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LET THEM EAT CAKE

Finding the sweet spots in store design

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The Sweeterie Cincinnati

When owner Susan Knabb took her made-to-order baked goods business out of her home kitchen and into a commercial one, she decided to add a retail component for selling her gourmet cupcakes and cookies. Designer James Frederick worked with Knabb on mixing the right design elements that were rich and vibrant – just like her treats – but still approachable. “We used basic materials that feel high-end,” says Frederick.

For example, the laminate cashwrap looks sculpted thanks to a mottled, luminescent finish that mimics the icing on the cakes. Vinyl flooring in a neapolitan-striped pattern underlies the bright space, which is accented with handmade ceramic earthenware light pendants and a blue woodgrain shelving unit. And a circular design language – from the logo and pink “candy button” dots on the walls to the pom-pom fringe on the custom window shades – provides a nice contrast to the angular cashwrap and citrus-colored ceiling soffit.

PROJECT SUPPLIERS

- CLIENT
The Sweeterie, Cincinnati
 - DESIGN
Frederick Woods Design,
Cincinnati
 - LAMINATES
Abet Laminati, Englewood, NJ.
Formica Corp., Cincinnati
 - FLOORING
Armstrong World Industries,
Lancaster, Pa.
 - LIGHTING
J. Schatz, Greene, N.Y.
 - WINDOW TREATMENTS
DesignTex, New York
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