

shea

# link

volume .08 issue .01 spring 2008



## THE BUZZ **About Macy's**

New products and packaging for the major retailer's private labels



**Tasted • Tested • Approved**

The red Macy's star has been prolific across the country this past year as a result of the company's new consolidated brand and marketing strategy, which included changing all the newly acquired Marshall Field's stores to Macy's. The new Macy's strategy includes heavy promotion of its culinary offerings including premium private label brands endorsed by Macy's Culinary Council, a consortium of expert celebrity chefs from around the country. Shea had an opportunity to work with the Macy's Food Division to develop and design new packaging and labels for their products including gourmet coffees, salad dressings and wine.



Shea's strategy included using the Macy's Culinary Council as a key part of the brand. All Macy's food products are tested and endorsed by the panel of celebrity culinary experts, giving the products instant panache and credibility. Shea designed a seal of approval that identifies the council and includes a simple statement of "Tasted. Tested. Approved." The seal is now prominently placed on all products and is used in in-store environments, on posters, signage, graphics and advertising.



Looking to improve and expand the company's current line of gourmet foods, Macy's enlisted the partnership of Shea to create a distinct brand for the products and a packaging style that best represented the company's food expertise and high level of product offering. Shea created new package designs for the entire line of gourmet foods which included a brand new line of gourmet coffees.

When Macy's develops its private label products, the company searches the globe for the finest purveyors who utilize the best and freshest ingredients, and Shea felt it was important to communicate this through their designs. The idea behind the designs was to present the goods to

consumers as high-end gourmet food products that are highly endorsed by Macy's rather than presenting them merely as a "generic" Macy's brand.

Susan Donahue, creative director for Shea and lead designer on the Macy's project, had an overarching goal of showing unity in the entire gourmet line, and she selected complementary colors and type styles that create a cohesive look to the variety of products.

Donahue also chose soft botanical watercolor illustrations for the package designs that represent the true essence of the individual products, such as an olive branch on the Extra Virgin Olive Oil. The addition of the Macy's Culinary Council Seal of Approval to the labels reinforces Macy's dedication to the high quality of the products.

Shea has created designs for the current line of products being sold in Macy's stores now. More creations are in development and Shea and Macy's are working together to continue this dedication to quality.

