

# 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.



## SEATING

Your deli will produce amazing food with great staining ability! The coverings you choose for your seating area needs to be stain resistant, washable and preferably fire rated for a commercial application. Usually wood, vinyl or metal are used. Fabrics need to be commercial quality.



## PAINT

The colors you paint your store can do many things for your 'look and feel'. Color can highlight some awesome graphics, complement your stellar display choices or brighten up the shopping experience at every corner. The approach you take with your color palette needs to be thought through and deliberate. Nothing is worse than slapping a coat of paint on the wall and calling it interior design. Your paint should be wipe-able, durable and have little to no VOC (off gassing; the chemicals released into the air).



## SIGNAGE & GRAPHICS

Some stores don't pay much attention to the signage throughout their store, it becomes a mere afterthought. Something that has to get done and assumed that as long as you have some. . you're good. But signage and subsequent graphics play a huge role (or they can) in your identity. Your signage package needs to be consistent and it needs to be brand compliant.

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!