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GOODWILL INSTALLS CUSTOM LIVING ROOMS AT TWIN CITIES BUSINESSES

Communal areas showcase secondhand style while educating customers about Goodwill's nonprofit mission.

Jan. 16, 2019 — Goodwill-Easter Seals Minnesota (GESMN) partnered with four Twin Cities businesses to design seating areas for their spaces, with all furniture and accessories provided by Goodwill stores. Interior designer Jaime Evenson worked with each business to learn their space and their style, then she took the concepts to local Goodwill stores to source unique furniture and accessories.

These four businesses currently host Goodwill living rooms, and GESMN plans to expand the project this year.

[Inbound BrewCo](#), Minneapolis
[Lake Monster Brewing](#), St. Paul

[Lakes & Legends Brewing Company](#), Minneapolis
[TRIO Apartments](#), Shakopee

"We partnered with [Solve](#) for this creative opportunity to demystify thrifting while teaching people about the services we provide," says Brent Babcock, GESMN chief sales and marketing officer. "The living rooms tangibly demonstrate what you can find in our stores. And signs tucked into the areas show how shopping and donating at Goodwill supports programs that connect four people to jobs every day."

The design consultation, furniture selection and installation is all done at no cost to the participating businesses. For photos of the spaces and additional information, visit gesmn.org/livingrooms.

Quotes from participating businesses:

Emily Elmer, tap room events manager at Inbound: "The patrons at Inbound enjoy our living room space every day; they play board games, hang out with their dogs and enjoy one another's company. The unique thrifted furniture invites new people right in. Everyone who visits is happy to enjoy a cozy space that also supports Goodwill's mission to eliminate barriers to employment and independence; it's a win-win."

Maggie Stern, general manager at Lakes & Legends: "We've truly enjoyed partnering with Goodwill and supporting their great cause. We always say that our taproom is an extension of people's living rooms, and Goodwill really captured that with the space they created. Our customers love lounging in the space while enjoying a beer — they feel right at home."

About Goodwill-Easter Seals Minnesota

Serving Minnesota for 100 years as a leader in employment services, Goodwill-Easter Seals Minnesota (GESMN) provides education, job training and placement services to eliminate barriers to work and independence. Revenue from 51 retail stores — along with grants and fees and other financial contributions — supports programs throughout Minnesota. gesmn.org

About Jaime Evenson, Interior Designer

Jaime holds a BS in interior design from Art Institutes International and has applied her talent to the hospitality industry, commercial spaces and residential design. She values boiling a concept down to its essence and finding thrifted solutions for any environment. You can reach Jaime at jaime@evengoodstudio.com or 612-281-6936.

About Solve

Solve is an independent Minneapolis-based branding and advertising agency founded in 2011. The agency has twice been recognized by AdAge as a "Small Agency of the Year." Solve was also named one of North America's Top 15 most effective independent agencies by PSFK and one of America's Top 5 small digital agencies by iMedia. The company's silo-less, client-first model gives marketers a refreshing alternative to traditional agency structures and priorities. solve-ideas.com