



RON POMPEI

Principal, Creative Director

Pompei C3

Ron Pompei is one of the world's most influential and exciting designers of retail stores and centers. As an award-winning, multi-disciplinary artist, Ron revolutionized the retail world with his design philosophy of Commerce, Culture and Community (C3). This integrative design approach is at the heart of creating 'transformative environments,' where a retail workspace or marketplace impacts the user on physical, emotional, intellectual and spiritual levels.

Under his design leadership a stellar list of the globe's most renown brands have transformed their customers' shopping experiences: Anthropologie, Urban Outfitters, Whole Foods, The Disney Store, Nautica, Samsung, Jaju, Tiffany, Starbucks, California Academy of Sciences, The Gap, Coca-Cola, Aldo Shoes, Fortune, Harley-Davidson, Herman Miller, Kiehl's, Levi's, Old Navy, and many more.

Pompei retail designs are noted for the longevity of their appeal to customers, fostering loyalty through their authenticity and personal expression, creating a sense of community to which they belong and where they feel understood and appreciated.

Ron's ground-breaking retail environments that reflect his unique philosophy, coupled with his artistic use of light, visual impact, sound and sense, have earned numerous awards, such as the American Institute of Graphic Arts, Visual Merchandising + Store Design Magazine, and Display and Design Ideas Magazine. Ron was named to Fast Company's Fast 50 Top Innovators.

The insights that led to the formulation of Ron's C3 philosophy earned him a spot in *Mavericks at Work*, written by Fast Company co-founder William C. Taylor and longtime editor Polly LaBarre, which features the "most original minds in business." The C3 Philosophy as applied to his work with Anthropologie and Urban Outfitters, is discussed in *The Elements of Persuasion*, written by Robert Dickman and Richard Maxwell, as an example of effective storytelling. Ron's unique understanding of the customer role as a co-author of their own retail experience is featured in David Wolfe's book *Ageless Marketing*.

Ron received his B.F.A. from the Philadelphia College of Art, where he trained as an artist, sculptor and lighting designer. He started his career as an installation artist, gaining widespread recognition for his large-scale light installations in Philadelphia. Searching for greater opportunities to express his vision, he returned to school, receiving a Bachelor of Architecture from The Cooper Union in New York.