



August 2020

**Positively Colorful, Encaustic Tiles, Bioplastics
and more!**

Branding | Commercial Interior Design | Merchandising & Display

***Celebrating 25 Years of Helping Businesses Grow Their
Brand***

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Feature Story

A Positive Palette

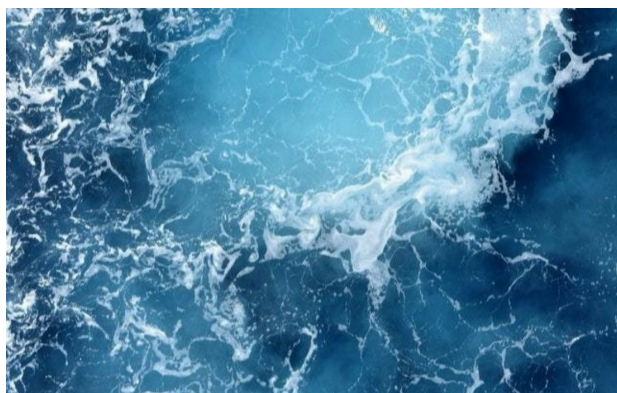


With the dark clouds the pandemic has cast upon us these past several months, it's time to inject some positivity into our interior environments.

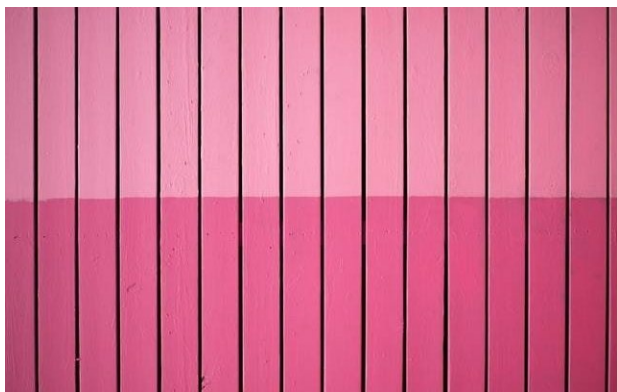
And what better way to do that than with **color**! Certain colors promote better moods and positive outlooks. Here are some that can make you feel better:



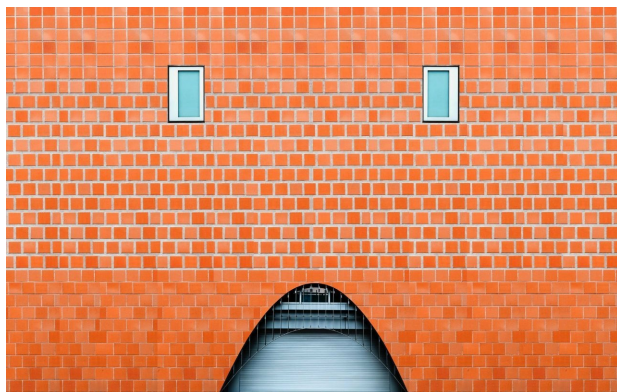
Yellow evokes a feeling of optimism and good cheer, just like the sun.



Blue is a calming color, can make you feel relaxed and centered. It also helps lower blood pressure.



Pink projects feelings of playfulness, kindness and has a calming effect on the nerves.



Orange bursts with energy and enthusiasm. It enhances a feeling of vitality and happiness.

Green is a welcoming hue that is restorative and is known to reduce anxiety. It reflects nature, and like blue, projects



the feeling of the outdoors.

So, whether you are working from home or at your place of business, consider infusing your surroundings with pops of positive colors. It’s easy to do with some paint and/or accessories, and you just may feel a bit better!

Inspiring International Design

A Community Mosaic

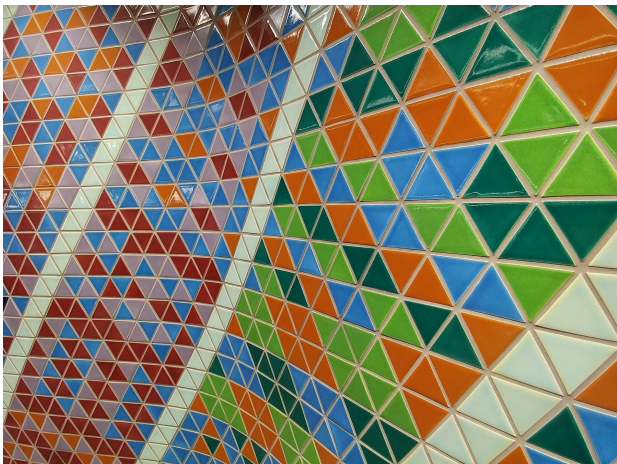


Image source: Spacemakeplace.com

Art, nature and recreation are valued treasures in Maple Ridge, British Columbia. This is clearly reflected in one of their newest public art projects—a mosaic consisting of more than 14,000 custom-made tiles adorning 450 square feet in three different areas at the Maple Ridge Leisure Centre. [Click here](#) to step inside and have a look.

