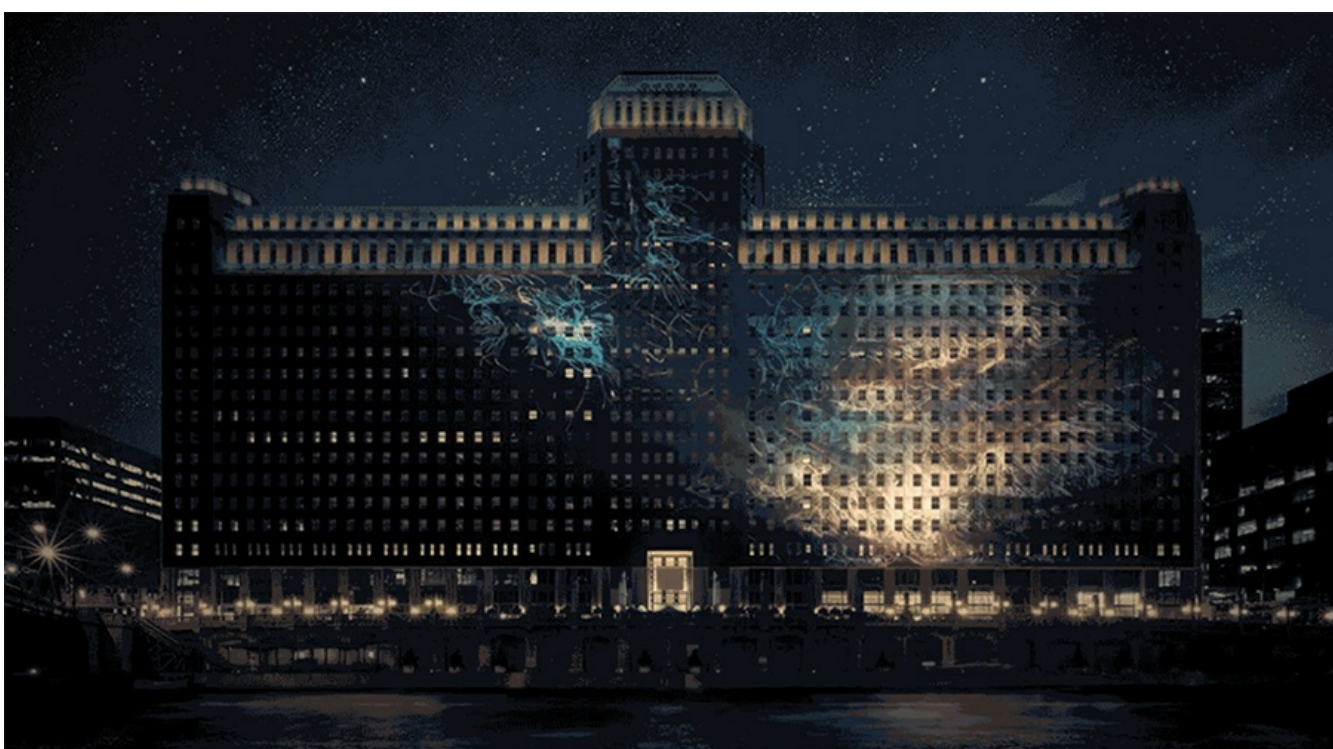
[View Our Website](#)

Art on theMART

Get ready for a digital art experience like never before! On the evening of September 29, the largest digital art projection in the world will debut in Chicago. The event, called Art on theMART, will feature a series of digital artwork projected across 2.5 acres of theMART's exterior facade for the public to enjoy. We're thrilled to have such an artistic innovation so close to home - if you're able to visit Chicago for this spectacular display, head to Wacker Drive between North Wells Street and North Franklin Street for the art's unveiling at 7:15 p.m.

[Click here](#) to learn more.

Image source: www.artonthemart.com



Color Your World

Attention Museum of Ice Cream lovers: there’s a new aesthetically-inspired paradise to keep on your radar. Introducing [The Color Factory](#), a creative space that invites people to reconnect with themselves and others through a prismatic array of color. The Color Factory originally opened last year in San Francisco, and just last month launched a second location in New York. The new, inspirational NY space features interactive exhibits splashed vividly with color, designed by artists, designers and makers.

Unlike the Museum of Ice Cream, however, The Color Factory discourages phone use within its walls in order to provide an experience that encourages visitors to interact with and celebrate humanity. For example, one colorful exhibit provides a live-action flow chart to help viewers learn something about themselves, while another offers a chance to draw and admire another person within the space. On their website, The Color Factory’s creators explain that one of their goals is to “engage all of [their visitors’] senses in unexpected ways.” We are continuing to see a rise in popularity in all spaces that provide a full sensory experience for guests - from The Color Factory to retail!

