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volume .08 issue .02 fall 2008



j b hudson JEWELERS

J.B. Hudson Jewelers relocated in February to the Historic Young Quinlan building at 901 Nicollet Mall after residing in a tenant space in the downtown Macy's store for 78 years. Shea was brought on board to bring the historic store to a historic space and to assist with a complete store repositioning in light of a shifting demographic in J.B. Hudson's customer base.


In May of 2007, J.B. Hudson was purchased by the Pohlad 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 to a new generation of customers.

The new, prominent presence on Nicollet Mall gives the store great visibility to passing traffic, inviting pedestrians to view the beautiful merchandise and architecture. 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. Shea worked to preserve the historic structural elements found in the Young Quinlan building and incorporated the classic chandeliers and original jewelry cases from the same era 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 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 is 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, and John Hardy.



>> J.B. Hudson Jewelers
901 Nicollet Mall, Minneapolis MN
www.jbhudson.com



This new space truly epitomizes all that J.B. Hudson represents – jewelry and gifts that are beautiful as well as timeless,” said David Shea of Shea, Inc. “The historic casework and lighting from the original store combined with the historic elements of the Young Quinlan Building speak to the rich tradition of the company, while the addition of contemporary elements welcomes a whole new generation of patrons.”

Joas puts it simply, “It’s the best of the old blended with the best of the new.”

Shea is currently in the process of assisting J.B. Hudson Jewelers in the update of its Ridgedale Mall location by adding a high-end watch boutique section within the store.

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 and John Hardy.



Shealink.com is new and improved.

Shea is pleased to announce the launch of our brand new website at www.shealink.com. Learn about our latest projects and clients, browse through our extensive portfolio, get to know our team of professionals and get news and information about the world of design.

www.shealink.com.



INTELLIGENT NUTRIENTS™

Aveda founder and Eco-preneur Horst Rechelbacher is focused on Intelligent Nutrients™, a lifestyle brand centered on all-natural wellness and beauty products that echo his life-long green philosophy. Every product is created using a new Intelligent Nutrients paradigm called "Nutritional Chemistry" where all ingredients are certified organic and food-derived. To quote Horst himself — *"Everything we put in and on our bodies must be nutritious and safe."*

Shea was initially hired to design a new flagship store partnering with Regis Corporation for the lifestyle brand in the Mall of America. Subsequently, Shea has helped to refresh the headquarters location to incorporate these new product lines, design merchandising and tester displays for products, and consult on third-party display units in high-end department stores including Barney's. Shea is proud to be a part of this new revolution in body, hair and skin care and looks forward to a growing partnership with Intelligent Nutrients.



Currently under design consideration, the Mall of America store will be open in early 2009.

>> Intelligent Nutrients
983 East Hennepin Avenue, Minneapolis MN
www.intelligentnutrients.com

Chemically Etched Logo on
Confirm Logo Style and Placement

2 3/4"

3 3/16"

3 3/4"

St. Paul Eye Clinic

St. Paul Eye Clinic recently relocated in order to expand its office in Roseville, MN. Shea architect Greg Houck has worked on the design of several of the organization's clinics. For the Roseville expansion, he took the clinic from a small, one-doctor operation to a 5,000 square foot office with several doctors, nurses, technicians and administrative staff. Because of this, it was important to design a space that worked well from an operational standpoint.

The expanded optical store highlights the latest in eyewear and Shea gave special consideration to the lighting in this area, giving customers the best impression as they select and try on glasses.

Houck and the Shea team spent a great deal of time understanding how the members of the clinic worked together and designed a space with an emphasis on flow and functionality. By gaining an in-depth understanding of the staff needs, Shea designed operationally-effective custom cabinetry and furnishings in a space that allows the team to do its best work.



Patient comfort and convenience was equally important. Shea applied St. Paul Eye Clinic's color palette in a variety of updated materials. Soft seating, curvilinear walls and soffits, and warm lighting enhance the entire patient experience. The expanded optical store highlights the latest in eyewear and Shea gave special consideration to the lighting in this area, giving customers the best impression as they select and try on glasses.

St. Paul Eye Clinic continues to grow and expand, and Shea looks forward to continuing this longstanding relationship.



