



Chicago Botanic Garden Garden Shop

Glencoe, Illinois

Chain Store Age
First Place / 2007

Design Excellence Awards
(ASID IL Chapter)
Honorable Mention / 2007

ISP/VM+SD
Innovative Finishes / Uses /
2007

Retail Storytelling at America's Premier Teaching Garden

CHALLENGE

The Chicago Botanic Garden, long known for its strength in botany science and conservation education, sought new ways to enhance the experiential value of a visit, to reinforce its core messages, and to increase revenue. We were commissioned to renovate its 2,500-square-foot store to help accomplish these goals.

SOLUTION

To improve the way the Chicago Botanic Garden approached its retail activity, we needed to redefine the retail experience. We began by developing a strategic plan that established the overall approach to a new merchandise vision, layout, presentation guidelines, and financial benchmarking.

We designed the versatile merchandise fixtures and displays to present groups of products to reinforce a story or theme. A central walkway guided customers from the front entry to the back, with compelling nested table groupings down the middle. The panoramic windows overlook the Garden grounds, inviting in the natural light and lush views to enhance the product displays. A graphic frieze placed around the upper wall connects the space together, using inspiring messages with garden images and colors, to act as a unified visual voice.