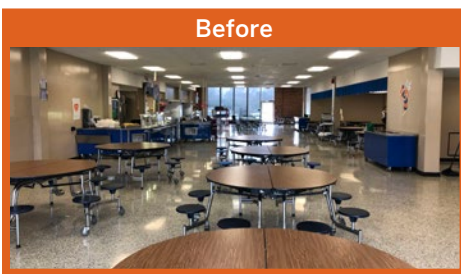




The Challenge

Lexington Middle School's Nutrition Director Amelia Holland described their cafeteria as having a "dark, dingy, institutional look." She and the district selected ProTeam Foodservice Advisors along with their talented partner, Visualz, part of The Vomela Companies, to "create an inviting and warm space for students during meal service."



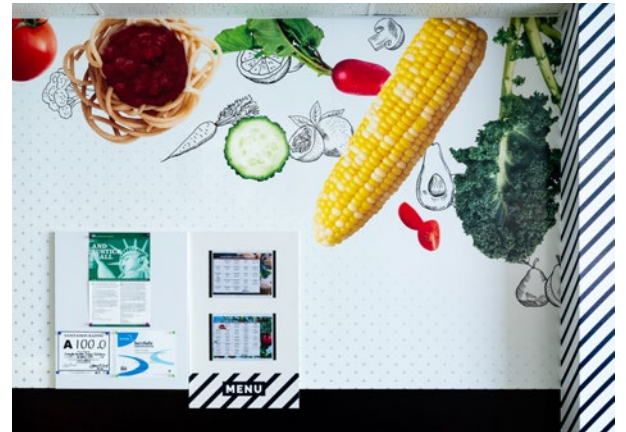
"The design was clean and nurturing. The team had great advice and customer service was excellent. With no other changes, our breakfast participation is up 2.5% after just the first month."

-Amelia Holland
School Nutrition Director
Lexington City Schools

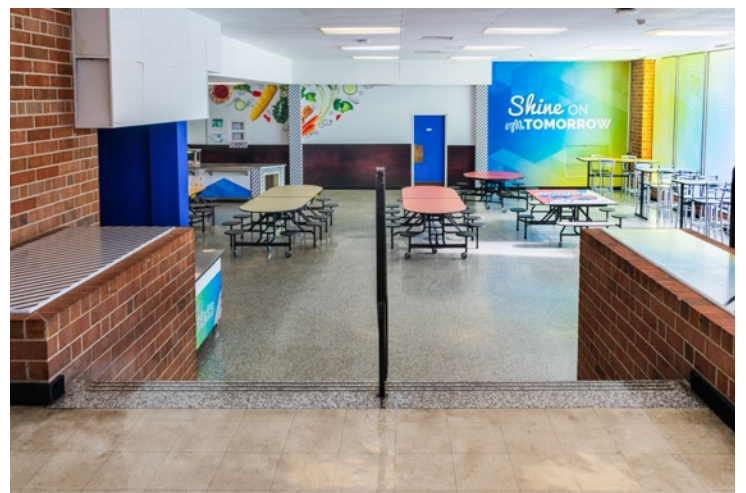
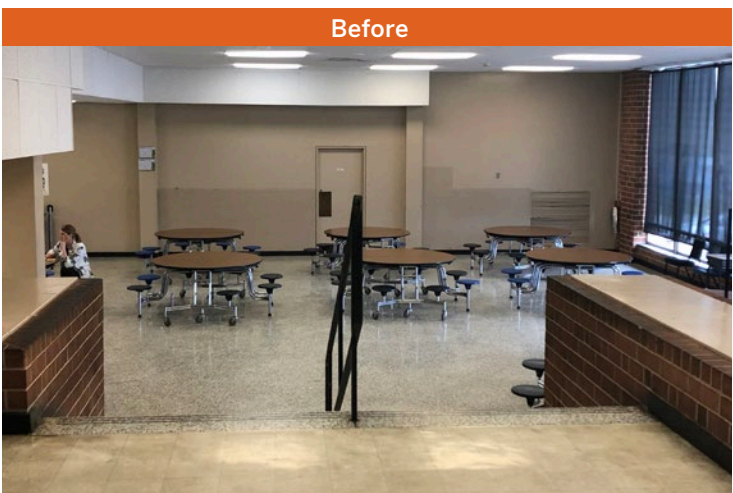
The Solution

To create a bright and engaging café that promotes character, student success, and healthy eating, the Visualz design team used a light color palette to bring energy and visual interest to the space. A mix of striped patterns, geometric textures, and hand-drawn foods gives the space a youthful appeal. Real food photography brings in a bright pop of color and a reminder of the fresh, delicious, and nutritious food available.

To emphasize student achievement and success, we incorporated words into the wall murals as an intentional source of inspiration and encouragement. 3M™ Scotchcal clear view graphic film was used to cover the windows for safety while still providing plenty of light. We also designed magnetic panels to create an area designated for flyers, notices, and posters.



Before



The Results

Students are loving their improved dining area. They enjoy eating and socializing in such a bright, fun space, which didn't previously attract as much attention. On top of that, Lexington Middle School has seen a 2.5% increase in breakfast participation just one month after the makeover was completed.

