

Retail Environments

www.retailenvironments.org | JANUARY/FEBRUARY 2010

60 big IDEAS

FOR 2010-2011

navigating the new
RETAIL LANDSCAPE

RISING stars

Product Showcase: Material Installations



1 SOLID VENEER LUMBER

SVL® Solid Veneer Lumber, available from Marlin, is appropriate for kitchen walls and retail merchandising systems, particularly in combination with contemporary materials such as architectural glass, slate, marble, and metal. The product is available in saw stock panels in the following configurations (other options available): 1/2" by 48" by 97" inches (veneer stock), 1/2" by 48" by 97" inches (on MDF core with balancing batten), 1/2" by 48" by 97" inches (on MDF core with balancing batten). The product can also be used with Marlin Surface Systems®, Marble Modules™, Slabwell, Vela, Retail Panels, and floor fixtures-ays.

— Marlin

310-343-6461, 800-372-0224

www.marlin.com

2 HIGH-PRESSURE LAMINATE

Abet Laminati's high-pressure laminate with digital designs are available in sheet sizes of 8' by 10' feet. Any image can be digitally printed on decorative paper and incorporated into the high-pressure laminate. The laminate sheets are durable and appropriate for countertops

and surfaces. The digitally printed laminate was used in the countertops (shown here), fitting room doors, and restrooms, of the Hot Italian restaurant/retail store in Sacramento, Calif. The overall theme for the space was Italian, with imagery inspired by Italian food and spaces. The images were digitally printed on decorative paper and incorporated into the customary high-pressure laminate manufacturing process. The laminate was then fabricated using typical woodworking tools (panel saws, routers, leg up equipment, etc.). The laminates used were a combination of ABET LAMINATI's 410 white and 421 black. Hot Italian was a LEED Pilot Program for Retail-Rest Construction, and the first LEED certified restaurant in Sacramento, the company says.

— ABET LAMINATI

214-541-0001, 800-226-2226

www.abetlaminati.com

3 THASSOS GLASS

Janco's White Thassos Glass is pure white crystallized glass made using special minerals through intense high temperature. The result, the company says, is a material that is nearly identical to White Thassos Select Marble from Greece. Unlike Thassos, which is more expensive, White Thassos Glass is as hard as

granite, doesn't require sealing, and resists stains, abrasion, and scratching. The product is available in sizes including 12-by-12", 12-by-24", and 24-by-24" inch tiles. This material is suitable for exterior applications like building facades where exposure to moisture will not affect the surface finish or cause the material to disintegrate. It's shown here in a Phoenix City Department Store.

— Mason Stone & Tile

717-621-9822, 800-526-2326

www.masonstone.com

4 ECOTEXTURES WOOD PANELS

ASI offers finished products in each of the company's five brands that are appropriate for use in visual merchandising and display elements, display tables, mannequin platforms, and fixtures. In the Perry Ellis shop in Macy's Herald Square (shown here), ASI's Ecotextures® Wood Panels were specified for use as a mirror frame for the focal display element. The basketweave pattern in the earthy brown palette complemented the classic merchandise of the Perry Ellis brand. 🌱

— Architectural Systems Inc.

212-206-1730, 800-793-0224

www.archsystems.com

Three Rising Stars



PAVE recognizes three under 35 who are leading the way in retail environments. *By Dori Zinn*

Keeping with the mission of the Planning and Visual Education Partnership (PAVE), judges of the third annual Rising Star Award chose three finalists from more than a dozen nominees for this year's award. The panel of judges was made up of PAVE member industry professionals including retailers and educators. Finalists were chosen based on the exceptional talent, vision, and work of young professionals in the retail environments field.

To qualify, nominees had to be under 35 years of age, work in retail design, visual presentation, or contract design, and demonstrate exceptional talent within their companies. Each nominee also needed to be a proven leader, innovator, and motivator among his or her colleagues.

JUDGES

Serving as judges for PAVE's 2009 Rising Star Award were:

- James Bellante, group vice president, visual merchandising, Macy's
- Kristin D. Godsey, associate publisher/executive editor, VMSD
- Nancy Jackson, president, Architectural Systems Inc.
- Ed Jankowski, senior vice president/general manager, North America, Godiva Chocolatier Inc.
- Brad Somberg, president, B+N Industries.

