

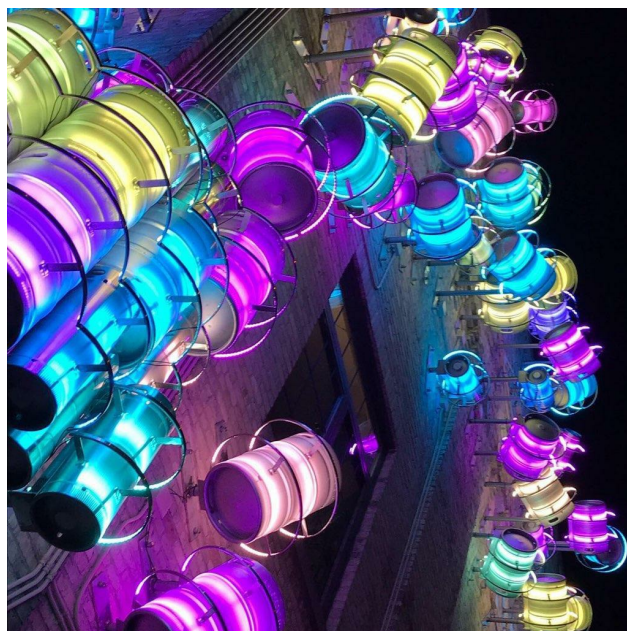
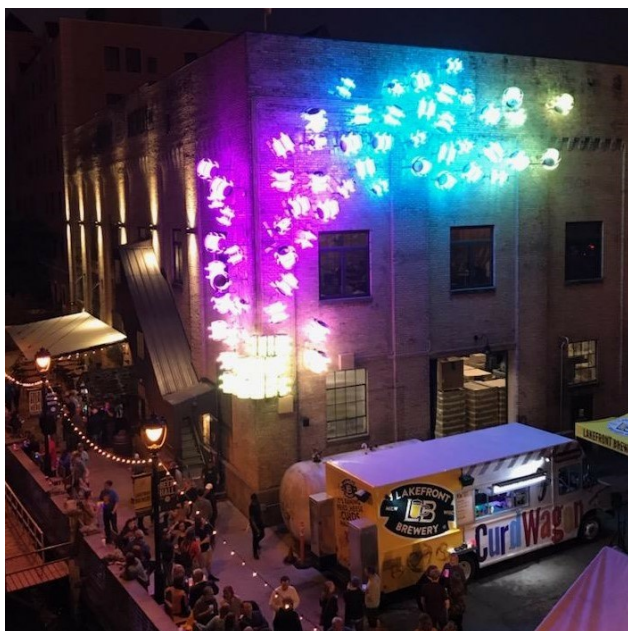


Autumn 2019

**Consumer Behavior Specialists - Experience
Curators**

Branding | Marketing | Commercial Interior Design | Merchandising
& Display

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Feature Story

Weather Alert: Kegnado Hits Milwaukee

A storm of originality has blown through Milwaukee. Retailworks Inc. has designed the first-ever outdoor art installation of stainless steel beer kegs in Milwaukee for [Lakefront Brewery](#). The 71 beer kegs, that span 41 feet high and adorn two facades, feature programmable color-changing LED lights. The installation appears as if a tornado came through the brewery's packaging area--thus the name, "Kegnado."

“We are thrilled to be part of this collaborative project which consists of a group of very talented individuals who all work for Milwaukee-based companies” says Lyn Falk, Retailworks Inc. owner and president. “They gave life to our design and now visitors can enjoy this unique piece of art.”

The historic cream city brick building is set on the Milwaukee River, so the illuminated art is enjoyed not only by outdoor patrons of the brewery, but by boaters and kayakers, and apartment dwellers across the waterway.

Visitors who stop inside for a tour, dinner, music or comedy show, will also notice a more comfortable atmosphere in the brew hall as we designed a ceiling full of circular acoustical ceiling tiles, whose shapes are reminiscent of beer bubbles!