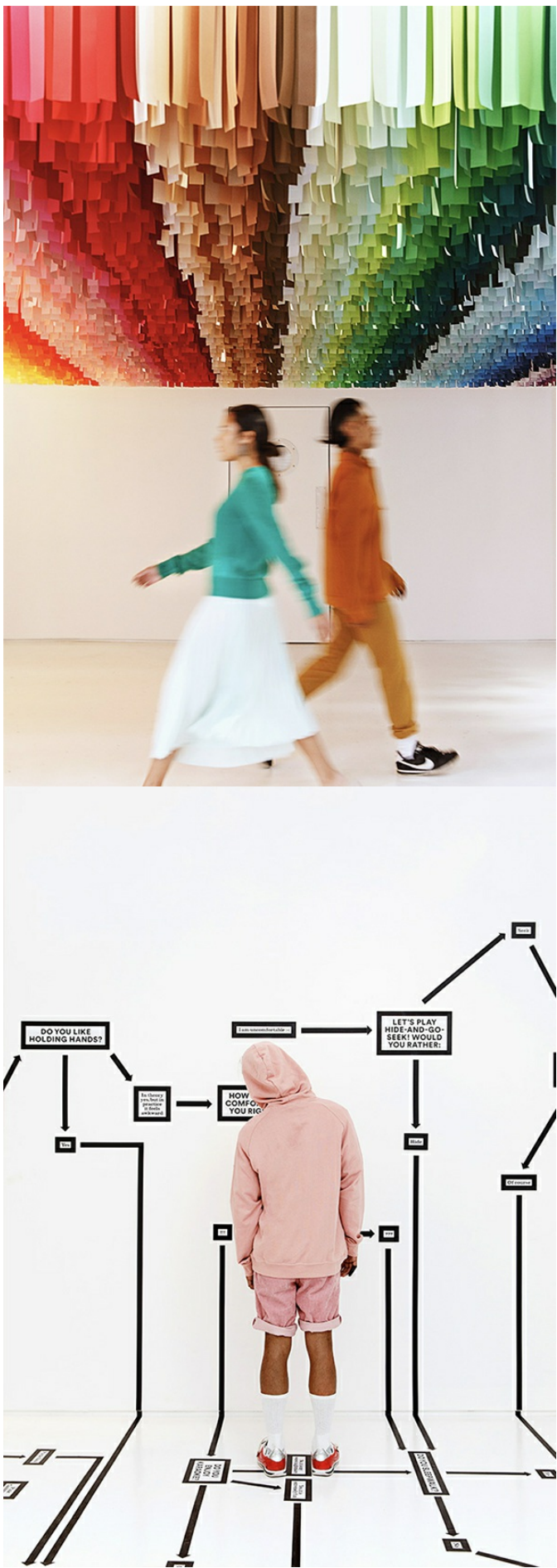


Image source: www.jwintelligence.com

New Product We Love

A Solution That Sticks

You might remember hearing about McDonald’s solar-power billboards in California in California on Earth



Day this year. These power-saving billboards were

created with innovative, award-winning Light Tape - lightweight strips and panels that are extremely durable, yet thinner than a credit card. Light Tape is a product to watch because it provides the same brightness as LEDs, but uses 40% less power. This ingenious lighting is flexible and can be cut to any shape or fit to any surface, making it great for anything from branding to accent lighting.

[Click here](#) to learn more.

Image source: www.lighttape.com

Client Highlight

John Michael Kohler Arts Center Gift Shop

We are honored and thrilled to be helping one of our favorite art museums, the [John Michael Kohler Arts Center](#), with the renovation of their gift store, ARTspace. We're also very happy to be working again with

colleague and artist, Sara Braun Knop, on this project. Services include new layout, finishes, fixtures, lighting and displays. In addition, we will be designing a “mobile art store” that will travel to community events. Stay tuned for more information regarding these exciting projects. And if you haven’t been to JMKAC, put it on your calendar!



Grocery Shopping Never Felt So Good

We’re in awe over artist Lucy Sparrow’s “grocery store,” called Sparrow Mart, in Los Angeles. Sparrow’s grocery store is filled with all of the items you’d find in your local supermarket, but there’s one catch - everything is made of



felt. The store is filled with Sparrow’s hand-crafted groceries, including produce items with tiny smiling faces, a full meat-department in which visitors can select individual felt sushi rolls for a custom creation,

and softer versions of your favorite branded products in candy, cereal and more. Sparrow is currently working on filling her 2,800 square-foot grocery store with over 31,000 handmade felt groceries. She previously did a similar project on a smaller scale, and all of her felt groceries sold out long before the exhibit was expected to close. [See for yourself](#) - Sparrow’s work will have you feeling warm and fuzzy in no time.



