



**June 2022**

**Biophilic Design, WI Main Street Bounceback Grants, On the Road Again with Tech Talks & More!**

Branding | Commercial Interior Design | Merchandising & Display

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

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## Feature Story

### Biophilic Design: A Call to Nature



Image source: Daniel Werder

Biophilic interior design involves the use of nature-inspired elements. The benefits of it have been well-researched and include a reduction of stress, enhanced creativity, cognitive performance and an improved general well being. Click [here](#) to learn more about this very important aspect of interior design and click [here](#) to learn about the 14 patterns of biophilic design.

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# Inspiring International Design

## Roasting the Perfect Blend in Design



Image source: Vancouver is Awesome newsletter

A flower-shaped exterior with organic, flowing interiors filled with natural light and the aromas of freshly roasted coffee and sweet and savory food provides a memorable place for people to get together in Vancouver. Click [here](#) to have a look around.



Image source: Hannah McLean, Daily Hive



Image source: Hannah Mclean, Daily Hive

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## Client Highlights On the Boards

### Shoe Fly

[Shoe Fly](#), a retail footwear chain with headquarters in Tyrone, PA and 11 Shoe Fly stores in PA, MD and VA and four Appalachian Running Company stores in PA, is adding its Appalachian Running Company concept in an expansion in Camp Hill, PA and both Appalachian Running Company and Shoe Fly Work Zone concepts to a remodel in Erie, PA.



We're thrilled to collaborate again with this longtime client of ours to design the interiors of these two stores. We're lacing up our designs, including floorplans, renderings, reflected lighting plans, fixtures, as well as color and finish specifications. Stay tuned for the final, soleful results!

### Dream Lounge Social

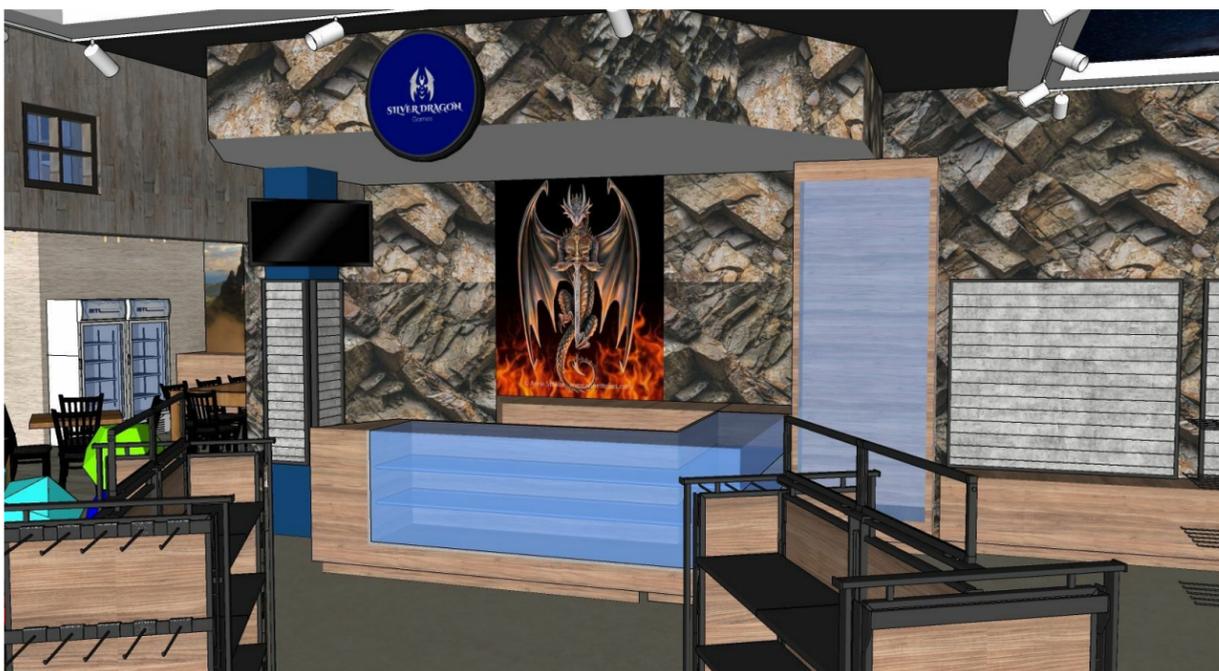
Retailworks is helping to transform a former Milwaukee tavern into a stylish bar and lounge that will be named Dream Lounge Social. A floorplan, custom bar counter, color palette and finishes are being finalized to create a blend of historic and industrial styles for this new gathering place. Dream Lounge Social is located in the Bronzeville district of Milwaukee and is owned by Amy and Joah Tucker. They expect to open the bar this fall.