PAVE Announces 2009 Student Design Competition Winners

In December, PAVE awarded \$16,000 in grants to students and \$6,000 in school awards based on the winning entries of its 2009 Student Design Competition. Judging took place Nov. 11, 2009, at Macy's executive offices in New York. The competition, sponsored by Macy's, was geared toward college-level students involved in retail planning, visual merchandising, interior design, and branding programs, and attracted a record-breaking 373 entries.

Overall Store Design Category

1st Place (\$3,000) Yoon Jung Claire Cho

Fashion Institute of Technology, New York

2nd Place (\$2,000) Airida Turner

Fashion Institute of Technology, New York

3rd Place (\$1,500) Fernando Djohan

San Jose State University, San Jose, Calif.

Honorable Mention (\$500) Laura J. Heekin

University of Cincinnati, Cincinnati

Honorable Mention (\$500) Chao-Chen Kao

San Jose State University, San Jose, Calif.

Honorable Mention (\$500) Christina Maroni

Fashion Institute of Technology, New York

Honorable Mention (\$500) Lindsey Richards

Virginia Tech, Blacksburg, Va.

With Merit Joyce Li University College

Falmouth, Penryn, Cornwall, England

Visual Merchandising Category

1st Place (\$3,000) Cassandra Reed

University of Cincinnati, Cincinnati

2nd Place (\$2,000) Marisa Carter

Savannah College of Art and Design, Atlanta

3rd Place (\$1,500) Hayeon Choi

Fashion Institute of Technology, New York

Honorable Mention (\$500) Genna

Fellhauer University of Cincinnati, Cincinnati

Honorable Mention (\$500) Lindsay

Rodabaugh Fashion Institute of Technology, New York

Schools with students placing in the top three of each category received \$1,000 for each placing student:

\$2,000 Fashion Institute of Technology
Interior Design

\$1,000 Fashion Institute of Technology
Visual and Exhibition Design

\$1,000 Savannah College of Art and Design
Atlanta

\$1,000 San Jose State University

\$1,000 University of Cincinnati

The 2009 competition challenged students to develop concepts in line with the Macy's branding, product lines, and retail stores. Macy's executives developed the design challenges along with PAVE's Education Chair Eric Feigenbaum of LIM College, New York, and PAVE's education committee members. The design challenge for the visual merchandising category focused on jewelry. The store design challenge focused on women's shoes.



Judging the 2009 competition were: Kathleen Jordan, principal, Gensler; Jim Sloss, vice president, design, Macy's; James Bellante, group vice president, visual merchandising, Macy's; Joe Feczko, senior vice president, innovation, integration and broadcast, Macy's; Victor A. Lewis, vice president, visual merchandising, Macy's; Karen Meskey, senior vice president, store design and planning, Macy's; (not pictured: Laura H. Kirkpatrick, vice president, creative planning, visual merchandising, Macy's; Christine Nakaoka, partner, nakaoka/roberts; Ken Nisch, chairman, JGA; and Alec Zaballero, principal, TPG Architecture.)



RISING STAR

Travis Burnham

*Senior Manager of Creative Services
J. Crew*

Travis Burnham started his career at J. Crew nearly seven years ago as a visual associate, setting up displays in his native Alabama store. Since then he has moved up through the ranks and was promoted this past November to senior manager of creative services in New York, where he's responsible for visual merchandising direction, window planning and execution for New York City, showroom installations, and more. Now 27, Burnham says he hopes the future of the retail environments is less about noise and more about simplicity.

"We live in an over-stimulated world where everything is yelling at you," Burnham says. "I want to go to a clean, crisp, classic look. I want to cut back on the noise and eliminate the unnecessary."

Burnham was nominated for the Rising Star Award based on his exceptional vision for continuously creating ideas, conceptualizing how they will be implemented, and making sure the vision and innovation of those ideas are not only up to par, but are original and unconventional. The youngest of the three finalists says his inspiration comes from a multitude of sources, including his current superior.

"J.Crew's creative director, Jenna Lyons, has been a huge influence on me," Burnham says. "She has set the quality standard that I follow."

His inspiration not only comes from his superior, but also comes from architecture and even graffiti. Burnham is moving the standards up, and is ready for the challenge.

"The hardest part of my job is making something old look new and exciting again," he says. "I accomplish this by mixing the old with the new. I aim to find the perfect balance between sophistication and humor, and the ordinary with the unexpected."



"I get my design inspiration from everything around me—architecture, art exhibits, graffiti on the street. Everything plays a role in the creative process."

Travis Burnham, J. Crew

PAVE is a 501(c)(3) educational foundation administered by A.R.E. Dori Zinn is editorial assistant for Retail Environments.