



NAVIGATING CREATIVITY

Insights Into Environmental Design

COLLECTION BY

Miller Zell's Subject Matter Experts

WHO WE ARE

Right brainers and left brainers collaborating to create no-brainers

If you want one team, under one roof, united on wow experiences that work, you've come to the right place. Our designers achieve fabulous because our engineers say it's feasible. This dual focus saves you time and heartbeats on the way to installation.



In-house environmental design resources that meet your needs

Elevate branding and customer experience with the fusion of creativity and practicality

Developing and executing great environmental design involves more than just making things look nice. It's about blending creativity and practicality to ensure that the design serves its purpose well.

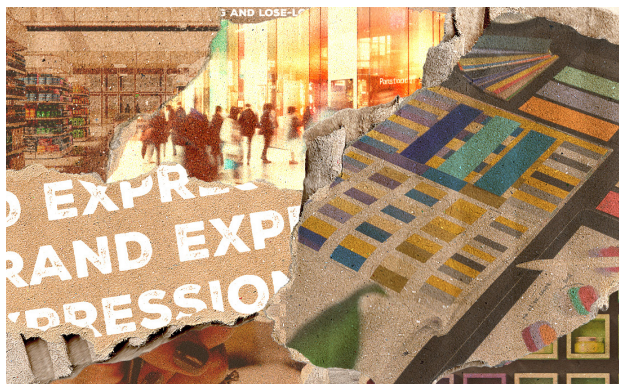
Collaboration is essential in this process, bringing together diverse perspectives to share ideas and skills. It's not just about making things pretty; it's about making spaces work better, earn more and leave customers with a positive impression.

At Miller Zell, we take a holistic approach, making sure every step from planning to completion runs smoothly. By focusing on

efficiency and reflecting the brand's values, our designs help businesses stand out and keep customers coming back.

The curated collection presented here provides a comprehensive overview of Miller Zell's latest insights, serving as inspiration for professionals in various industries. Through innovative insights and actionable strategies, this compilation invites readers to explore the nuances of environmental design.

If you're feeling inspired or want to learn more, please reach out to Miller Zell.



Better Environmental Design Starts with Better Thinking

When done right, environmental design guides an end-to-end process that elevates a brand by creating a great customer experience.

It intertwines creativity with practicality, which ensures innovative designs also meet operational needs and business objectives.

So, let's consider how great environmental design seamlessly flows from brand expression to brand execution at scale.

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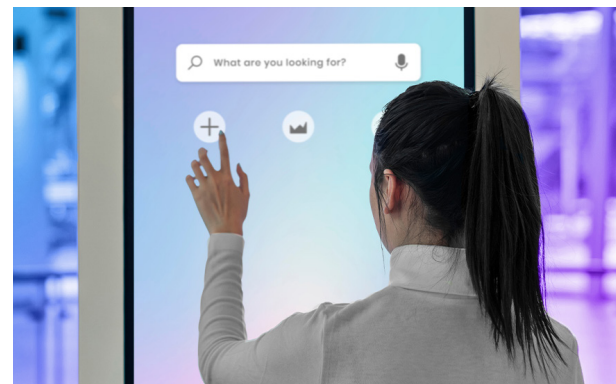
Four Principles to Achieve Contemporary and Lasting Store Design

Environmental design is continually evolving. That can be a stressful challenge for retailers and other businesses with public spaces.

It's important to distinguish between temporary trends and innovations with staying power that serve customer wants and needs, now and into the future.

So here are four environmental design focuses that Miller Zell's creative team view as both contemporary and lasting.

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Three Focuses for AI in Retail Design

If you ask AI (Artificial Intelligence) about its potential role with retail design, it will use the term "revolutionize."

It shouldn't be a surprise that AI adopts overstatement like a teenager. It's new to the game. Still, it possesses vast potential. Retailers will want to understand, harness and then guide that youthful enthusiasm.

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5 Ways to Make Sure Your Retail Graphics Pop



WRITTEN BY

Paul Wolski

SVP/Creative Director

In the world of retail environment design, sometimes graphics can assume the role of “supporting player,” a visual/aesthetic overlay within the space. It’s not uncommon to view drawings of articulated retail interiors wherein areas large and small are noted with “graphics to come.”

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Designing for Retail Reality: Balancing Freedom and Framework



WRITTEN BY

Tina Chadwick

SVP Strategy & Creative

When you hear “reality” in a conversation about retail design, it might sound like the buzz kill of creativity has arrived. Yet, after 60 years of being rooted in retail, we respect and support the importance of grounded creative solutions.

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Master Environmental Design with Five Keys to the Sales Process

Great environmental design delights customers and elevates your brand. It optimizes multiple, interconnected paths to purchase and eases pain points for shoppers. The resulting great customer experience inspires loyalty to your stores, and loyal customers become brand advocates.

So, how do you cultivate conversion within a great customer experience? By nurturing the Five Key Stages of the Sales Process: attraction, invitation, discovery, engagement and decision/closure.

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Three Essentials for Great Environmental Branding

Developing and executing great environmental design requires a dual focus on innovation and functionality. It's much more than a magical "Eureka!" moment of artistic creativity. It's a process, and more often than not a collaborative one.

Let's explore what that entails.

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How to Make Sure Your Environmental Design Delivers ROI

It's common for environmental design conversations to start with structures and spaces. But when banking clients asked us to figure out how to set up branches in grocery stores, we started with people. If people were grocery shopping, we knew that mindset was different than the safety and privacy assumed with banking. So, we started with questions that led us to answer not only the structural integration questions, but also the intangible ones that would guide the design—and ultimately contribute to the success of the branches.

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