

For Immediate Release

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EUA'S DEB WOLF TO PARTICIPATE IN PANEL DISCUSSION ON THE IMPACT OF DESIGN ON BUSINESS



MILWAUKEE – Deb Wolf, interior designer at Eppstein Uhen Architects, will partake in a panel discussion on the direct impact of design on business at the Eisner Museum of Advertising & Design. The event, to be held February 26 at 7 p.m., will address the importance of design in relation to function, development, branding and business profitability.

Wolf, along with panelists Mike Brenner of MARN, Amy Decker of Dig Design and Clay Konnor of ec connection, will use research and case studies to provide attendees with insight into how to apply, improve, or drastically change their application of design to improve their businesses. The discussion is sponsored by 800-CEO-READ, The Eisner Museum of Advertising & Design and MARN.

Wolf is an interior designer in the retail and mixed-use studio at Eppstein Uhen Architects. Her areas of expertise include boutique and restaurant design, retail store planning, urban living complexes and marketing strategy. Wolf specializes in branding, environmental graphics and creating exciting, experiential spaces for a broad range of clients such as Wild Flour Bakery, Time Warner Cable, Hanson Dodge and Motion Fitness.

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Eppstein Uhen Architects is a 101-year-old full-service design firm best known for pairing inspired design with exceptional client service. More than 140 employees in Milwaukee and Madison are challenged to go beyond design by demonstrating unparalleled commitment to the markets they serve, the community, and their clients. The award-winning firm specializes in several distinct markets: corporate office, educational, retail/mixed-use, senior living, healthcare, residential, public, industrial, master planning, and interior design. For additional information, please visit the company's website at www.eua.com.

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