



Autumn 2020

**Look Up, Mosaic is Underway,
Winter Windows and More!**

Branding | Commercial Interior Design | Merchandising & Display

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

[Visit Our Website](#)

Feature Story

What's up?



Image source: Palmer House, Chicago, IL

When you think of interior design, do you think of the space between four walls? There's another area that can get overlooked but is an important element when it comes to design. Look up! It's the ceiling.



For centuries, ceilings have been a focal point. From the painted vaulted ceilings of Pompeian baths to Michelangelo's magnificent display in the Sistine Chapel. Fast forward to modern times and one can see Dale Chihuly's glass sculptures adorning a ceiling in the Bellagio in Las Vegas (second photo above), or the immense modern painted ceilings in the tunnels of Stockholm's central subway hub, the T-Centralen (above photo).

Ceilings are not only fantastic places to display art, but they can be used to change the perception of a room's size and showcase lighting fixtures.



Image source: [Armstrongceilings.com](https://www.armstrongceilings.com)

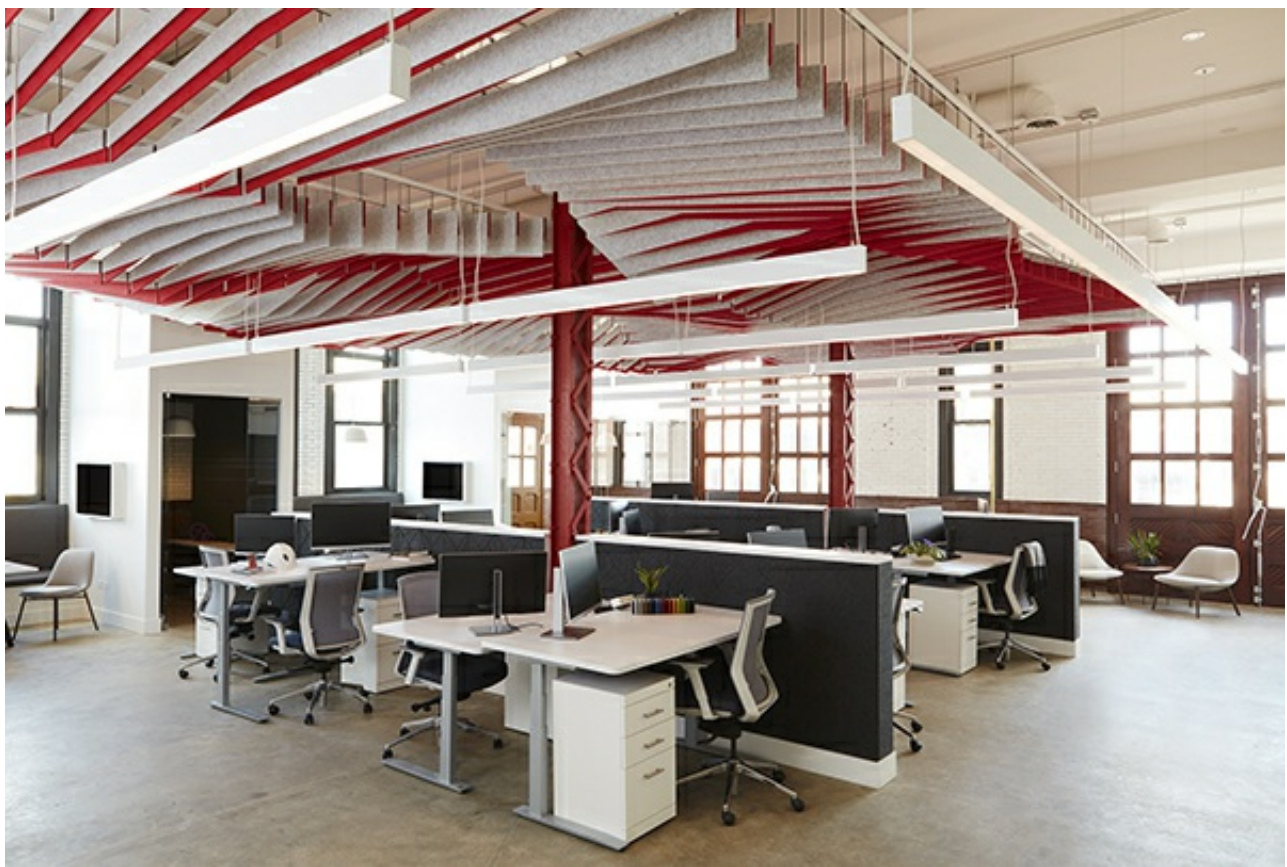


Image source: [TURF.design](https://www.turf.design)



Image source: [unika vaev.com](https://www.unika.vaev.com)

With all the open workspaces that exist today, the ceiling has become an increasingly important element of design when it comes to improving acoustics. Closed ceilings often consist of a suspended grid system with acoustical tiles commonly known as ACTs. Open

plenums, where some of the buildings functional elements are exposed, are very popular and express the industrial look. Suspended acoustic ceiling clouds are helpful in these spaces to absorb unwanted noise. They are available in an assortment of colors and shapes which can add visual appeal, character and even become a branding element.