>>St. Paul Eye Clinic
2680 Snelling Avenue North, Roseville MN
www.stpauleye.com

Flame

COOKING WITH FIRE

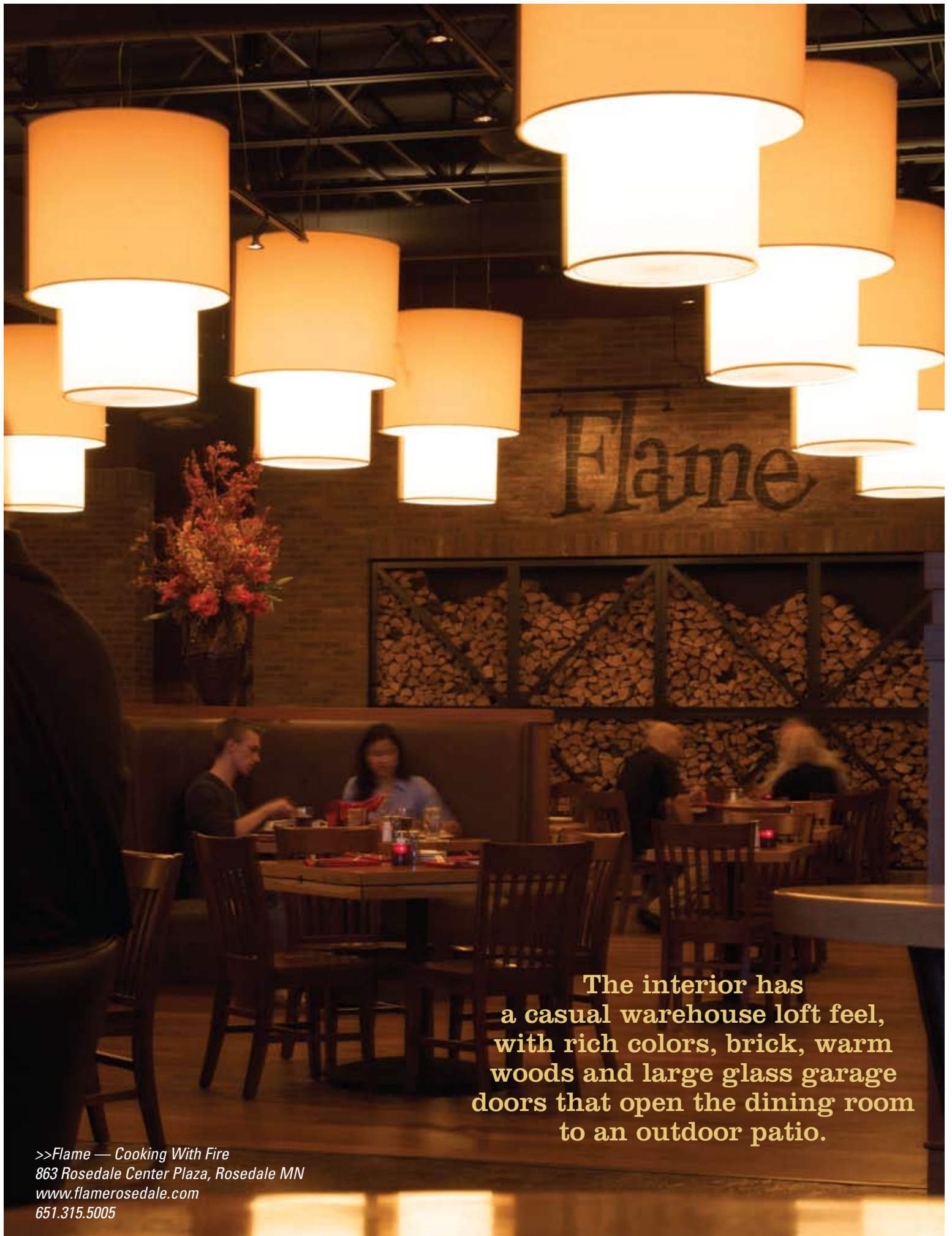
Shea partnered with Hemisphere Restaurant Partners, named by Mpls. St. Paul magazine as "2007 Restaurateurs of the Year," on the concept development of Flame — Cooking With Fire, a brand new restaurant which opened in May at The Plaza at Rosedale Center. Shea developed the concept from its inception and created the name, tagline and logo which became a springboard for all other aspects of the design. Flame was conceived as a distinct experience centered on the theme of fire, where the food and its preparation, as well as the environment, consist of various elements of fire.

The menu includes a large variety of flavorful meat dishes that use fire in the preparation, from smoked, grilled and fried to spit-roasted. A burning torch at the entrance, open-flame sconces, a theater kitchen with burning rotisserie and grill, and a massive one-of-a-kind ring-of-fire feature adds drama, warmth and excitement.

