



January 2020

Colors of the Year - 48 Hour Makeover - High Society

Branding | Commercial Interior Design | Merchandising & Display

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Feature Story

2020 Colors of the Year

This year kicks off with new colors on the horizon. Three major brands, [Pantone](#), [Sherwin-Williams](#), and [PPG](#), have chosen deep, vibrant blue hues for the 2020 Color of the Year while [Benjamin Moore](#) has selected a soft, rosy pink.

Each color has a connection with Mother Nature such as the sea and sky. They also seem to reflect a revitalized spirit and an energetic kickoff for the new decade.

Color of the Year selections influence product development and purchasing decisions in several industries, including fashion, home furnishings, and industrial design, as well as product packaging and graphic design.

Incorporate them in your designs this year to evoke a feeling of foundation, spirit, and wholeness.

Inspiring International Design

Spreading is Wings



Image source:Tory Williams



Image source:Culture Whisper

The Wing, a women-focused, co-working space has opened it's first international location in London, England. What used to be a five-story residential townhouse is now a creative working and community space.

Each floor has its own personality and members get to enjoy special congregational spaces such as a tearoom, yoga studio and rooftop terrace/event space. [Click here](#) to take a look inside.

Design Client Update

Outpost Natural Foods



When long-time client [Outpost Natural Foods](#) decided to renovate their Wauwatosa, Wisconsin location they brought us a novel proposition—design the new décor to bring joy to their shoppers. What a fun inspiration! Working with the

styles of maximalism, the inspirational look of Wes Anderson movies, layered murals, and pop art, away we went!

Our palette brought in deep jewel-tones with bright pops and light neutrals. We even used some imagery from the sketchbook of Outpost’s talented marketing and branding guru, Lisa Malmarowski, in a large-scale produce mural. Dimensional graphics and frames, neon, and a fabulous frozen

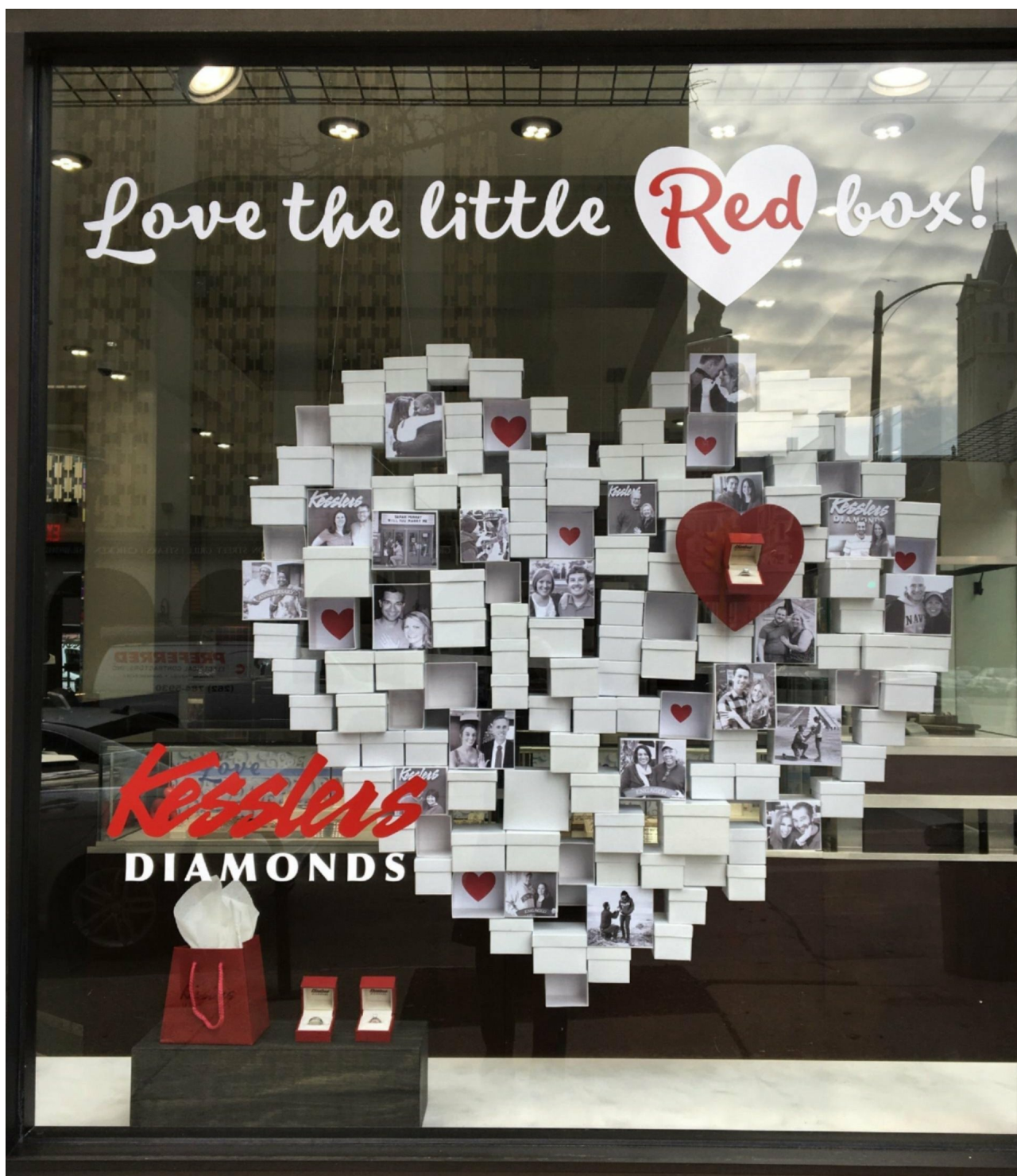


foods banner shimmering with silver sign sequins rounded out the look. And, our own display artist Sue Lawton hand-painted the vestibule with a lovely cloud mural. The store is now bright, poppy, and definitely makes you smile.