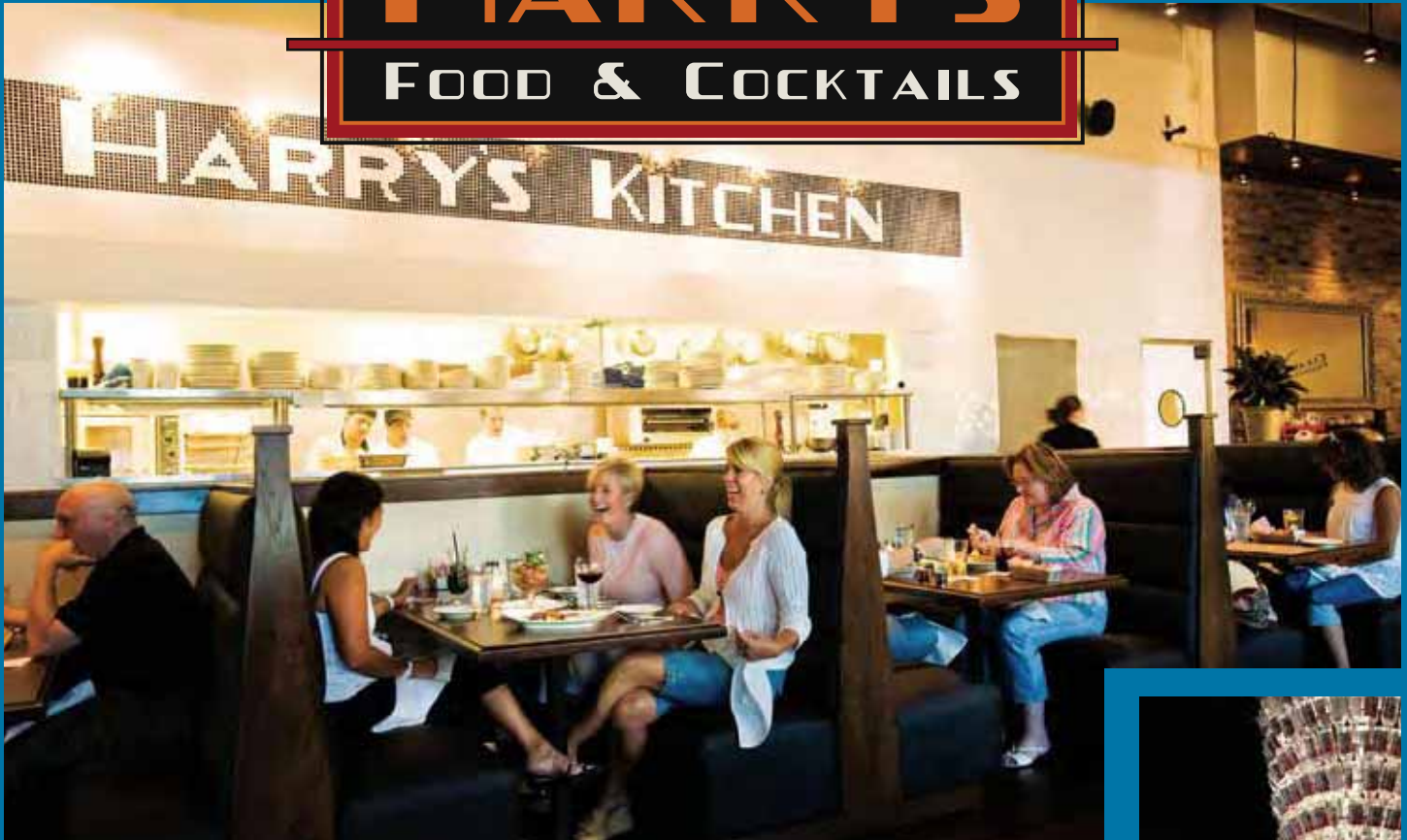
[www.macys.com](http://www.macys.com)



Soft botanical watercolor illustrations were used for the package designs that represent the true essence of the individual products.

# HARRY'S

## FOOD & COCKTAILS



## HARRY'S FOOD & COCKTAILS

Dwight Bonewell and Adam Smith, owners of the former Nochee restaurant in Minneapolis, approached Shea to assist with reinventing their three-year-old Nochee concept and rebranding it as Harry's Food & Cocktails. The concept is a tribute to Bonewell's late grandfather Harry Snyder, who worked most of his career as a chef at legendary St. Paul hot spots, and the expansive menu is described as "traditional American fare with a modern twist."

The owners teamed with Shea to reconfigure Nochee by completely gutting the 5,000 square foot space and adding dark hardwood floors, a fireplace, lots of booth seating, a new large bar and an expansive open kitchen. Dark wood and white subway tile is complemented with warm finishes and fabrics. Decorative elements include custom glass light fixtures, framed black-and-white photography of Harry's friends and family and a chandelier made from nearly 450 Grain Belt Premium beer bottles (Harry's favorite chaser to a shot of Jim Beam.) Shea also assisted with design of the new logo, menus, uniforms and signage.

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**(612) 344-7000**  
**[www.harrysfood.com](http://www.harrysfood.com)**

**BEST  
RESTAURANT  
DESIGN  
2007 MSCA  
STARR AWARD**



A chandelier made from nearly 450 Grain Belt Premium beer bottles is one of several unique designs that pay tribute to Harry Snyder, late grandfather of owner Dwight Bonewell.