Shea designed the interior with a casual warehouse loft feel, using rich colors, brick, warm woods and large glass garage doors that open the dining room to an outdoor patio. Flame has seating for over 200 guests, and an extension of the bar area includes oversized community tables for families or large groups looking to gather in a casual and energetic environment. To round out the concept, Shea also designed many of the branded elements including signage, menus and uniforms.

Read on for some more unique concepts from Shea and Hemisphere Companies. >>





**The interior has
a casual warehouse loft feel,
with rich colors, brick, warm
woods and large glass garage
doors that open the dining room
to an outdoor patio.**

>>Flame — *Cooking With Fire*
863 Rosedale Center Plaza, Rosedale MN
www.flamerosedale.com
651.315.5005

SOUTH BEACH RESORT AND CASINO

Shea worked with Hemisphere Companies in the development and design of a hotel expansion at the South Beach Resort and Casino in Winnipeg, Canada. Shea worked on the hotel's interior spaces including the lobby area, rooms, retail spaces, café, banquet hall, and pool. The existing casino's South Beach theme and its bright, bold colors of the tropics were incorporated into the new hotel in a clean, sophisticated way. Shea also provided design recommendations for refreshing the existing casino in order to complement and blend well with the new adjacent hotel. The grand opening of the South Beach Resort and Casino expansion took place on Friday, August 29.



In yet another venture with Hemisphere Companies, Shea has had the opportunity to work on an entirely new concept: a swim school.

The concept, called Bear Paddle swimschool and clubhouse, is focused around creating a more healthy and active lifestyle for kids through an engaging and learning-friendly environment. Shea developed the brand including the name, logo, look,

feel, and merchandising plan for the company. Bear Paddle will offer swimming lessons in a salt water pool, and the company will set itself apart by incorporating an indoor gym solely targeted toward kids. This will provide an area to run around, play games, and learn everything from karate to dance, as well as being a prime location to host parties and events. Currently, Bear Paddle is in the process of locating ideal locations to launch this new and innovative concept.

>> Hemisphere Companies
www.hemgroup.com



CITY BLEND

coffee • news • convenience



Photos by Tim Davis www.conphoto.net

TriCity Management took an existing gift shop within Embassy Suites in Bloomington, MN, and worked with Shea to transform it into a coffee/convenience store.

Shea produced the name City Blend and created all the graphic elements that go along with the brand. The concept was built around the original tag line, "Coffee. News. Convenience," and Shea created a vibrant space for guests with an on-the-go lifestyle. City Blend brews and serves Starbucks coffee, offers a variety of beverages and grab-and-go food options. TriCity is looking to expand the City Blend brand to other locations in the near future.

MIDCONTINENT COMMUNICATIONS

Shea has been working for nearly 10 years with Midcontinent Communications, the largest telecommunications provider in North Dakota, South Dakota and western Minnesota, on design of its service center and retail locations. The company recently moved to a 50,000 sf office building in order to consolidate their Sioux Falls corporate headquarters with their customer

call centers. Shea worked with them to design a building that focused on employee comfort and amenities. The building was designed with a central glass-surrounded patio, allowing natural light to flood the building from every direction. Other features include a cafe and lounge, break areas and conference space. Motivational and inspirational graphics were applied throughout the space reinforcing the company mission. The new office has been a welcome change for the staff.



Smalley's Caribbean Barbeque & Pirate Bar



The place is more low-key and laid back than heavily themed, and the food is the real hero.

Smalley's Caribbean Barbeque is a new concept from the award-winning restaurant team of Tim McKee and Josh Thoma. The team previously worked with Shea on the design of their highly acclaimed restaurants, Solera and La Belle Vie, in Minneapolis. Smalley's, located in Stillwater, MN, is a casual eatery with a focus on Jamaican barbeque. The Pirate Bar (developed in honor of the restaurant's namesake, Shawn Smalley, head chef and pirate) serves over 40 types of rum and has been designed with raw materials, salvaged items and Jamaica-inspired art including hand painted murals, custom iron light fixtures, hanging coconut heads, antique cannons and Jamaican rum barrels.

The place is more low-key and laid back than heavily themed, and the food is the real hero. Casual, comfortable dining areas and two large patios welcome guests who will enjoy a variety of meats grilled over an oak wood and pimento chip fire. Pimento wood smoke is what makes the barbeque authentically Jamaican, giving the food a unique herbal flavor. It is McKee's favorite kind of barbeque, and it is the kind of food he and his staff like to make for themselves on a regular basis. Customers have been enjoying the wide range of flavors such as fried green tomatoes, macaroni and cheese with bits of bacon and jalapeño, chicken, ribs and brisket. The food, the drinks, the space and the setting along the St. Croix River make this a destination worth the drive.