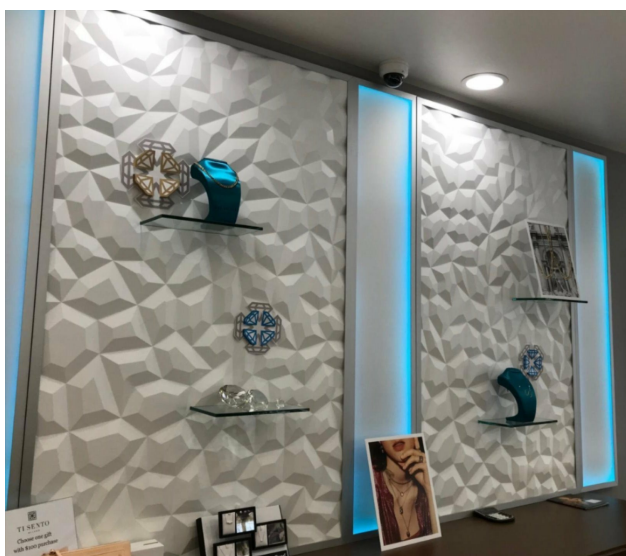
Display Client Update

Kessler's Diamonds

The iconic red box of [Kessler's Diamonds](#) was the inspiration behind our latest window display creations at the Kessler's store in downtown Milwaukee. Our display artist, Sue Boyle, created large heart-shaped and smile-shaped displays out of jewelry boxes. She painted them all white thereby creating a dramatic backdrop for the single, red Kessler's jewelry box, which takes center stage.



Diedrich Jewelers



It's snowing inside [Diedrich Jewelers](#) in Ripon, Wisconsin. Snowing with beautifully crafted diamond-shaped snowflake décor, that is! As part of our seasonal display program, our display team created a fabulous window display, using these custom-made motifs inside the store as well.

Main Street Updates

48-Hour Makeover



For the third consecutive year, we are proud to be working with the [Wisconsin Economic Development Corporation \(WEDC\)](#) and the winner of the annual Main Street Makeover Contest. The retail world is changing at a fast clip but Lyn Falk, owner & president of Retailworks Inc. and LMF Group, is on top of all the recent trends and how the brain influences buying decisions.

Together, we reviewed 11 applications, narrowed it down to five semi-finalists and then selected the winner-[Ted's Pizza Palace](#), a family-owned downtown mainstay in Menomonie, Wisconsin. As the winner, they will receive personalized technical assistance and up to \$10,000 to implement the changes.

Over the next several months, Retailworks designers will work closely with WEDC and the restaurant's owners, Jim and Kim Gounaikis, to provide interior design services, including floor plan revisions, lighting plans and specification of finishes. The goals are to renovate the dining area, improve customer flow, make enhancements to the exterior, and increase visibility and pedestrian engagement. Stay tuned for further developments.

Fond du Lac, Wisconsin



Our President, Lyn Falk, is visiting with Fond du Lac, WI business owners again this month - auditing their spaces and giving them recommendations they can implement immediately and long term. There are some fun new things happening on Main Street!

Design Tip

Healthy, Plant-iful Décor



Winter is here and much of the country is experiencing, gray, cloudy and cold days. What can we do to feel good about the time we spend working indoors? Incorporate real plants throughout your workplace.

In addition to the usual interior design finishes, such as paint, wallcovering, flooring and furniture, consider “living” greens in your design toolkit. They are an economical way to warm up a space, and divide an area to form partial privacy areas.

Furthermore, indoor plants offer numerous health benefits. They provide oxygen, remove toxins from the air, help relieve stress, improve attentiveness, and increase productivity and creativity.

If you’re in a space that doesn’t have a lot of windows, be sure to select low-light plants unless you have windows with southern exposure. One of the best kinds is the Snake Plant (*Sansevieria*). It only needs to be watered once a month and it removes toxins from the air such as formaldehyde, toluene and benzene. You may also need some grow lights if the area is void of all windows.



And it’s not just greenery - try plants that flower to add some color to a bleak, winter day. An African

Violet (*Saintpaulia*), Christmas Cactus (*Schlumbergera*), and an Orchid (*Orchidaceae*) can all bring smiles during the cold winter months when everyone can use a pop of color. Or, simply bring in a bouquet of flowers now and then and see how the mood improves!



The Coolest Things We Did This Month

Atlanta Market

[Atlanta Market at AmericasMart](#), formerly called The Atlanta International Gift and Home Furnishings Market, offers an enormous selection of the latest merchandise and products. Checking it all out was Kim White, one of our display artists and project managers. She saw plenty of blue colors used in displays and product packaging (see feature story in this issue). Velvet materials as well as gold and bronze metals are still going strong.



Musical Instrument Museum

Where can you see more than 15,000 musical instruments and associated objects from nearly 200 countries? At the [Museum of Musical Instruments](#) in Phoenix, Arizona. Holley Bakich, our Tucson office manager and senior interior designer paid a visit earlier this month for fun. She especially enjoyed their special exhibit Congo: Masks and Music: Masterpieces from Central Africa.



Say What?



“Be bold, be proud, be experience-obsessed.”

Marty Brooks, President & CEO,
[Wisconsin Center District](#)



Image source: Design Milk

The Green Scene

Based in South Tyrol, a province in northeast Italy, is a company called [High Society](#). It creates plant-based objects, including light fixtures

from post-industrial waste such as hemp, tobacco and pomace (the excess residue from winemaking). To learn more, [click here](#).

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.

