



February 2020

**Green Roofs - 3-D Printed Homes - WI
Cannabis Expo**

Branding | Commercial Interior Design | Merchandising & Display

*Celebrating 25 Years of Helping Businesses Grow Their
Brand*

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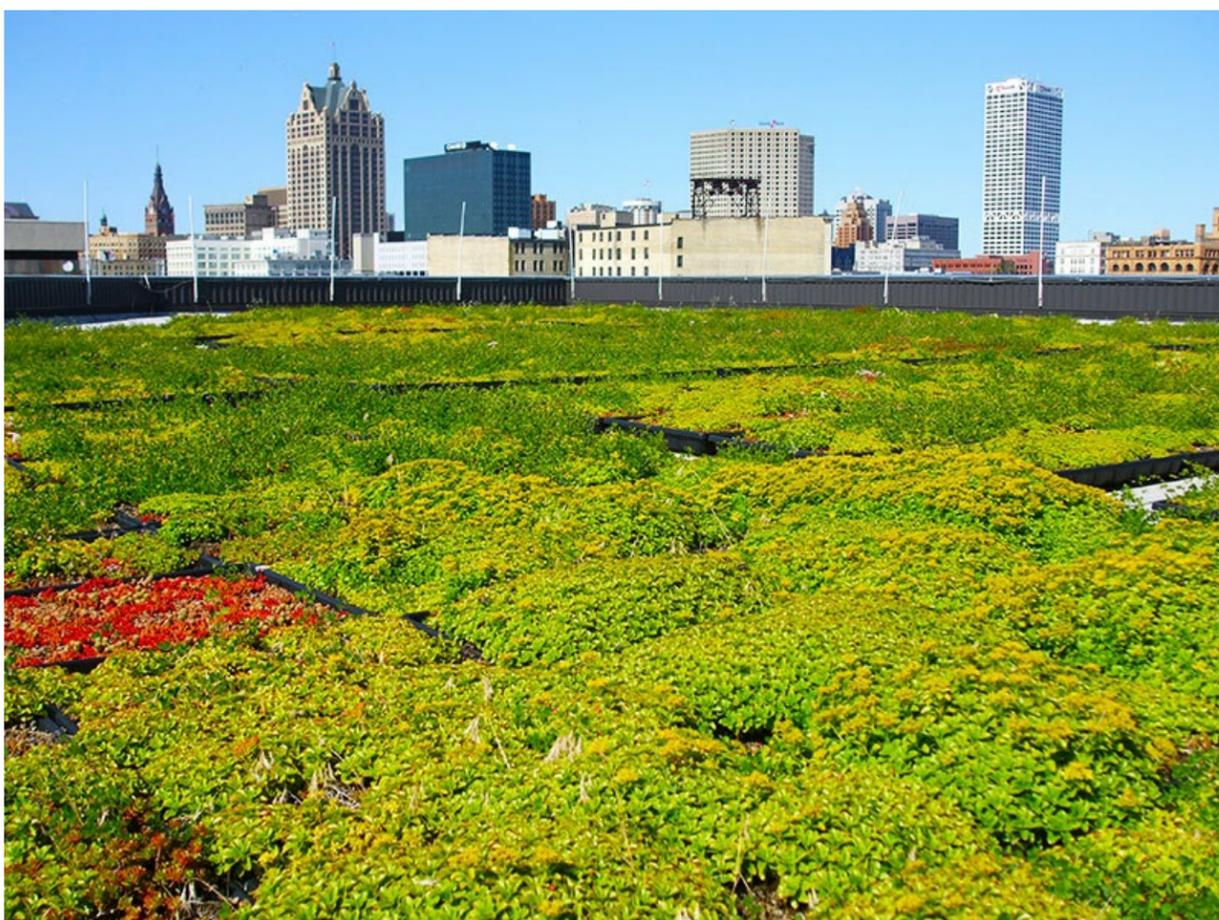


Image Source: Greenroofs.com

Feature Story

Green Roofs

Happily, spring is just around the corner (March 19th), and ground level is not the only place where gardens grow. Look up! Rooftop gardens continue to spread across building tops nationwide.

