



chute gerdeman **retail**

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**Sweet! Chute Gerdeman Sweeps Store Design Awards**

New York, NY—As America’s retailers gathered here Monday night to celebrate the stars of store design at the ISP/VM+SD International Store Design Awards Ceremony, the biggest star of all was Chute Gerdeman Retail, winning a record six design awards, including the coveted International Store of the Year.

The Columbus, Ohio-based retail design firm took the evening’s top honors for its colorful and fun M&M’s World® Orlando store. The 17,000-sq.-ft. store “creates a wonderful retail experience for shoppers,” according to one of the competition’s judges. “I’ve visited it three times, and each time I’ve witnessed how the environment connects with shoppers of all ages and socioeconomic backgrounds.” Another praised the space for making “a very strong and pervasive brand statement.”

In addition to International Store of the Year honors, M&M’s World® Orlando won first place honors in its category (Specialty Stores over 10,000 sq. ft.), as well as three Special Awards for Innovative Concept, Innovative Lighting and Innovative Fixtures. The store’s fixtures also were honored last year by the National Association of Store Fixture Manufacturers.

Demonstrating Chute Gerdeman’s diverse talents, the firm also took home a Merit Award for Jinsei, a Birmingham, AL-based sushi restaurant that combines traditional Japanese artistry with a hip, modern sensibility.

The awards are presented by the Institute of Store Planners, the only international professional society for retail store planners and designers, and VM+SD (*Visual Merchandising and Store Design*), a leading national magazine for retail designers and store display professionals.



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**About Chute Gerdeman Retail**

Since 1989, Chute Gerdeman, based in Columbus, OH, has created retail brands, their identities, their environments, and every other customer touch point, including brand communication materials, merchandising fixtures, and packaging. The firm's client list includes: M&M's® (Mars Retail Group), Kohl's, Smithsonian, Lane Bryant, Hanesbrands Inc., and Levi Strauss Signature. In 2006, the company was voted Designer of the Year by readers of *DDI (Display & Design Ideas)* magazine. For more information, go to [www.chutegerdeman.com](http://www.chutegerdeman.com)

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