Client Highlights

Yorker Shoes

We are pleased to be working with third generation owners of Yorker Shoes in Providence, Rhode Island. We are pleased to be working with third generation owners of



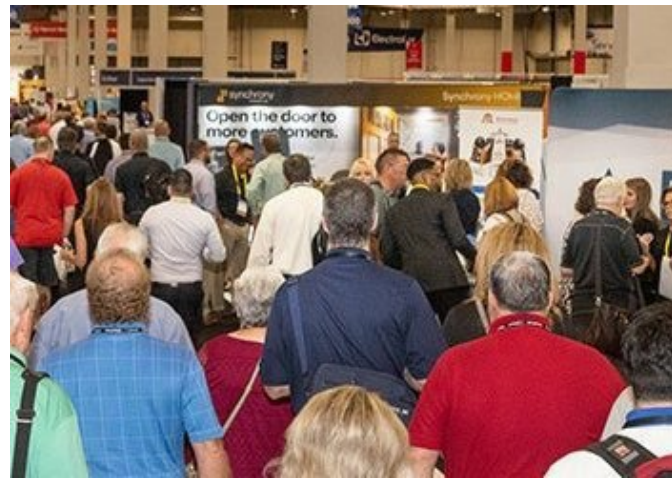
[Yorker Shoes](#) in Providence, Rhode Island. Their free-standing store that they built 25 years ago, will be going through a major renovation which will include new layout, finishes and fixtures. We’re also helping with a new logo and storefront upgrades. Established in 1949, Yorker Shoes is a beautiful family-run business in a beautiful part of the country! If you’re in the area, stop in and see them!



Nationwide Marketing Group's (NMG) PrimeTime Conference

Our President and Experience Curator, Lyn Falk, conducted another conference audit, this time for NMG's PrimeTime event in New Orleans. (NMG helps independent appliance, furniture and electronics retailers and dealers grow their business.)

She audited the "attendee experience," and the layout/wayfinding/branding of the conference center and exhibit halls. Her work also included interviewing attendees to get their perspective on the conference. If you want your event or conference audited to see how it can be improved or become more memorable and "experiential," reach out to Lyn at lfalk@retailworksinc.com.



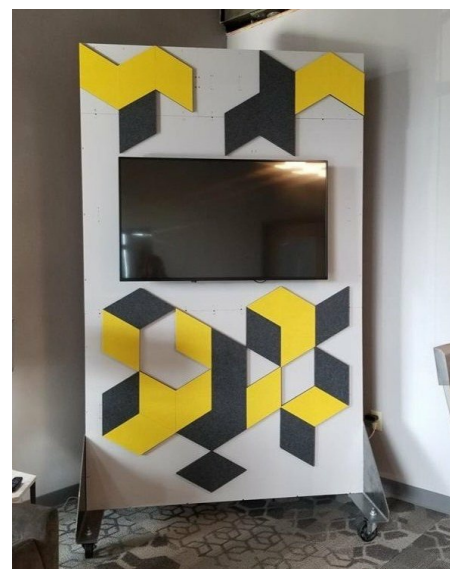
New Product We Love

Space Transformation

Do you need to reconfigure the space in your office or store, or want to create a pop-up shop or trade booth that can be easily installed and disassembled? We did. We needed several temporary walls in our design studio and showroom. Enter Emagispace--a unique, modular, interlocking block-building system.

It's quick, snap-fasten assembly requires minimal tools and little to no construction experience. Our staff members, Holley Bakich and Russ Gnant installed three Emagispace walls in several hours. To watch a video, [click here](#).

