



Spring 2023

Sustainability, The House of Cannabis, 2023 Main Street Now, Tech Visits & More!

Branding | Commercial Interior Design | Merchandising & Display

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Feature Story

Sustainable Practices



Image source: Pixaby.com

Since 1970, April has been known as Earth Month in the United States and a time to raise environmental awareness. In 1990, Earth Month went global with 141 countries participating. Here are some ways that we can help support environmental protection within the spaces where we live and work.

Biophilic Design



Image source: The RailMedia.com

Embrace biophilic design as it incorporates life-giving elements from nature. It can be as simple as having natural lighting and ventilation, hanging photos of outdoor scenes or including real plants in your interiors. Making a connection with nature while indoors helps produce a healthy and productive environment and is known to reduce stress. To read more on this subject see our [blog](#).

Sustainable Materials



Image source: Pixaby.com

Use sustainably-responsible materials such as wood, bamboo, cork, linoleum, organic cotton, wool, stainless steel, bio-plastics, or recycled plastics. The benefits of doing so include durability, conservation, preservation, waste reduction and improved health.

Repurpose and Recycle



© Retailworks, Inc.

It's important to reduce waste on all levels. One way to do this is to give a second life to products or materials that you have rather than buying new ones. Reuse containers and wrapping materials. Distribute recycled bins throughout your space. Heck, you don't have to buy a bin, just repurpose boxes that you get from shipments and label them with the word, "Recycle."

Buy Local



Reducing the mileage products have to travel to you is a great way to help the environment. So, whenever possible buy local. Not only are you reducing your carbon footprint, but you're improving your local economy.

Green Roofs and Gardens



Image source: [LivingArchitectureMonitor.com](https://www.livingarchitecturemonitor.com)

Green roofs provide numerous benefits including reducing stormwater runoff, producing oxygen, providing shade, and lowering energy costs. Green roofs and gardens provide a place for outdoor social interaction and a place to grow organic plants and vegetables, and flowers that attract pollinators.

Consumer Demand



According to the IBM Institute for Business Values, consumers are prioritizing sustainability. In February 2022, they conducted a survey of 16,000 global consumers and found that more than half (51%) of respondents say environmental sustainability is more important to them today than it was the year before. Sustainable practices make good business sense and help protect our planet.

International Design

Checking In with Ecological Restoration



Image source: InteriorDesign.net

A former quarry in China that once stripped the land of vegetation and wildlife, becomes an unlikely site for hospitality and ecological restoration a century later. Click [here](#) to learn more.

Design Client Highlights

The House of Cannabis

The House of Cannabis ([THC NYC](#)) recently opened in New York City. It's the first-ever, permanent museum featuring the cannabis culture and its influence on music, art, fashion, social reform, and agriculture.

THC NYC



Image Source: THC NYC

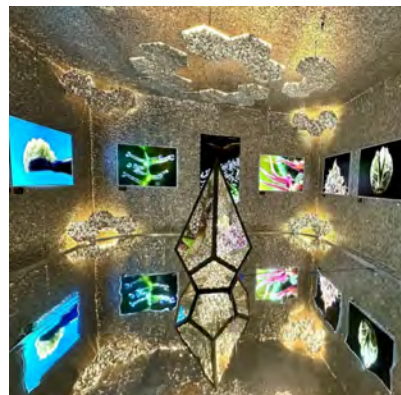


Image source: Rossilynne Skena
Culgan / Time Out

It's housed in a five-story, 30,000 square foot, historic cast iron building in SoHo. It includes a retail store which Retailworks helped design. Our team was also an active consultant with the owners

and architects on other areas of this multi-sensory, experiential, 'cultural center.'

"Your team's expertise and creativity are the backbone of so many aspects inside the space. We are beyond grateful for all of you... There is no team better than this group anywhere."