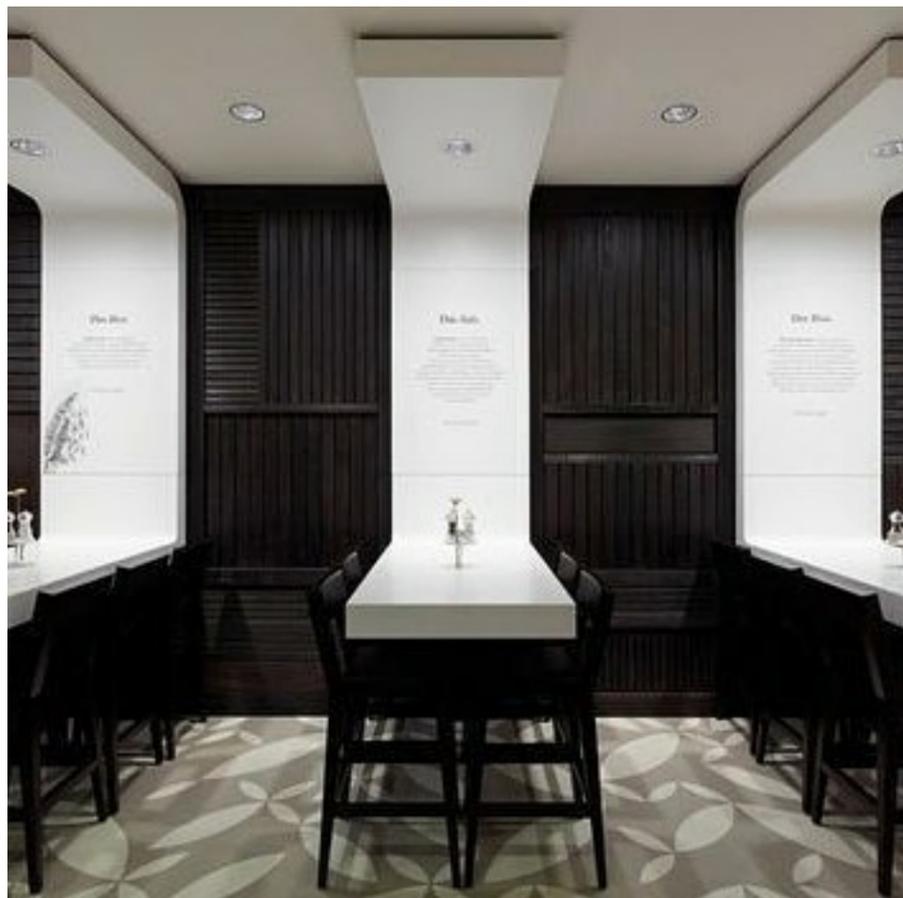
They provide numerous benefits:

- The soil serves as a natural insulation — keeping buildings warmer in the winter, and cooler in the summer. Traditional rooftops and materials, such as concrete and asphalt, absorb large volumes of heat from the sun. The result is a big zone of hot air emitted above the buildings, called a “heat island,” which is common in urban environments. Green roofs help reduce the effects of heat islands as the plants cool surfaces via photosynthesis and transpiration.
- They reduce water run-off and thereby relieve the pressure on a storm water drainage system.
- They help remove harmful pollutants from the air.
- They provide habitat for birds and insects.
- When rooftop gardens become accessible to building occupants, they provide a nice escape for employees. A few minutes looking at nature has been shown to reduce stress and increase productivity.

To see various kinds of rooftop gardens, [click here](#).

Design Tip

Extension



To make more of an impact with finish materials, extend them beyond their usual area of display. The worksurface of this counter becomes a multifunctional unit as it extends up the wall and onto the ceiling, providing a place to display graphics and shine light.

