

BULL'S-EYE ON RETAIL



The 23rd annual International Retail Design Conference sets up shop this month in Minneapolis, home to powerhouse brands Target and Best Buy — as well as the monstrous Mall of America.

BY LAUREN MANG | CONTRIBUTING WRITER

EXPECT A VISUAL FEAST this October 25-26 as the International Retail Design Conference (IRDC) lands in Minneapolis, the largest city in Minnesota, and one with no shortage of scenic prowess, thanks to its plentiful wetlands, waterfalls, creeks, parks and more. As for retail prowess, it's got that in spades, too. Major brands headquartered in the City of Lakes include Target, Best Buy and General Mills, alongside the sizable Mall of America – the largest shopping mall in the U.S. at 5.6 million square feet – in nearby Bloomington, Minn. Attendees to this year's premier educational and networking event, presented annually by *VMSD* magazine, have the opportunity to experience all that and

more, with a packed two-day agenda offering a slew of inspiring keynotes, interactive workshops, networking cocktail parties, riveting roundtable discussions and a mix of guided and self-guided retail tours – based at host hotel the Marriott City Center.

Kicking off day one on Wednesday, Oct. 25, is Lizzie Velasquez, global motivational speaker and anti-bullying activist. In her opening keynote, she'll discuss her passion



ABOVE Minneapolis is home to major retailers and brands like Target, General Mills and Best Buy, with Mall of America only a short distance away.



CLOSING PARTY: THE POURHOUSE

Following the closing keynote presentation, attendees can officially conclude IRDC 2023 with an offsite party Oct. 27 at the Pourhouse, located at South 5th St. in the historic Lumber Exchange Building. Featuring drinks, food, dancing, networking and much more, The Pourhouse is only a short walk from the host hotel; its brick and dark wood interior combines prohibition-era design with the cozy Midwest feeling of Minneapolis. Celebrate IRDC 2023 with us in the heart of downtown!

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