>> Smalley's Caribbean
Barbeque and Pirate Bar
423 Main St., Stillwater MN
651.439.5375

barrio

tequila bar

Another casual creation from the McKee/Thoma and Shea team is Barrio, a tequila bar concept offering more than 100 varieties of tequila and a menu featuring "Latin street foods." With McKee and Thoma as investors/partners in the project, owners Tim Rooney, a local real estate developer, and Ryan Burnet, a partner in both Chambers and W Minneapolis – The Foshay, led the Barrio development.

For Barrio, Shea worked on the development of the entire restaurant concept and based the logo design on street-inspired spray-paint art and a traditional Latin "sacred heart" tattoo. The stylish 1,900 square foot space was designed to evoke a close-to-the-border speakeasy. Found Latin artifacts and souvenirs combined with reclaimed fixtures and custom-built furniture create a casual, comfortable neighborhood hangout. A bull's skull, portraits of famous Latin renegades, dancing Mexican marionettes, provocative hand-painted murals, and a wall of more than 250 vintage "pin-up girl" illustrations give the space an air of fun and irreverence. To be sure all the elements were tied together, Shea's creative director, Susan Donahue worked with the design team to integrate Barrio's unique brand into uniforms, menus and signage with an edgy urban appeal. Barrio has seating for 100 patrons, includes an upstairs mezzanine level and large glass folding doors that open the storefront to additional patio seating on Nicollet Mall.

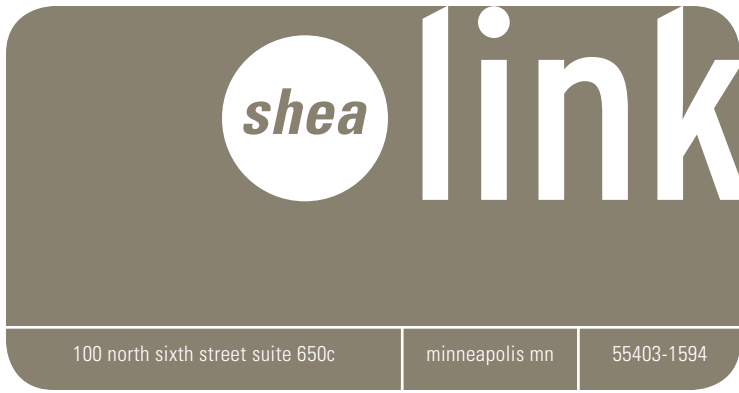
The bar offers more than 100 varieties of tequila and a selection of "compadres" (chasers or sides) to complement them, including Spicy Grapefruit, Pineapple Lime, Cilantro-Tomato Water, and Melon and Ginger/Apple. Cocktails such as "The Good, The Bad and the Ugly" consist of tequila with tamarind cinnamon cola, and the "Cobra Verde" is a cherry lime margarita with a touch of absinthe.

McKee's menu offers traditional Latin fare with bold new flavors, including tacos, tostadas, enchiladas, steaks and seafood. Crowd favorites include crab empanadas with salsa verde and avocado and potato sopes with goat cheese and red-chile tomatillo salsa. Barrio opened in August, 2008, and serves lunch, dinner, happy hour and late-night menus daily.



Photos by Tim Davis www.conphoto.net

>> Barrio Tequila Bar
925 Nicollet Mall, Minneapolis MN
www.barriotequila.com
612.333.9953



*Electronic versions of Shea link are available at www.shealink.com
Questions? Comments? Contact us at 612.339.2257 or info@shealink.com.*

DID YOU KNOW?
Shea can help you with your branding
and marketing design?

Home Federal Savings Bank

Home Federal has been a dominant force in banking and private investments, taking pride in its commitment to providing a personalized service experience for all clients. In order to evolve the brand, Home Federal enlisted the help of Shea to refresh its identity and update marketing materials for clients and potential clients. Shea worked closely with Home Federal to gain an understanding of the rich history of service and products that this company has offered throughout many generations.

To ensure that Home Federal was maximizing its potential, Shea decided to simplify the company's overall identity; it was important to create an updated representation that was more reflective of this business- and service-oriented bank. This resulted in name changes to some of its entities, uniting all under the "Home Federal" brand. It also included a new simple yet refined logo, a unique business system and inventive marketing materials including a high profile brochure for private banking clients. Updates were also made to Home Federal offices that reflect this new distinctive identity.