Styles and trends may come and go, but one thing you can be sure of, ceilings play a strategic and necessary role in the design of a space.

Client Highlights

MedSource, LLC

LMF Group is happy to be creating a retail product showroom for [MedSource, LLC](#) in Hales Corners, WI.



The company provides high-quality, innovative medical products and services. They have locations throughout the Midwest, and in Colorado and Arizona, but this is their first retail store. Our team provided layout and graphic design services, selected display fixtures and props, and finished with store setup and visual merchandising services.

Casa de Corazón®





A spirit of community, diversity, love, children and parenthood will be reflected in a large wall mosaic we are designing and creating for [Casa de Corazón](#) in Shorewood, WI, a Spanish immersion day care and preschool.

Our corporate division, the LMF Group, unveiled the conceptual design during the school’s first anniversary celebration in Shorewood.

“The design concept that LMF Group came up with blew me away,” said Nick Plummer, owner. “They hit the nail on the head, and I am very excited to see the final product.”

Upon completion in early December, the artwork will be hung in the school’s vestibule which is clearly visible from the street through its spacious windows and doors. We will share photos of it in an upcoming newsletter after it's installed. For now, here's a sneak preview of some production shots.



Milwaukee Downtown, BID 21

Transforming empty storefronts into wondrous, engaging and eye-catching window displays is a specialty of ours and that's



just what

we did for [Milwaukee Downtown Business Improvement District \(BID\) #21](#). The windows contain fun surprises and some familiar faces that you won't want to miss!



Bayshore



The holidays are just around the corner and for the second consecutive year, we have created some magical winter window displays for [Bayshore](#), a retail, dining and community center in Glendale, WI. If you're in the area, please stop by, have a look and enjoy some holiday gift shopping and events!.



Project We Love

Artist Sunday



Mark your calendars for November 29, Artist Sunday. The [National Main Street Center](#) has declared this to be a new national shopping movement that encourages consumers nationwide to shop products made by local artists. [Click here](#) to learn more about this endeavor.

Talented Additions

Welcome Suzanne and Amy



We are thrilled to have two new additions to our team!

Suzanne Rafenstein is our new director of the display department and a retail consultant. She brings 35 years of retail experience, including store ownership for 20 years when she owned Embelezar, a fine home décor shop formerly in Chicago and in Milwaukee's downtown Third Ward district. Her repertoire also includes retail operations and inventory management, visual merchandising

and client consultations. Suzanne has held managerial positions at several enterprises such as Material Possessions, Neiman Marcus and divisions of The Limited, Inc., and The May Department Stores Company. Her experience, organizational skills, and creativity make her a key part of our team

Amy Janowski, joins us as a



display artist, project manager, and design assistant. She is a talented design professional with more than 12 years of experience in various design disciplines, including interior design, visual merchandising, display installation, and real estate staging. More recently, Amy was the visual merchandising manager for Arhaus, a home furnishings company. She holds a Bachelor of Art degree in Interior Design from Harrington College of Design.

There’s no holding back Amy when it comes to generating new ideas and fabulous designs!

To see the other members of our creative team, [click here](#).

The Coolest Things We Did Recently

Webinar

Lyn Falk (CEO and president) and Suzanne Rafenstein (director of display department) were the guest speakers during a webinar hosted by



the [Economic & Regional Development Office](#) at Southern Illinois University. The dynamic duo delivered a 60-minute presentation on how stores should prepare for the holidays during the pandemic. They discussed affordable décor ideas and promotions that encourage both online buying and in-store shopping as well as ways to keep customers feeling safe.

Outdoor Art



Our fabulous display team created wonderful sunflower window displays for our office that all can enjoy when passing our building. In addition, they created a colorful, coordinating outdoor art piece that has received plenty of enthusiastic praise. Stop by when you're in the area and have a look!



Say What?



"When it comes to life, the critical thing is whether you take things for granted or take them with gratitude."

— Gilbert K. Chesterton

[Visit our Website](#)



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.



Robly