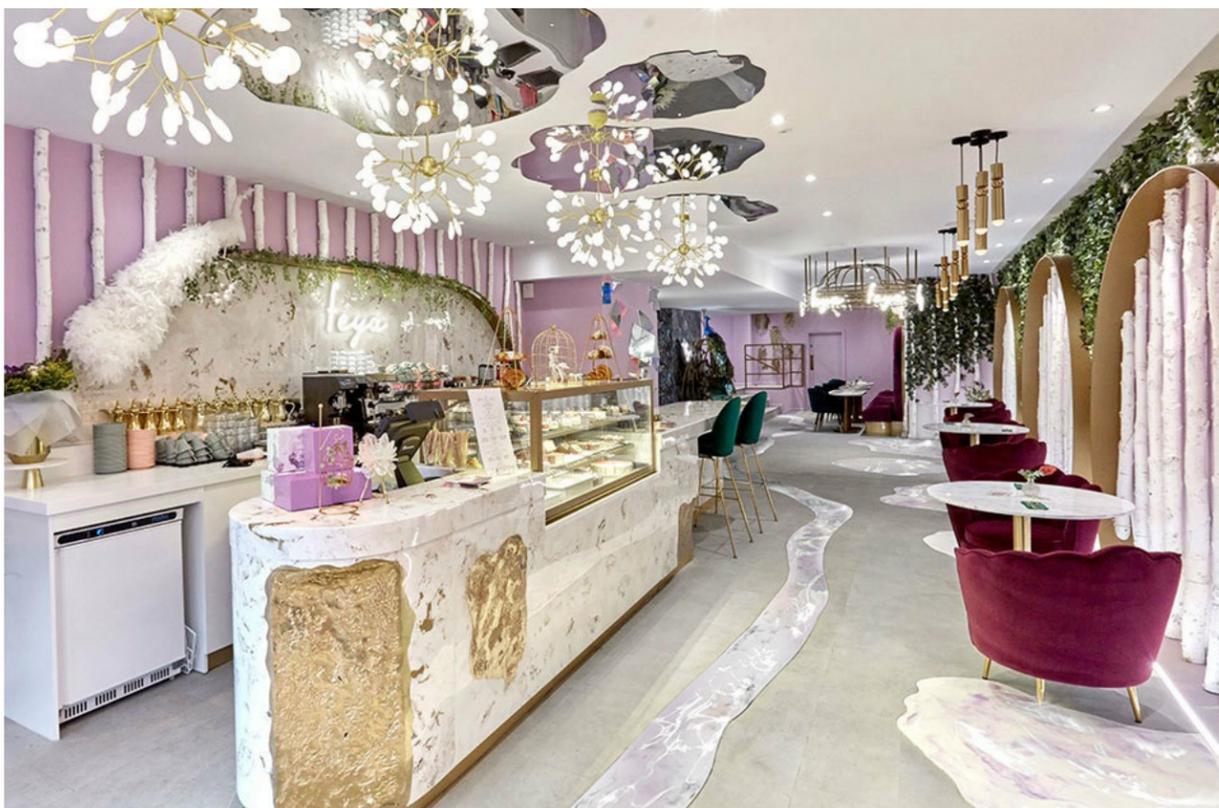
Inspiring International Design

An Enchanted Café



Image source: FORMROOM INC.

Visitors and shoppers of the fashionable West London in England no longer have to search for an enchanted forest. All they have to do is step inside [Feya](#), a unique and luxurious café. Inside this flagship location, imagination takes flight as nature meets fantasy. Delightful treats and atmospheres blend to create a perfect recipe for a local destination. [Click here](#) to see for yourself.



Design Client Update

Story Hill BKC



If you're a foodie and you live in Milwaukee, you have no doubt been to one of Black Shoe Hospitality's great restaurants: [Maxie's](#), [Blue's Egg](#) and [Story Hill BKC](#). We have been working on the Story Hill BKC (bottle, kitchen, cocktail) location to enhance their retail shop. Helping with displays, fixtures, signage and lighting,

we're creating an enticing environment for the unique wines, spirits and beers they offer. Stop in and buy a bottle!

