

**Richard Gee**

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**From:** Tracy Reid Indesign [tracy@indesign.net.nz]  
**Sent:** 31 October 2006 12:09  
**To:** Richard  
**Subject:** [Norton AntiSpam] Indesign Newsletter - Version 2

Hi,

We seemed to have a few problems with the newsletter I sent out this morning. Hopefully you will all be able to see this version.

Please [click here](#) to see our latest projects on our website.

Regards  
Tracy

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*Spring is here, another very busy time of year for us, as people start to h Christmas in sight and want their shops looking perfect. We have also wo some interesting and fun shops this year and we are pleased to profile tw in this newsletter; Nosh Gourmet Food Market, Apriana Ave and The Chri Heirloom Company at Sylvia Park.*

*Also I recently celebrated a big birthday in New York City. Spending hou the retail strips of the city gathering new ideas, but also finding that New retail is still of a pretty high standard. Let me know if you would like to s hundreds of photos I took, ha ha...*

R  
Mark Gre  
& the Indesign

## Project Showcase - Nosh Gourmet

Nosh, that word alone evokes thoughts of vasts amounts of tempting food and culinary delights, and that's what you will find when you enter the doors of Nosh's first Auckland gourmet food market , 131-135 Apriana Ave, Glen Innes.

Our 'international' design team has a wealth of experience and a love of food, so this was a project tailor made for



The challenge was to incorporate eight specialist food retailers, a demo kitchen and centralised checkouts, Efficient layout planning was critical to acc requirements. As well as achieve good cu maximum exposure to merchandise .

To avoid a supermarket appearance, rich

