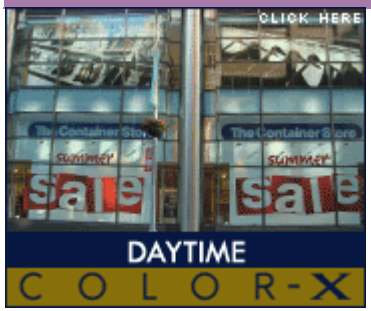


**VM+SD**  
vmsd.com

Your #1 retail design and visual merchandising resource

 **C O L O R - X**  
**OUTDOOR ADVERTISING GRAPHICS**  
www.color-x.com



**NEW RETAIL CHANNEL**

**Heavenly Ham Market Café**

Gainesville, Fla.  
(02-01-2005)

2004 ISP/ VM+SD International  
**STORE DESIGN COMPETITION**  
*winner*

Specialty Food Court or Counter-Service Restaurant, First Place  
Miller Zell, Atlanta

- Color-X**
- » About Us
  - » Products/Services
  - » Gallery
  - » Case Studies
  - » FAQs
  - » Contact Us
  - » What's New

- CHANNELS**
- NEWS OF THE DAY
  - INDUSTRY NEWS
  - PEOPLE & IDEAS
  - GREEN RETAILING
  - NEW RETAIL
  - COMPETITIONS
  - EVENTS

- ARCHITECTURE/FACADES
- CUSTOMER AMENITIES
- DECORATIVES AND PROPS
- DESIGN AND SERVICES
- FIXTURES
- FIXTURE COMPONENTS
- FLOORING
- FURNITURE
- IN-STORE DIGITAL MEDIA
- LIGHTING
- MANNEQUINS AND FORMS
- MATERIALS
- POINT OF PURCHASE
- SAFETY AND SECURITY
- SIGNAGE/GRAPHICS

--  
VMSD.COM QUICK GUIDE

**VM+SD Magazine**



The redesigned Heavenly Ham café takes the fast-casual restaurant from ho-hum to heavenly with a fresh, new look and plenty of personality. Retail merchandising is separated literally and visually from the dining area, with products placed on a dividing island fixture between the two to allow both take-out and dine-in customers to shop.

The right side of the store is product-driven, with easy-to-read signage and colorful, appealing graphics. Warm tiles, earth tones and stained-wood finishes reinforce the down-to-earth atmosphere in the retail and dining areas, while brightly colored, halo-shaped graphic accents play up the heavenly vibe. In the dining area, a sky blue wall with wispy text "clouds" transports diners to higher ground. An oversized halo hangs from the open-truss "night sky" with falling accent lights creating a starry effect. Booths are swathed in blue upholstery that blends in with the walls, and dining tables are topped with message holders in the shape of miniature halos.



- » About the magazine
- » Subscribe online
- » Magazine index



www.irdconline.com



## ST Bookstore



Visual Merchandising and  
Store Design Books

Client: Heavenly Ham, Norcross, Ga.  
Stan Given, franchisee  
Nancy Gibson and Ken Caldwell, senior vps, marketing  
Robin Bayless, marketing director

Design: **Miller Zell**, Atlanta  
Keith Curtis, design director, project designer  
Victoria Lang, project designer  
Debra Yother and Avery Draper, production artists  
Devin Nutter, prototype specialist  
Robert DeGroff, Jack May and Matt Lukens, design engineers  
Jason Isbell, procurement specialist  
Tracy Gibson, account executive

General Contractor: AMJ Inc., Gainesville, Fla.

Architect: Don Yanskey, Gainesville, Fla.

Graphic Design Consultant: X3 Creative, Atlanta  
Horace Hume, Kristi Wicklund and Brian Wicklund

Fixtures: Miller Zell, Atlanta

Flooring: Traditions in Tile, Alpharetta, Ga.  
Witex Laminate Flooring, Atlanta

Furniture: Serv-U Kitchen Supplies, Champaign, Ill.  
American Base Co., Kansas City, Mo.  
Landscape Forms, Kalamazoo, Mich.

Finishes: Miller Zell, Atlanta  
Sherwin-Williams, Cleveland  
Benjamin Moore Paint Co., Montvale, N.J.

Laminates: **Pionite Decorative Surfaces/Panolam**, Auburn, Maine  
Formica Corp., Cincinnati  
**Wilsonart Intl.**, Temple, Texas

Lighting: **Tech Lighting LLC**, Skokie, Ill.  
Peerless Lighting, Berkeley, Calif.  
**Juno Lighting Group**, Des Plaines, Ill.

Signage: Miller Zell, Atlanta

Photography : Rion Rizzo/Creative Sources Photography, Atlanta

<< previous page