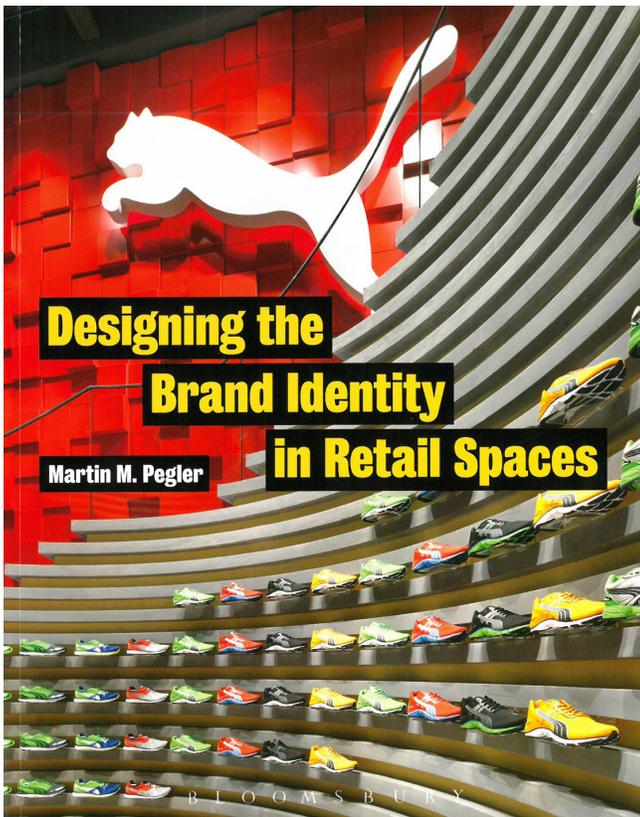


# The Schimberg Group's Sandbar Restaurant Renovation Featured in *Designing the Brand Identity in Retail Spaces* Textbook



The Schimberg Group's renovation of Anna Maria Island, Florida's Sandbar restaurant is featured in Martin M. Pegler's recently published case study textbook, *Designing the Brand Identity in Retail Spaces*.

According to Pegler, "The task for the retail designer is to turn a brand name or statement into a three-dimensional environment in which consumers may interact with the brand's product or services. This casebook shows and tells how architects ... have tackled that challenge."

With nearly 300 examples from 48 renowned brands from around the world, The Schimberg Group's Sandbar project is in the brand makeover chapter along with Aéropostale, Buffalo Wild Wings, Domino's and others.

Said Schimberg, "The Sandbar is about authenticity and not losing the essence of its history, which dates back to 1911. It's about views, water and comfort. We took what was old and reinvented it to be new and fresh, but never left the roots of why people love the restaurant in the first place – its rustic beginnings."

The Schimberg team relocated the entrance so diners would be greeted with a view of the Gulf of Mexico; the bar was also relocated to provide a Gulf view. The restaurant's feature wall combines refurbished Anna Maria Island pier wood with antiqued mirror strips to further afford views of the Gulf from anywhere in the dining room. Fabrics and fixtures were carefully selected to complement the waterfront setting rather than compete or blend with it.

The Schimberg Group has been contracted to renovate all three of The Chiles Group restaurants, including the BeachHouse, Sandbar and Mar Vista.

This is the second Pegler book The Schimberg Group has been featured in; the first was *Green Retail Design* and included Schimberg's work on the Bayhill and Naples, Florida Whole Foods Markets.

For more about The Schimberg Group, visit [www.theschim.com](http://www.theschim.com). For more about the book: [www.bloomsbury.com/us/designing-the-brand-identity-in-retail-spaces-9781628923926/](http://www.bloomsbury.com/us/designing-the-brand-identity-in-retail-spaces-9781628923926/).