Rendelman Orchards



We're pleased to be providing design and consultation services to [Rendleman Orchards](#), a robust family-run enterprise located outside of Carbondale, Illinois that's been in business since 1873! We are evaluating various point of sale systems for them, providing a new

store layout, specifying a few new fixtures and creating new signage. If you're in the area, be sure to stop by this amazing destination/attraction.

Display Client Update

Faye's

Two of the latest fashion trends are tiers or layers of fabric and bold colors that you may see in neon lights. And it is those two styles that set the stage for the window displays we recently designed for [Faye's](#) in Mequon, Wisconsin. We were happy to provide yet another window of opportunity



for this fashionable women's clothing boutique designed to attract and delight its customers. "They look absolutely fabulous--so fun and bright!" said Jenifer Daoust, Faye's visual merchandiser & display artist.

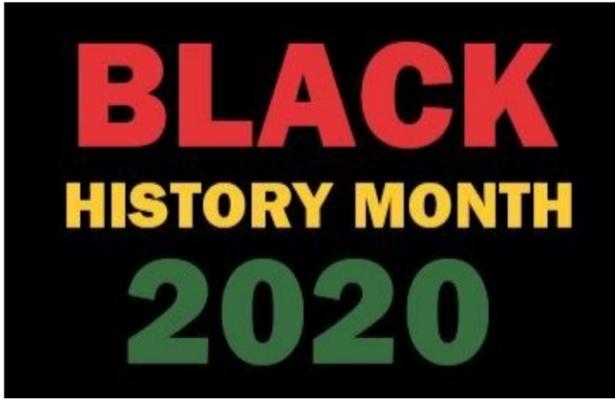
Product We Love

Coloring Outside the Lines



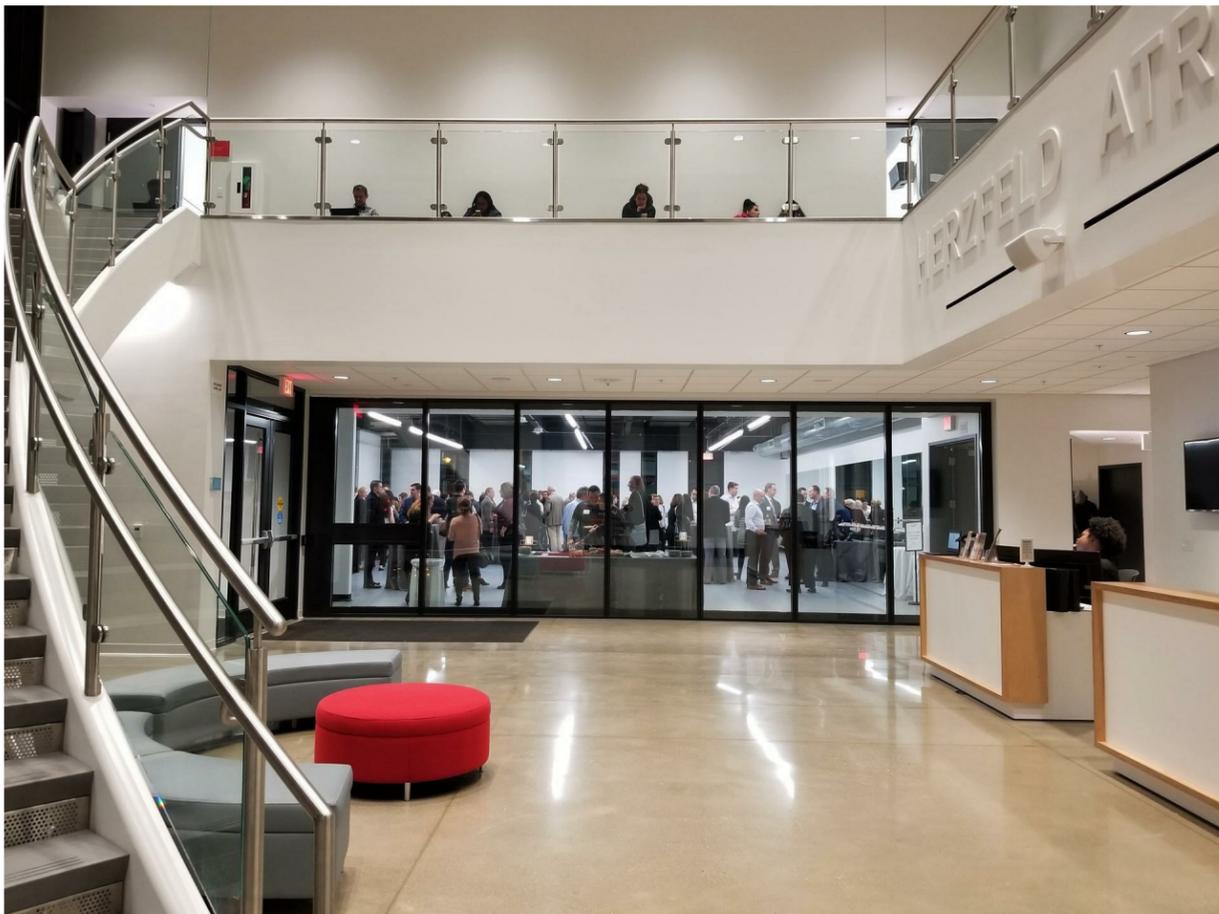
The world of 3-D printing is helping build (literally) better lives for impoverished people in Latin America. Non profit [New Story](#), in partnership with [Icon](#), is building the world's first 3-D printed community for 50 families in southern Mexico. [Click here](#) to see how technology, design and heartfelt minds are making a difference by building walls with positive intent.