Photos by Craig Bares

# BRASA ROTISSERIE

Brasa Rotisserie, a new restaurant concept from chef Alex Roberts, opened in June in Northeast Minneapolis. Brasa is the second concept developed by Roberts, who is chef/partner of the highly acclaimed Restaurant Alma, also in Minneapolis. Brasa's design was a collaboration between Roberts and Shea, along with the construction team of Site Assembly, Inc.

The building, most recently Betty's Bikes and Buns, was originally built as an automobile service station and Roberts wanted to take advantage of its rustic qualities as well as its unique features that are atypical to a restaurant. Using punchy color and faux painting techniques, the building shell was designed to emanate a Caribbean shanty, juxtaposed with clean, fresh, modern fixtures and furnishings. Two new steel and glass garage doors replace the former service station bays and open to an expansive patio.

Brasa's menu is centered around rotisserie chicken and slow-roasted pork paired with side dishes such as grits, rice, beans and sweet potatoes. Roberts describes it as "simple food of the Americas" that he has been preparing for family and friends for years. It includes influences from the soul food of the American South to the Creole flavors of the Caribbean and Atlantic rim.

Roberts has built his reputation at Restaurant Alma as a chef who uses the best fresh, local, seasonal and organic meats and produce while supporting local farms, producers and conservation efforts as much as possible. He upholds these philosophies at Brasa, with offerings at very affordable price points.

**Restaurant  
of the Year**

-Star Tribune

**Favorite  
Restaurant  
of 2007**

-Andrew Zimmern,  
Mpls St. Paul  
Magazine

**Best New  
Restaurants**

-Minnesota  
Monthly



Chef Alex Roberts



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[www.brasa.us](http://www.brasa.us)

A bright gem has emerged on Nicollet Mall in Minneapolis with the opening of J.B. Hudson Jewelers in February, 2008, in the Historic Young Quinlan building. The company relocated from a tenant space in the downtown Macy's store, where it resided for the last 78 years, to the new store at 901 Nicollet Mall. Shea, Inc. was brought on board to design the historic space and to assist with a store repositioning in light of a shifting demographic in J.B. Hudson's customer base.

**"It's the best of the old blended with the best of the new."**

— Jeannie Joas, President & CEO



**"The Minneapolis design firm Shea Inc. has deftly mixed old and new to forge a past-meets-present shopping experience unlike any other in the state."**

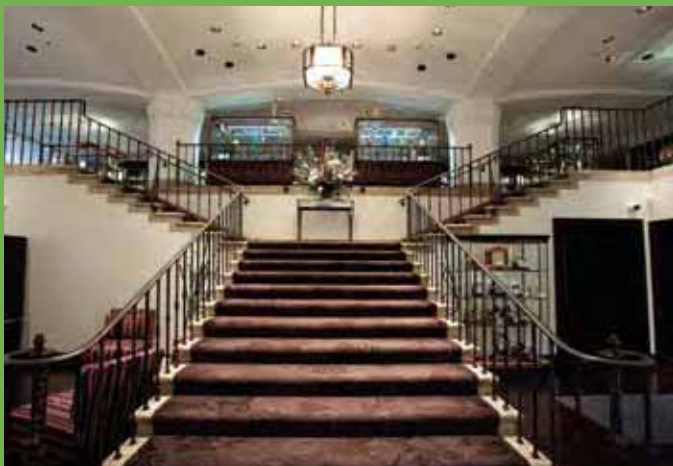
— Rick Nelson, Star Tribune

In May of 2007, J.B. Hudson was purchased by the Pohlada family and Jeannie Joas, the store's president and CEO. When the Polo Ralph Lauren store in the Young Quinlan Building closed soon after, the new owners jumped at the opportunity to reintroduce the store in a big way to a new generation of customers.