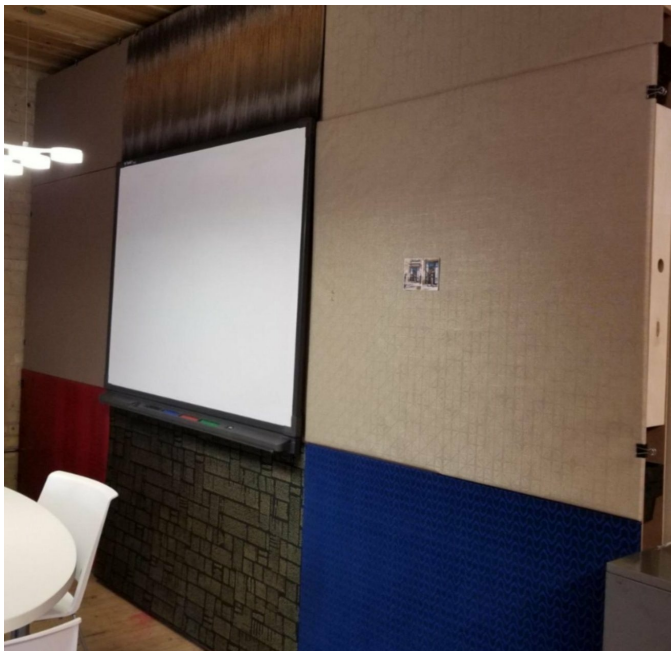
Our design team is now working with different interchangeable "skins" for the surface of the walls, such as fabrics, vinyl wall coverings, pinnable surfaces, white-



erase/magnetic wall coverings, and acoustic materials.

They are determining the best way to easily fasten and change out the “skins” for a new look each season. We give the product a thumbs up!

To learn more or order the product, give us a call at 414-249-4881 or send us an email at solutions@retailworksinc.com.



Main Street News

BID/NID Resource Fair

Lyn Falk, and Visual Merchandiser, Carolyn Goris, attended the BID (Business Improvement District) NID (Neighborhood Improvement District) Week Community and Business Resource Fair at Direct Supply, in Milwaukee, WI.

Our team displayed information about Retailworks, networked with other attendees, and learned about the scooter pilot program in Milwaukee, prevention of urban water runoff, and how to prepare the City and neighborhoods for the DNC visitors.



Marinette/Menominee Visit

Lyn Falk and Retail Consultant, Bambi Grajek-Specter, spent some time in border cities, Marinette, WI and Menominee, MI earlier this month, helping the communities prepare for

an “experiential” Small Business Saturday (November 30th, 2019). If you’re in this area for the Thanksgiving Holiday, be sure to check out the “clues and cards” theme!

Some of the Cool Things We've Been Doing

The NY NOW® Summer 2019 Market

Display Artists, Kim White and Carolyn Goris, attended The NY NOW® Summer 2019 show -- the market for home and lifestyle decor.

While they were there, they also ventured out to see what's hot in retail in the Big Apple, including a stop at the Hudson Yards where high end boutiques and international food offerings are presented in an architectural transformation above the old storage yards for the Long Island Rail Road trains.



Here are some of the trends they saw:

- **Black and White:** It's back as a popular design/display theme
- **Acrylic is Abundant:** Rainbows of acrylic sheets adorn walls, ceilings and escalators
- **Large-Scale Graphics:** They continue to dominate--but not just on walls--on ceilings, floors and even sidewalks!



- **Product Customization:** "Design your own" is the new concept at a lot of brand stores like Coach (purses) and Vans (shoes).
- **Engagement:** Stores continue to transform their

environments into places of engagement. Whether it’s integrating an espresso-station or self-serve machine to refill your water bottle, stores are offering multiple ways to keep customers longer or returning more often.



Say What?



"We hope this unique project (Kegnado) will spur other luminous art installations along the river and encourage people and guests to stroll, kayak or boat up and down the Riverwalk."

Russ Lisch, [Lakefront Brewery](#), president

The Green Scene

Colorful recycled-metal canopies in an open market in Dandaji, Niger, not only provide shade but help attract vendors and thereby aid in growing the local economy. [Click here](#) to check out how 52 enclosed market stalls benefit from these thoughtful creations.

Image source:Dezeen



If you'd like to see where we create magic or want to learn more about Retailworks, Inc, and LMF Group, please give us a call 414-249-4881 or send us an email solutions@retailworksinc.com, solutions@LMFgrp.com.

