



chute gerdeman **retail**

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**New Design Book Profiles Chute Gerdeman Retail**

NEW YORK, NY—Chute Gerdeman Retail, the Columbus, OH-based retail branding and design firm, is profiled in a new book on successful design practices.

The book, “Interior Design in Practice: Case Studies of Successful Business Models,” was coauthored by former American Society of Interior Designers (ASID) national president Terri Maurer and experienced design writer and editor Katie Weeks. The authors, who applaud the firm’s focus on combining good design and solid business strategy, profile Chute Gerdeman’s successful five-step project methodology.

The methodology, although flexible enough to adapt to client differences, provides a framework that ensures that the end result aligns with the retailer’s brand strategy and connects with customers.

More information on the book is available at  
<http://www.wiley.com/WileyCDA/WileyTitle/productCd-0470190531.html>

**About Chute Gerdeman Retail**

Founded in 1989, Columbus, Ohio-based Chute Gerdeman Retail is a retail branding and design firm. The firm’s client list includes C&A Brazil, Christopher & Banks, Hamleys, Kohl’s, Levi Strauss, Mattel (Barbie Shanghai), M&M’S/Mars, RadioShack, Sheetz, Shopko, Swiss Farms, Target, Tween Brands, and West Marine. In addition to its recognition as one of the industry’s “Most Exciting Design Firms” by the readers of DDI magazine for 12 years in a row, the firm has received numerous awards for its design leadership. For more information, please visit [www.chutegerdeman.com](http://www.chutegerdeman.com).

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