For the new store's design, most of the interior walls of the Polo store were removed, allowing natural light to flood the formerly dark space. This also gives the store great visibility to traffic on Nicollet Mall, inviting pedestrians to view the beautiful merchandise and architecture. Shea worked to preserve the historic structural elements found in the Young Quinlan building and incorporated the classic chandeliers and original jewelry cases that had been in J.B. Hudson's former location since it opened in 1929. With a focus on growth and engaging a new generation of customers, Shea worked with J.B. Hudson to reposition and refresh the entire brand. The company has now incorporated a new contemporary logo and color palette for the brand, and the modern look and personality has been carefully integrated into the design of the new space.

Modern cases and upscale designs have been applied to a large area of the new store that will be dedicated to the newest trends in jewelry and J.B. Hudson's greatly expanded luxury watch collection. The store is divided into several zones, including a diamond salon, an area devoted to estate jewelry and distinct designer 'boutiques' featuring Cartier, H.Stern, John Hardy and other jewelry designers.

Joas puts it simply, "It's the best of the old blended with the best of the new."



J.B. Hudson Jewelers relocated to the Young Quinlan Building, built in 1926.

**J.B. Hudson Jewelers**  
901 Nicollet Mall  
Minneapolis, MN 55402  
[www.jbHUDSON.com](http://www.jbHUDSON.com)

# STIR CRAZY

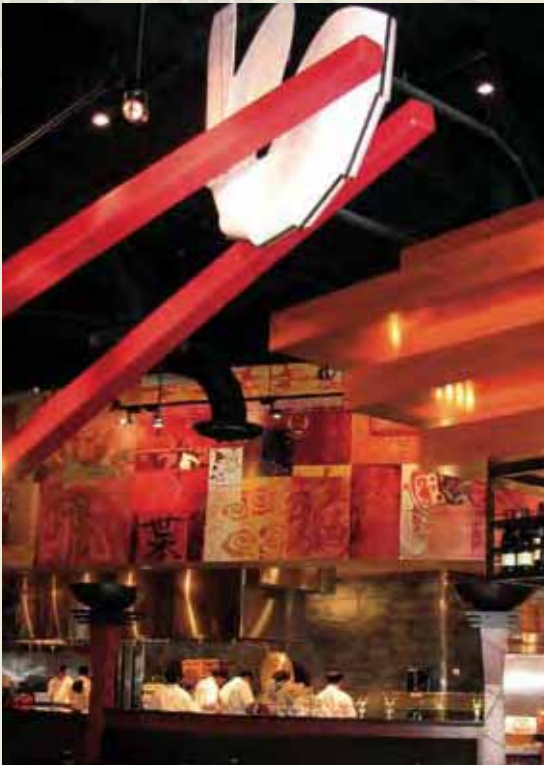
🔥 FRESH ASIAN FOOD 🔥



Stir Crazy is an Asian restaurant chain under new ownership that has plans to expand across the country. They approached Shea to assist with a brand refresh that would highlight the concept's fresh approach to wok cooking and customer involvement. They worked with Shea's designers to create a prototype that would enable them to roll out another 40+ locations over 5 years.

For the prototype design, Shea's team developed an environment that would highlight the key focal points: a strong bar atmosphere perfect for dining, an interactive wok cooking area for customers, and the addition of signature graphics that provide the appropriate amount of color and energy into a sophisticated atmosphere.

Three locations with the new design have recently opened in Indiana and Florida. Shea is also working on additional 10-15 locations within the next two years.





# CRAVE

FRESH ♦ VIBRANT ♦ AMERICAN

Kaskaid Enterprises worked with Shea on design of Crave, a new restaurant concept in the Galleria shopping center in Edina, Minnesota. Crave is a full-service restaurant and bar that features lunch and dinner, as well as lighter late-night fare. The restaurant includes a take-out area and a fresh-made sushi bar complete with a full-time sushi chef.

Shea's design objective was to create a space that is welcoming and comfortable whether patrons are visiting for lunch, dinner or late night. The 5,500 square foot space is open and chic with high ceilings, elegant lighting, glass tile, Venetian plaster and rich wood accents. The open kitchen and sushi bar add to the energy and a central signature bar creates an urbane, relaxed setting. A striking floor-to-ceiling wine display separates the lounge from the main dining area. The restaurant also has an outdoor patio for warmer months and private dining areas for business meetings and small groups.