Black History Month



Black History Month, also known as [African American History Month](#), is a time of celebration and reflection. JoAnne Johnson-Sabir, co-developer of [Sherman Phoenix](#) in Milwaukee, said “my hope is that Sherman Phoenix continues like a 365 [day] black history experience, and that black history is for all of us. The hope is for all of us to celebrate in unity.”

The Coolest Things We Did This Month



MMAC at the Milwaukee Ballet

Our team member, Lisa Morgen, attended the [Metropolitan Milwaukee Association of Commerce](#)'s Business After Hours event at the new home of the [Milwaukee Ballet](#). Attendees enjoyed an evening of networking, an exclusive rehearsal viewing and celebrating the Milwaukee Ballet's 50th anniversary in their clean-lined and modern space.

Happy Birthday at Saint Kate

Our Display Department Director, Colleen Paetzold, celebrated her husband's birthday with an overnight stay at [Saint Kate](#) — The Arts Hotel in Milwaukee. Part of their check-in process included being serenaded with a violin rendition of *Happy Birthday to You*. "We were totally delighted," Colleen said. "The service was excellent, the food was fabulous and the decor and arts were sensational! Everywhere we looked, there was something special."



Wisconsin Cannabis Expo



Milwaukee was the site of the [Wisconsin Cannabis Expo](#). Our Marketing & Communications Director Lisa Morgen, was on hand to check out the event, which included panel discussions and product exhibits. She spoke to many exhibitors, including Will Allen, owner of [Will Allen's Beyond Organic](#).

Happy Valentine's Day From Our Team!



Say What?



"The most important thing is to try and inspire people so that they can be great in whatever they do."

Kobe Bryant



The Green Scene

Using leftover flowers from elaborate and outstanding floral designs that he creates for special events, Lewis Miller, of [Lewis Miller](#)

[Design](#), creates “flower flashes” by putting new displays from recycled flowers in outdoor public places for all to enjoy. [Click here](#) and have a look.

Image source: Lewis Miller Design

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.

