



As one of HDI's top ten projects, Elder Beerman Department Store's Fragrance Wall serves as a focal backdrop to the cosmetics section, topped by internally lit graphics.



The Eastern Mountain Sports store in Boston, ranked as one of HDI's top 10 projects, is anchored at the rear with the footwear section.

have to attract the new target customer without turning away the current shoppers. It will need to create a strong new brand image and portray the corporate philosophy in a clear singular architectural solution. Oh, and of course, it will need to be done at a break-neck speed on a very affordable budget. But it is that challenge that defines why we love what we do.

What was the most unexpected thing that ever happened while working on a project?

While completing the architectural design of a residential project in the Hamptons, the client was so delighted with the results that he made it known that he was in the retail business overseas. The next thing I knew, within two weeks we were on a whirlwind tour throughout Tokyo, Hong Kong, Shanghai and Beijing starting on the design development of a limited retail rollout in China.

What do you think is the one hottest emerging trend in retail today?

From our perspective, the only consistent trend (for all retailers) seems to be life is a bit faster paced and the projects need to be addressed accordingly. A specific market trend for one client may be a non-issue for the next. Retailers overall really still want the same core objective—to sell more merchandise. Each retailer is different and how to achieve specific objectives will be a unique, intelligent solution (not a trendy one). The trend today is the same as always—let's sell merchandise and do it quickly and affordably.

Where does the firm look for new talent? How does it cultivate new talent?

We are constantly inundated with resumes from all over the world, from

which we can choose. We have an affiliate in Tokyo from which we currently have an enthusiastic intern working for us. We have an extremely talented and experienced senior staff that enjoys nurturing and teaching new team members. **ddi**

Honors & Awards

- ISP/VM+SD Honorable Mention—Eastern Mountain Sports Flagship Store, Boston
- NASFM Grand Prize—Woolrich Outlet Store, North Conway, N.H.
- ISP/VM+SD Honorable Mention—Elder Beerman Department Store of the Future, Warsaw, Ind.
- Gifts & Decorative Accessories Gold Award—Wind & Water Flagship, New York
- ISP/VM+SD Honorable Mention—Dick's Clothing & Sporting Goods, White Marsh, Md.
- VM+SD Independents Day First Place Award—Wind & Water, New York

Top 10 Projects, according to HDI

1. Elder Beerman Department Stores, Dayton, Ohio
2. Woolrich Outlets Stores, Woolrich, Pa.
3. Eastern Mountain Sports, Peterborough, N.H.
4. Dick's Clothing & Sporting Goods, Pittsburgh
5. Century 21 Department Stores, Brooklyn, N.Y.
6. Metro Kid's, Brooklyn, N.Y.
7. Imagination Foundation, Beijing, China
8. Wind & Water Gifts, New York
9. Erewhon Mountain Sports, Chicago
10. Marzolo Shoes, Milan, Italy

Horst Design International

Branding design around the world

What is the historical foundation of your firm?

Founded in 1986, HDI was developed on a culture of creating retail environments that would drive sales. We provide strategic, interior and architectural design/planning, merchandising, lighting design and graphics/packaging—all culminating in a unique brand image.

What is your firm's basic philosophy?

HDI stands firm on the fact that we are in business to help our clients increase sales through inventive design solutions. Listening (to a client's needs) is a trait as important as good design. HDI encourages clients to verbally express every aspect of their business so that final design solutions will be as poignant as possible. Everything we do is about: achieving the client's core objectives.

What are the firm's heaviest design influences?

As designers, we are influenced by almost everything we see. We travel the world and visually document great historical and modern architecture/interiors, landscapes, nature, the arts (paintings, sculpture, fashion, music, theater, etc.) and of course the people of various cultures (observing what makes them tick). My father is a designer and my mom is a world renowned artist—both have inspired me from a very young age to be creative in everything I do.

What specific project has presented the biggest challenge for your company? Why?

Our next project, of course. Because like almost all the ones before it, we will need to develop a design solution that has never been done before, is unique/effective and maximizes sales. It will need to be flexible, fit in more merchandise but look more spacious. It will

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