**3520 Galleria Edina, MN 55435 952-697-6000**  
[www.cravemn.com](http://www.cravemn.com)



# FOGO DE CHÃO

Fogo de Chão is an award-winning Brazilian steak house concept with 13 locations in the U.S. and Brazil. As it entered the Minneapolis market, the ownership worked with Shea to design their new downtown space. Operating under a unique “continuous service” concept, Fogo de Chão offers a prix-fixe system that features unlimited servings of 15 different cuts of fire-roasted meats, a buffet of gourmet salads and fresh-cut vegetables, and a variety of Brazilian side dishes.

For the design of the space, Shea focused on the signature salad bar as the center feature element, attracting attention from all areas of the main dining space. Floor-to-ceiling “walls of wine” add dramatic interest and evoke a celebration of wine and food. The Minneapolis location opened in Spring, 2007, to great enthusiasm and large crowds. On opening weekend, they served over 1000 guests per night, and they are continuing to see great sales.



Best New Restaurants  
-Minnesota Monthly



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612-338-1344 [www.fogodechao.com](http://www.fogodechao.com)

# WESTERNBANK DULUTH



Shea's project team of Jami Doolittle and Jim Ruckle was inspired by the existing building's Prairie Style of architecture.



## WesternBank celebrated the opening of its newly expanded headquarters in Duluth, Minnesota in May, 2007.

The design mission for the facility was to update and expand the headquarters to create an eco-friendly, customer-oriented building. The plan included concepts to lessen energy consumption and reduce the use of manufactured materials.

Rather than a complete teardown and rebuild, reuse of existing walls and roofing made it possible to conserve on materials. A band of windows running the entire perimeter greatly increases natural lighting, with other conservation efforts including superior insulation and extensive landscaping.

Shea's project team of Jami Doolittle and Jim Ruckle was inspired by the existing building's Prairie Style of architecture, and many elements of this style were incorporated in the new design. Doolittle described the process, "WesternBank was very rewarding for us. The existing building was dated, but its Prairie Style past inspired us to build upon this and to investigate and incorporate some of Frank Lloyd Wright's pioneering designs. The expansion and update included a defining tower at the building's entrance as well as a vaulted ceiling and clearstory windows throughout the perimeter. The building really makes a statement."

[www.wbduluth.com](http://www.wbduluth.com)

Photos by Tim Davis [www.conphoto.net](http://www.conphoto.net)

# Pure Beauty

Regis Corporation is the beauty industry's global leader in beauty salons, hair restoration centers and cosmetology education, and the company owns, franchises or holds ownership interests in over 12,400 worldwide locations. In February, Regis acquired the PureBeauty salon operation and announced plans to rebrand the company's more than 600 worldwide Trade Secret locations to PureBeauty. Regis worked with Shea to help them design a new prototype for the evolved concept.

Trade Secret is a unique all-in-one retail store and full-service salon that offers beauty treatments and over 3000 beauty products at discount prices. With increased competition, the company's parent, Regis Corporation, approached Shea to assist with a repositioning plan for Trade Secret that would help them maintain their status as a leader in this category. With the acquisition of PureBeauty, Paul Finkelstein, Regis Chairman and CEO, stated in a company press release, "This transaction will allow us to significantly accelerate our transformation of Trade Secret from a retailer of professional product to a boutique offering a broad assortment of beauty products."

He went on to say, "Our customers have told us they want more than professional hair care products and, with today's increased competition and diversion issues, it is critical that we execute on the transformation of Trade Secret to a beauty boutique."