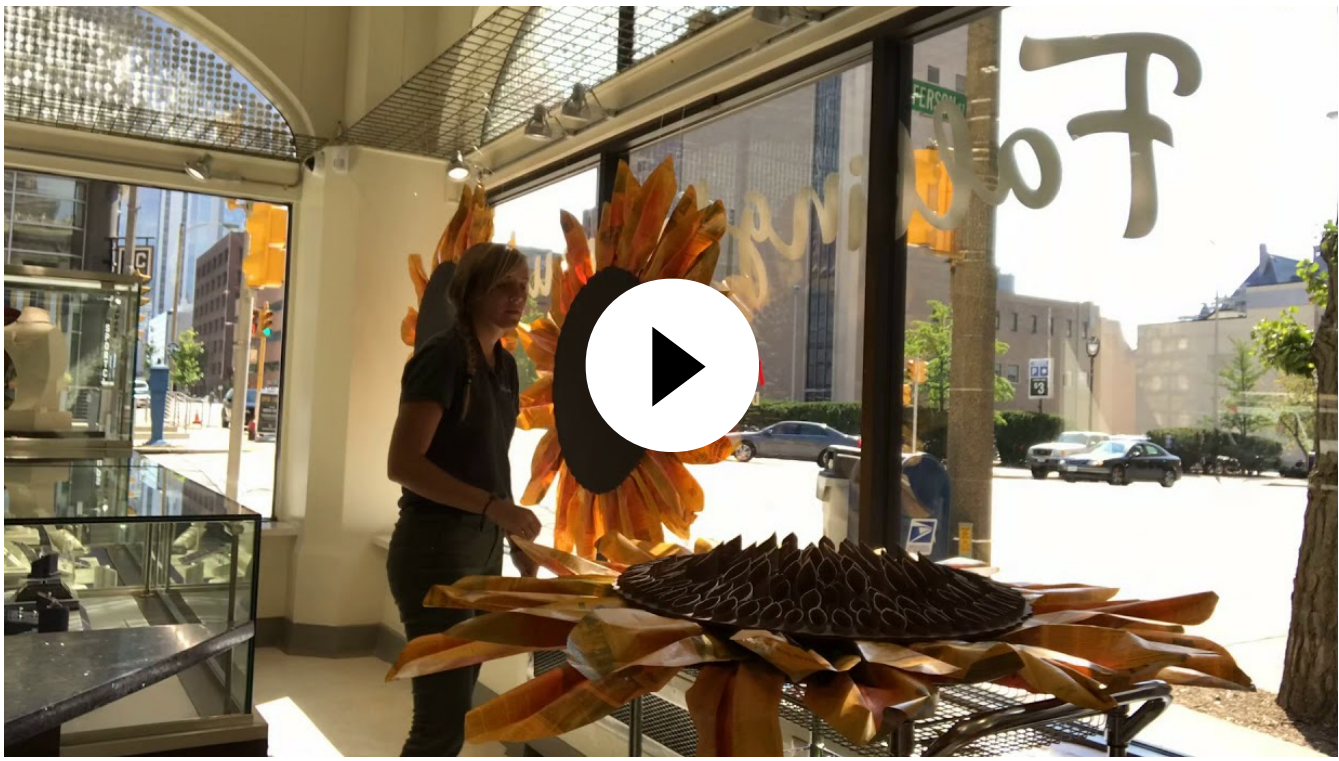
Image source: www.news.artnet.com

Display Tip

Something Out Of Nothing

We recently installed a fall window display for our long-time client, Kesslers Diamonds. Our Display Team filled the windows with oversized, 3D sunflowers made almost entirely from recycled materials. The stars in these props were toilet paper tubes and newspaper! See our flowers blooming in downtown Milwaukee on the corner of Mason and Jefferson Street!





Employee Spotlight: Sue Lawton

This month, we're highlighting one of our fabulous Display Artists, Sue Lawton! Sue has had an amazing month full of art and travel. She is an incredible artist, whose work is currently on display at a gallery show, "[Science and Fiction: The Nature of Unreality](#)," at Wisconsin Lutheran College. Her collection will be on display there in the Fine Arts building through October 4. Sue also recently traveled to Glacier National Park - check out a couple of stunning photos from her trip!



A few members of our team visiting Sue's art exhibit



Incredible views in Glacier National Park



Robly