

Collaborative Methods

a monthly newsletter

The Schimberg Group, Inc.
Collaborative Methods. Extraordinary Results.

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In this Issue

[President's Corner](#)

[Whole Foods Market](#)

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Dear Sir or Madam:

Welcome to the first issue of Collaborative Methods. This monthly newsletter will serve as a showcase to the design solutions that The Schimberg Group provides to its clients.

It is our hope and intention that our current and future efforts serve to highlight the nearly endless potential of collaborative enterprise.

The Schimberg Group understands that the organizing principle of Collaboration is a fundamental prerequisite toward the achievement of best practices, sustainable success and **Extraordinary Results**.

President's Corner:

Out of the Box and into our Neighborhoods

Bayhill Exterior

"Upscale stores have been challenged to find new places outside of malls to set up shop," said Anita Kramer, director of retail development at the Urban Land Institute in Washington D.C. "This format creates a sort of shopping/leisure destination that's an extension of (a consumer's) personal lifestyle" (Parija Bhatnagar)

The ultimate success of a multi-use urban project is contingent upon integrating a community oriented retail tenant. The "Big Box" anchor acts as both a destination point and a "placemaking" space for its location within a planned community. A retailer with an eye toward the future understands that it will only thrive if its store brand is designed and constructed to become a functional member of the neighborhood it plans to serve. It is clear that the true value added by an anchor grocery tenant is a direct function of its extended role as a community resource.

Barron Schimberg, AIA, LEED AP

PRESIDENT

Opened June, 2008!



The Schimberg Group designed the interior of this Whole Foods Market in Bayhill, Orlando. By coordinating all aspects of the store design from layout to lighting, soffit to millwork design and furniture selection, TSG highlights a relationship to the exterior shell design with contemporary shapes and warm earthy materials.

Whole Foods Market - Naples, FL

Opened September, 2008!



The Mercato project in Naples, Florida provided the perfect opportunity to compliment the creation of a mixed-use development with the introduction of a grocery store tenant. The anchor location gives the residential component of the project a destination and allows for non-vehicular access to the store via biking paths. A sophisticated aesthetic was created for this high-end tourist town by incorporating the local "beachy" charm with the style of Naples' natural beauty. Familiar wavy shapes, colors & Feng Shui principles pay tribute to this fresh, contemporary market.

We look forward to the opportunity of working with you to create architectural solutions that exceed your expectations.

Sincerely,

Barron Schimberg, AIA, LEED AP

[The Schimberg Group, Inc.](#)

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