With that goal in mind, Shea knew that for the prototype, it was important to create an environment that felt warm and professional, and not at all like a discount store. Shea created an intimate, upscale feel that spotlights the large number of products and services in a trend-forward and homey environment. Shea's designers selected a combination of white and dark



The new interior has an upscale feel that is warm and professional.

woods, vintage-style chandeliers, vintage-patterned wallcoverings and stylized cabinetry, shelving and furniture. Interactive "beauty stations" with soft colors and lighting were designed to entice customers to try products and feel great viewing themselves under the most ideal conditions.

The store designs were enthusiastically approved by Regis Corporation and its giant network of franchisees. The new designs are currently being implemented in stores all over the country, with the first location opening at the Mall of America in March.

## ANGEL FOUNDATION

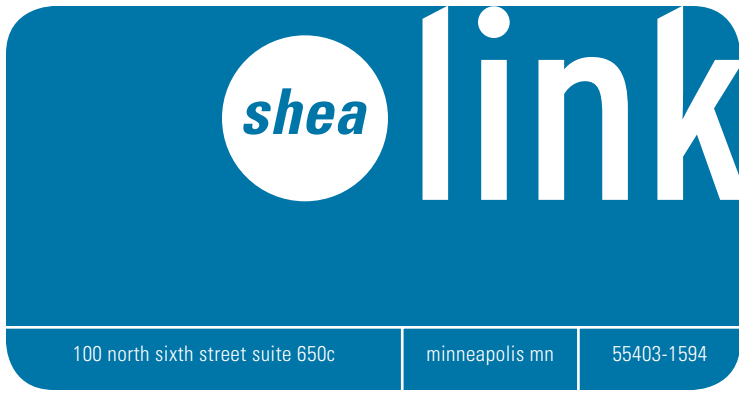
For several years, Shea has been a proud supporter of The Angel Foundation, a non-profit organization that provides financial assistance for basic non medical living necessities for cancer patients and their families, right here in Minnesota. In addition, Angel Foundation helps strengthen families by providing education and support through its Facing Cancer Together program (FaCT) which includes special programs such as Kids Kamp for children 5-18 who have a parent or grandparent experiencing cancer.

This year, Shea helped the group with design solutions for their fundraising events. For the 5th Annual Angels & Eagles Golf Tournament, Shea designed a vibrant new logo for the event and produced a save-the-date postcard, registration brochure and tournament signage and banners. In August, 124 golfers teed up at Bearpath Country Club and the event more than doubled the proceeds from the previous year, raising in excess of \$80,000.

In February, the Angel Foundation held the Star Awards, a gala event recognizing individuals who have made outstanding contributions to the health and wellness of cancer survivors and their families. For the event, Shea developed a new logo that was used in the design of all materials related to the gala, including postcards, invitations and programs. This event helped the Angel Foundation raise nearly \$100,000.

Shea is proud to have played a part in these highly successful events. In the last year, the Angel Foundation realized 70% growth and was able to grant \$283,000 directly to Minnesota families dealing with cancer. To learn more about the Angel Foundation or the Angels and Eagles Golf Classic, visit: [www.MnAngel.org](http://www.MnAngel.org)





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Questions? Comments? Contact us at 612.339.2257 or [info@shealink.com](mailto:info@shealink.com).

**Watch upcoming issues of Shealink or visit [www.shealink.com](http://www.shealink.com) for news of these and other exciting Shea projects that are now in progress...**

### **Figs**

Shea is partnering with Todd English and Macy's to design and develop the Figs concept within several national Macy's locations. Shea has developed a new look and prototype and the first restaurant is in process in Palm Beach, Florida.

### **Flame**

Shea is branding and designing a new restaurant concept for Hemisphere Companies. Shea has created the name, logo, branding, as well as full restaurant design. The restaurant is slated to open this summer in Roseville, Minnesota.

### **Kerker**

Shea is currently designing new office space for ad agency, Kerker, in Northeast Minneapolis.

### **Kona Grill**

Shea is designing and implementing a new prototype in several locations across the country for Kona Grill.

### **California Pizza Kitchen**

Shea is working on development of additional locations for California Pizza Kitchen.

