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November 18, 2009

Drinks and Decor: Turning Booze into Art

By Nina Elder

What's Happening

• BevShots transform drops of cocktails, beer, and wine into pieces of contemporary art.

• To make the boozy graphics, beverages are first crystallized on a lab slide. The slide is put under a microscope, infused with polarized light, and then photographed. The resulting images have a colorful, kaleidoscope look.

• Consumers can choose from nearly 30 different beverage-tinged pieces, including *Dry Martini*, *German Pilsner*, and *Champagne*.

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Dry Martini, *German Pilsner*, and *Champagne*.

What This Means to Business

• If food is art, why shouldn't delicious things inspire decorative items? And art that feels personalized—or at least expresses unique aspects of the owner's identity—clicks with consumers.

• Consumers have a very personal connection to their favorite food—and drinks. Why not extend that passion to areas other than the kitchen?

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November 11, 2009

Climate Changing Rooms

By Nissa Hanna

What's Happening

• Canadian customers at *Mark's* Edmonton, Canada, store don't have to wonder how well the winter wear holds up in cold climates. The retailer has created a custom walk-in freezer so shoppers can test drive jackets, hats, gloves, and long underwear.

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