Lyn Falk (R) meets with Joah and Amy Tucker of Dream Lounge Social.

## Silver Dragon Games

You'll be immersed in a fantasy realm with the designs we are working on for a new gaming store that is coming to the greater Phoenix area in Arizona. The owners of Silver Dragon Games want a magical experience for their customers and that's just what we are conjuring up.



Rendering by Retailworks, Inc. © 2022

Decorative designs, colorful accents, wood, stone, and iconography (all common aspects of medieval art), will be incorporated into the retail store, gaming area and tavern. This thoughtful design will appeal to a diverse community of players from all walks of life and ages when its doors open in the fall.



Rendering by Retailworks, Inc. © 2022

## MSI General

A history timeline is a powerful way to capture and display the milestones of an organization. [MSI General](#), a design/build commercial construction general contractor based in Nashotah, WI, has commissioned us to design a fun and memorable history timeline that commemorates their 65 years in business.



We are in the process of conducting interviews with company leaders, culling artifacts, photos and articles, and designing the look and layout of the timeline which will be displayed on a wall in the company's headquarters. It's going to be a wonderful way to celebrate their commitment to trust, excellence and community!"

## Kesslers Diamonds

With summer just around the corner who wouldn't want to indulge in an ice cream cone, especially if it's from [Kesslers Diamonds?](#)





We used this favorite treat as the theme for the summer window displays we designed for their downtown Milwaukee store. In this case the “cherry on top” is Kessler's Diamonds’ iconic red jewelry box. The good news is that these ice cream cones won’t melt, but the exquisite jewelry inside the stores will definitely melt some hearts.





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## Art We Love Fields of Fiber



Image source: Awesome Inventions

The frequent rainfalls of spring bring us rich landscapes painted with strong hues. An artist in England captures the vibrancy of nature with fields of fiber that we just love! See what we mean by clicking [here](#).

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## Main Street News

Wisconsin Governor Tony Evers recently announced that an additional \$25 million will be invested into the Main Street Bounceback Grant Program. More than 4,200 small businesses and nonprofits in all 72 counties in Wisconsin have benefited from the program.



This additional investment will enable 2,500 more small businesses and nonprofits to move or expand into vacant commercial spaces across the state. The deadline to apply for a Main Street Bounceback Grant has been extended to December 21, 2022. For more information, click [here](#).

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## Tech Talks On the Road Again



Suzanne Rafenstein (L) and Lyn Falk (R) of Retailworks, Inc. demonstrate lighting tips to some Main Street business owners in Wausau, WI.

This season, Lyn Falk (Retailworks president) and Suzanne Rafenstein (Retailworks' display department director) traveled throughout Wisconsin to deliver their in-person Tech Talks to many Wisconsin Main Street communities. They visited Kenosha, DePere, GreenBay, LaCrosse and Wausau and shared Merchandising Best Practices. Participants learned successful strategies regarding color,

placement, layout and grouping of merchandise to maximize sales.



Lyn and Suzanne listen to a Main Street retailer in Wausau, WI describe some of her business goals.

Following the seminar, Lyn and Suzanne visited some of participants at their businesses and gave recommendations on how to make the most of their store's interiors. Retailworks' Tech Talks are made possible through the [Wisconsin Economic Development Corporation](#).

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## Say What?



*"Where flowers bloom, so does hope."*

—Lady Bird Johnson

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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](mailto:solutions@retailworksinc.com),



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