—Marcelle Frey Co-Owner / Developer, THC NYC



Image source: Carlos Hano

THC NYC is a must-see for the next time you are in swanky SoHo. To take a look, click [here](#).

Display Client Highlights

Diedrich Jewelers

Congratulations to our client, [Diedrich Jewelers](#), in Ripon, WI on celebrating their 100th anniversary!





For four years, it has been our pleasure to design and create seasonal windows displays and interior décor for this exceptional jewelry store.



Flutter on in when you're in the area next to see our artisan butterflies and the store's exquisite selection of fine jewelry!

Kessler's Diamonds

The window displays at [Kessler's Diamonds](#) in downtown Milwaukee have become a popular attraction to residents, visitors and tourists alike.





To welcome spring, we created pops of color with custom-made peonies that have sparkling centers. Be sure to stop in any of Kessler's Diamonds eight locations to see their magnificent collection of diamond jewelry!



Main Street News

2023 Main Street Now



Image source: Mark Manne Photography

The 2023 [National Main Street](#) Now Conference took place in Boston, MA at the end of March and Lyn Falk, Retailworks' founder and president, was on hand. She and Joe Lawniczak, Wisconsin Downtown Design Specialist with Wisconsin Main Street, gave a presentation on Wisconsin Main Street makeover projects.



While Lyn was in Beantown, she and other Wisconsin Main Street attendees went on a group tour led by Joe, to see some of Boston's historic sites, including the Freedom Trail.

Tech Visits

Lyn, and Suzanne Rafenstein, our display department director, have been busy traveling throughout Wisconsin this spring, delivering presentations and providing one-on-one on-site consultations with Main Street businesses.



Image source: Wikipedia.org



Most recently, they visited Marshfield, Prairie du Chien and Viroqua, and next is Sturgeon Bay, Lake Mills, and Ashland. They share their expertise in several areas, including storefront design, display techniques for window displays, interior layout and design, merchandising, lighting, and signage.



Retailworks Display Artists Julia Killian (left) and Lori Eck set up some window displays at the Senior Craft Shoppe in Marshfield, WI.

Product We Like

We are absolutely in love with the handmade tiles that are created by [Mercury Mosaics](#) in Minneapolis, MN, where each tile is an original work of art.





Image source: MercuryMosaics.com



Image source: MercuryMosaics.com

Art We Like



Image source: Thislifeoftrave.com

We drive over them all the time and think nothing of them — manhole covers. In Japan, these objects have become a form of urban art and tourist destination. Check it out [here](#).

Read All About It



PETS+

How much product should be put out on a sales floor is a question we are often asked. Lyn Falk addresses this subject in an article she wrote for [Pets+](#) magazine. Read all about it [here](#).

In the April issue of [Creative Retailer](#) Lyn informs readers on how to select the right colors for a shopping environment. Click [here](#) for more.

creative RETAILER®

As you may know, March was “Women’s History Month.” A book that pays tribute to more

than 200 women product designers from the early twentieth century to 2021 is *Woman Made: Great Women Designers*. To learn about some profound innovations that women have made in the design world, click [here](#).



Kudos

Lyn was selected by [BizTimesMedia](#) as one of the Notable Women in Construction and Design. [Click here](#) to learn more. She was also appointed to the Retail Council for the [CREW Network](#) and to the board of directors at [Peoples State Bank](#).

The Arizona Biennial is a juried art show open to any artist working in Arizona. This year, 413 artists responded and 56 of those were included in the final exhibit at the [Tucson Museum of Art and Historic Block](#). Holley was one of those selected to showcase her beautiful, beaded art piece! Congratulations, Holley!



The Green Scene



Image source: Arturo Arrieta

Some people compost eggshells which is a good environmental practice. A company in Mexico has come up with another way to reuse them for building materials. [Learn](#) about their 3-D printed bio-ceramic bricks.

Say What?



***“Preserve and cherish the
pale blue dot, the only home
we’ve ever known.”***

—Carl Sagan

[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.

