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## **2Hemispheres' Creative Director is Keynote Speaker at Seattle Chapter of Retail Design Institute**

*Dan Hones will discuss factors critical to its successful design of Columbia Sportswear's  
new downtown Seattle store*

**PORTLAND, Ore., February 17, 2009** – Attendees at the Retail Design Institute chapter meeting in Seattle next week will hear what led to a successful design of the new downtown Seattle Columbia Sportswear store. Dan Hones, a 27+year retail designer and creative director for Portland-based 2Hemispheres, is presenting to the chapter's event on February 25<sup>th</sup> at the Columbia Sportswear store, located at the corner of 3<sup>rd</sup> St. and Pine.

"There is much to be learned in the undertaking of a project such as this," Hones says. "Our intent is to give other designers, graphics professionals and architects as much practical advice as possible in order to ensure that our industry continues to help retail stores perform to their utmost potential."

In his talk, Hones will stress the importance of considering store functionality ahead of design—thinking first about traffic flow, product flow, stock room accessibility, and other factors that contribute to how well a store operates and supports the retailer's brand. Urban design will be covered as well; notably, how to make a store appealing to pedestrians who may be passing by or simply waiting at an adjacent transit stop. Further, Hones will discuss what goes into winning LEED certification, including the assessment, record-keeping and auditing the Seattle store project entailed.

In addition to the Seattle store, Hones and the 2Hemispheres team have been heavily involved in the development of Columbia's other new stores – at Portland International Airport and Mall of America in Minneapolis. As a partner supporting Columbia's worldwide growth, 2Hemispheres is helping the retailer establish a presence throughout the U.S. and internationally as well.

Founded in 1999, 2Hemispheres has established a unique position in the retail industry. Experienced in both the art and science of retail, the firm helps brands such as Columbia to successfully move existing or new products into the lives of consumers. At the same time, 2Hemispheres ensures that a store's business parameters match with its space, projected customer demographics and traffic volume.

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For more information on 2Hemispheres, contact the company at 503/390-5655 or 503/816-9859, or visit [www.2hemi.com](http://www.2hemi.com).

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**Contacts**

Carla Giancola, 2Hemispheres,  
503/816-9859, [carla@2hemi.com](mailto:carla@2hemi.com),

Bill Trainer, Ant Hill Marketing,  
503/236-3192, [bilt@anthillmarketing.com](mailto:bilt@anthillmarketing.com)