Client Highlights

Elektrisola

The world’s largest manufacturer of fine enameled copper wire, [Elektrisola Inc.](#), is looking to update its New Hampshire’s factory showroom. Based in Germany, this international company would like a reception area that



showcases its product lines, impresses visitors, and creates a sense of pride for the staff.

They have engaged our LMF Group design team to select new finishes, design custom fixtures and provide infographics that describe the product lines they produce for a variety of business segments. We will also be creating a timeline to celebrate their 80+ years in business. Stay tuned for the final result!

Milwaukee Plate Glass



We're happy to once again be providing design services to our long-time client and friends at [Milwaukee Plate Glass](#) (MPG). This time, we're creating a wall that will feature their custom work and specialty hardware.

Our display department will be merchandising existing and new product lines on their custom-designed floor fixtures. This company continues to amaze us with the products and services they provide in the world of glass!

Product We Love

Encaustic Tiles



Image source: Interiordesign.net

Feast your eyes on these new encaustic tiles! These dramatic 8” x 8” abstract tiles can be mixed and matched to create fabulous patterns. They were designed by several independent artists and produced as a collaborative project between [Concrete Collaborative](#) and [Cooler Gallery](#). To see more, [click here](#).

Design Tip

Eye Movement



When creating a display, consider your main focal point, and then where the eye moves from there. A good display is set up to effortlessly guide the eye around the display to capture the message in an instant. This shadow box display accomplishes that with good layout, props, and illumination.

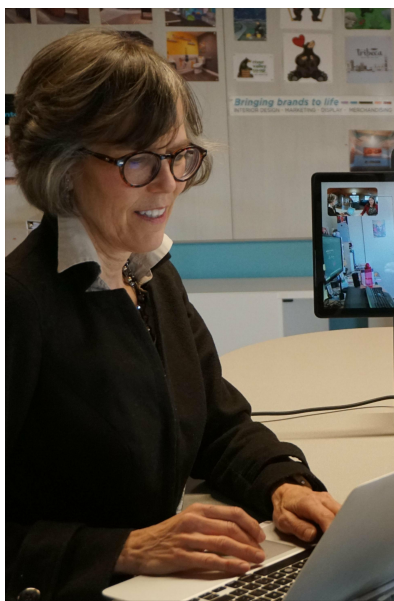
The Coolest Things We Did This Month

Honorable Mention



We are thrilled to announce that our display team won an honorable mention in [VMSD](#) magazine's 2020 International Visual Competition for the 2019 spring window display they created and installed for [Diedrich Jewelers](#) in Ripon, Wisconsin. We'd be happy to create an award-winning display for your business. Simply email us at solutions@retailworksinc.com.

Expert Advice



Speaking of displays, Lyn wrote a blog on how to create eye-catching and engaging store displays for [BrandSource](#), a merchandising and marketing co-op for independent appliance, home furnishings and consumer tech retailers. To read it, [click here](#).

Tech Visit



Lyn visited with merchants on Main Street in Mayville, Wisconsin. She conducted one-on-one design audits and shared best practices in visual merchandising, display and interior design/layout.

To schedule a presentation or audits/consultations for your downtown businesses, send us an email: solutions@retailworksinc.com.

Brookgreen Gardens



Image source: BrookgreenGardens.org

While vacationing in South Carolina, Heather, visited [Brookgreen Gardens](#), where there is a special exhibit of artist Bruno Munro’s oversized light sculptures.

Kudos

“Thank you all for letting me crash RW (Retailworks) digs this week. I loved being assaulted by the creative juices in this visual laboratory. And being in the midst of your creative minds is like a dose of medicine I didn't know I needed. Continued success to you all!”

Gwen Benner
President, Advisory Board at Osher Lifelong Learning Institute at
University of Wisconsin - Milwaukee

Say What?



*“Remember the three W’s:
Wash your hands. Watch your
distance. Wear a face covering.”*

*Dr. John Raymond, Medical
College of Wisconsin president
and CEO*

The Green Scene

Microbe-based plastics



So many products that we use today are made up of petrochemicals that are not biodegradeable, are not recycled and can cause havoc to the environment. The [Wyss Institute](#) at Harvard University is looking to change that. Two female research scientists are using engineered microbes to create microbe-based plastics. To learn more, [click here](#).

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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.

