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Chute Gerdeman Retail Kicks Off PAVE Internship Program

Columbus, OH—Chute Gerdeman Retail, the Columbus-based branding and retail design firm, has taken the lead in launching a new internship program for PAVE (The Planning and Visual Education Partnership).

Denny Gerdeman, Chute Gerdeman Principal and Co-founder, serves on the Board of Directors of PAVE, and is committed to developing young talent through internships. “It’s the right thing to do for both the students and our business,” Gerdeman commented.

The first-place winner of PAVE’s 2007 Student Design Competition will join Chute Gerdeman for a summer internship starting in July. Betty Yiu, a senior interior design student at San Jose State University in California, will spend the summer working with Chute Gerdeman’s environments design team to develop and execute design solutions for retail, restaurant and hospitality clients.

Ms. Yiu’s design won first place among 249 entries Store Design entries in the 2007 PAVE competition, which was sponsored by Sony Electronics Inc.

About Chute Gerdeman Retail

Since 1989, Chute Gerdeman Retail, based in Columbus, OH, has created retail brands, their identities, their environments, and every other customer touch point. The firm’s client list includes: Walt Disney Imagineering, Target, Levi Strauss, Limited Too, Kohl’s, ShopKo, Sheetz, Smithsonian, Hamleys, Lowe’s, Einstein Bros. Café, KFC (Japan), Hanesbrands Inc., Pepsi-Cola, Ross-Simons, Nationwide Arena, Marriott Vacation Club International, Starwood and Wolverine. In 2006, the firm was voted “Designer of the Year” by readers of *DDI* (Display & Design Ideas) magazine in addition to the numerous awards it has received for design leadership. For more information, go to www.chutegerdeman.com.

About PAVE

Founded in 1992, The Planning and Visual Education Partnership’s (PAVE) objective is to encourage students to study in the field of retail design and planning and visual merchandising through its annual Student Design



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Competition. Additionally, PAVE seeks to encourage retail management, store planners, visual merchandisers, architects, and manufacturers to interact with and support design students. This is accomplished through seminars, workshops, and PAVE's annual fundraising Gala with proceeds dedicated to financial aid and internships for qualified students. PAVE is a 501(c)(3) educational foundation administered by The Association for Retail Environments (A.R.E.).