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M&M'S World® New York Wins Three National Awards

Columbus, OH—M&M'S World® New York, designed by Columbus, OH-based Chute Gerdeman Retail, has won three more national awards, adding to an already-impressive list of honors.

The store, which has quickly become a Times Square landmark, recently took home a first place award at the 37th annual Institute of Store Planners/*VM+SD* International Store Design Competition.

Also, *Chain Store Age* magazine announced that the store has won two first place awards in its Retail Store of the Year competition—for Attraction Retailing (5,000-25,000 sq. ft.) and Exterior (25,000 sq. ft. or less). The winners will be profiled in the magazine's February issue and will be honored March 8 during the magazine's annual SPECS conference in Dallas.

The ISP/*VM+SD* award, for specialty stores over 10,000 sq. ft., was announced at the annual awards banquet January 14. The winners will be profiled in the February 2008 issue of *VM+SD* magazine.

The M&M'S World® stores in New York and Orlando, both of which were designed by Chute Gerdeman, have won more than a dozen design awards in the past two years.

About Chute Gerdeman Retail

Since 1989, Chute Gerdeman Retail, based in Columbus, OH, has created retail brands, their identities, their environments, and every other customer touch point. The firm's client list includes: M&M'S® (Mars), Target, Levi Strauss, Limited Too, Kohl's, Sheetz, Smithsonian, Hamleys, Lowe's, Einstein Bros. Café, KFC (Japan), Pepsi-Cola, Ross-Simons, Nationwide Arena, Marriott Vacation Club International, Starwood, and Wolverine. In 2006, the firm was voted "Designer of the Year" by readers of *DDI (Display & Design Ideas)* magazine in addition to the numerous awards it has received for design leadership. For more information, go to www.chutegerdeman.com.

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