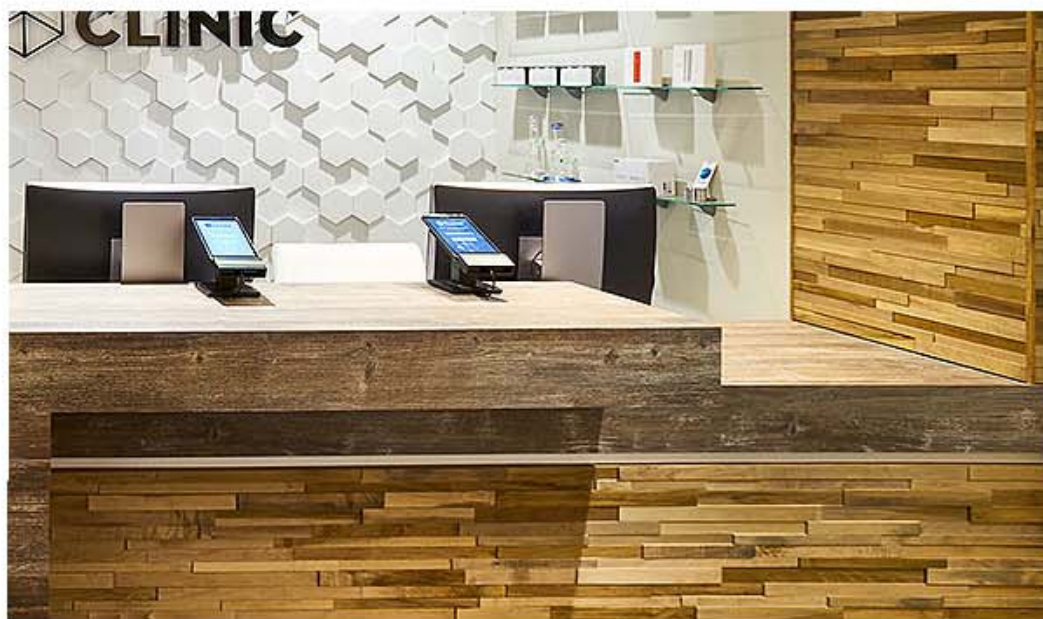




Noting [#CannabisAwarenessMonth](#), ASI is highlighting The Clinic in Denver, Colorado for April's featured project. **Ken Nisch**, Chairman of **JGA** shares the design challenges of this new and emerging retail category and how they successfully branded an environment that embraces the customer journey.



The Clinic is a dispensary that caters to both a recreational and medical marijuana consumer base. **Interwoven Eco-Panels** is the iconic material installed throughout The Clinic to delineate the space. The textured and layered wood panels on the focal walls and the welcome station seamlessly create the division of recreational areas from the medicinal ones.



"It's an interesting category, new for many of us from a standpoint of branding customer experience, shopper journey, and the idea of creating a branded environment in a category that has obviously come out of the shadows and into mainstream retail. As usual, we had a wide variety of materials to pick from. Working with Architectural Systems, we always enjoy a great relationship and great follow up, especially with this very interesting and unconventional setting in which to showcase their products."



[Watch Creativity and Collaboration®: Ken Nisch, Chairman, JGA >>](#)



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