INTERIOR DESIGN

CHECKLIST

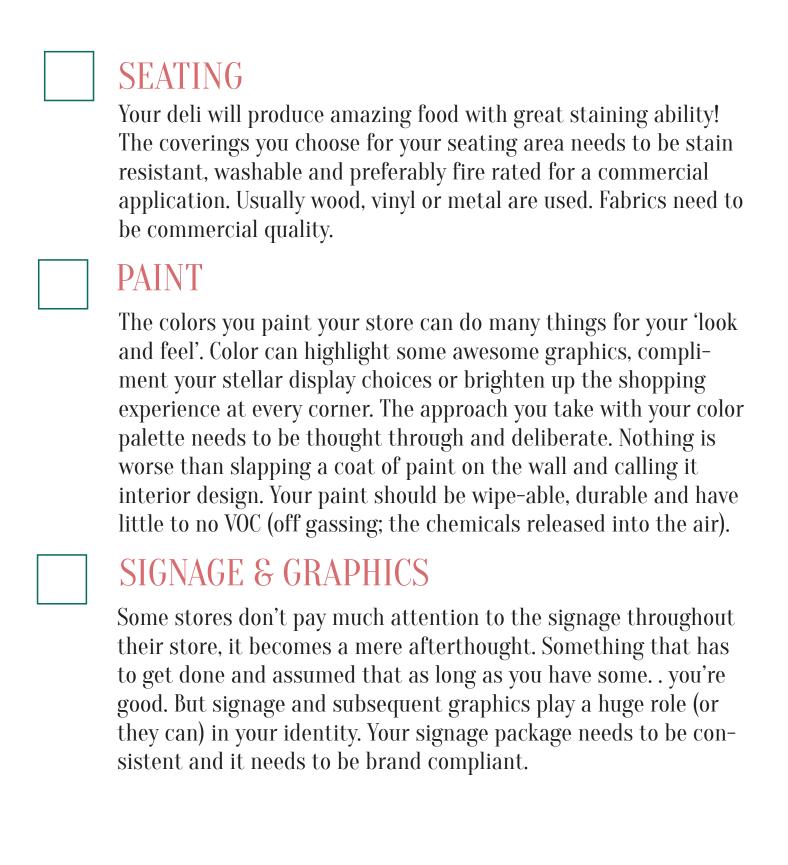
Interior Design is often one of those "we'll think about it later" design disciplines. But there are critical decisions that need to be made in order for your store to be presented in the way you want it to be. Remember, the layout is how your customers SHOP the store and interior design is how they SEE the store.

LIGHTING

Your interior designer will need to pay close attention to the lighting throughout the retail space. There are specific areas that will need to be highlighted, illuminated and drawn attention to. There are different lamps(often called light bulbs) to use for different applications and only a trained professional will know differences.

SURFACES

Solid surfaces need to be non-porous, durable and rated for the application you will be using them for. Prep areas must have fire resistant, wipe-able surfaces. Common places you will see solid surfaces are; counter tops, registers, trash & busing areas, customer & wellness service counters, deli counters, etc.



There are many more elements that need to be put together to make sure your interior design package is perfect for your brand identity and store, but these should help get off to a designer start!