

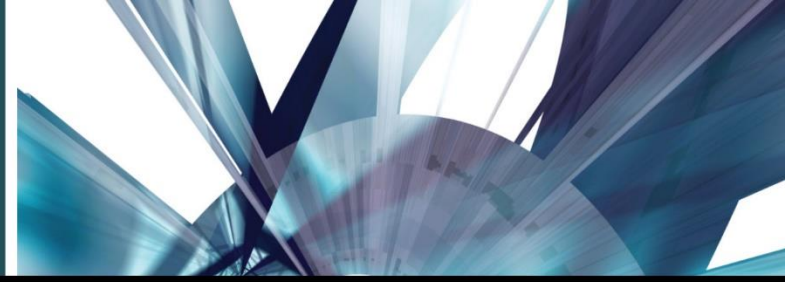
PEOPLE | PROPERTY | REPUTATION

ASSET PROTECTION



THE VOICE OF FOOD RETAIL 

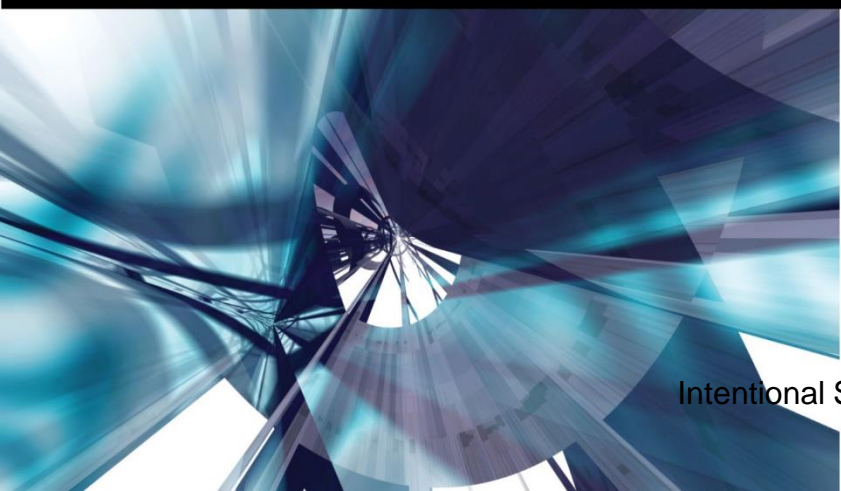
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2014



Thinking Inside the Box

Carol Martinson

Intentional Security Design, Inc.





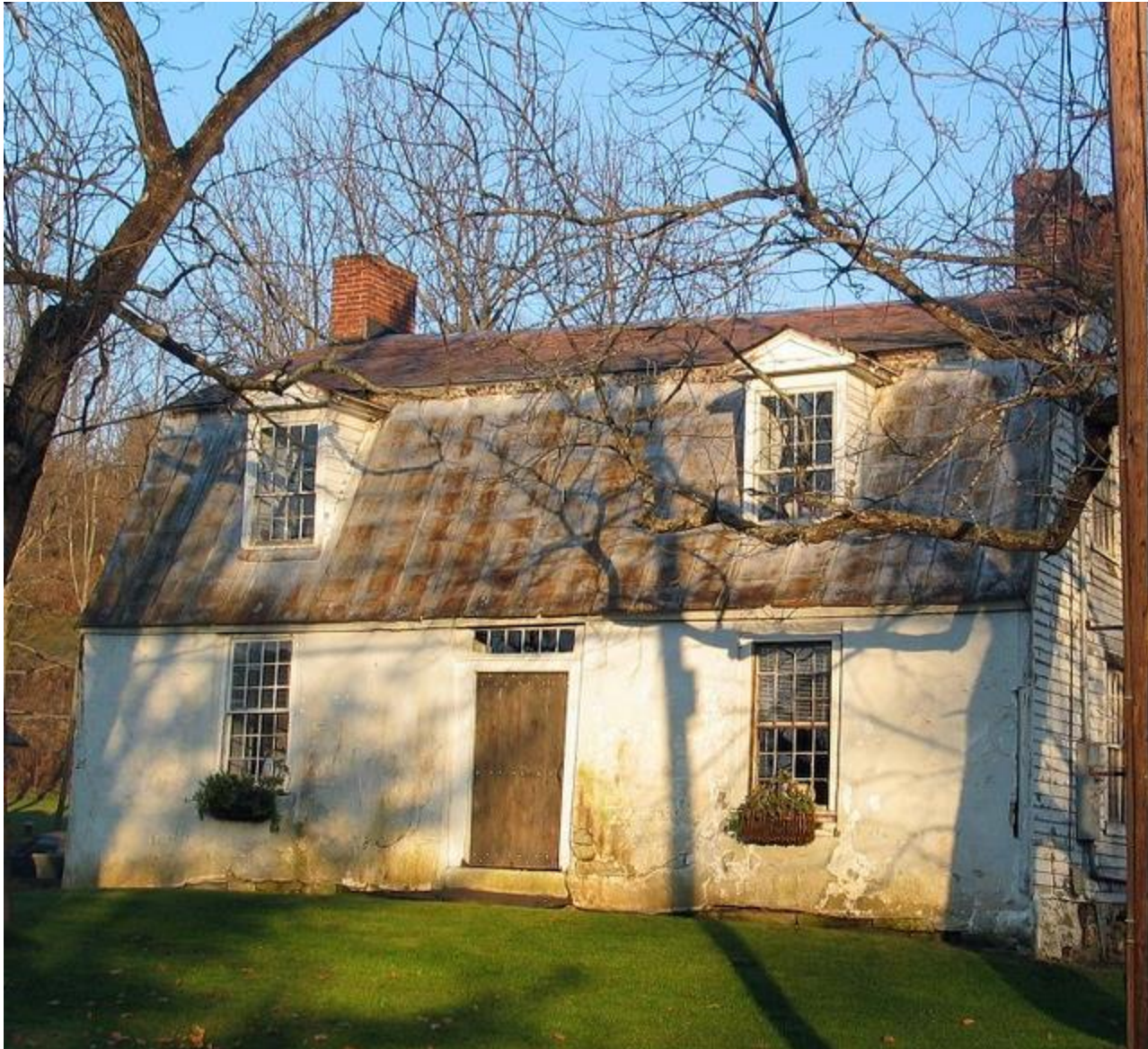
Goal Today

- Thinking inside the box
- Looking at space intentionally
- Seeing it with a different lens



Setting the Stage

- Look at space everyday
- Do you really see it?
- Do you know why you react to it?



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CPTED

“Conceptual thrust of it is that the physical environment can be manipulated to produce behavioral effects that will reduce the incidence and the fear of crime, there by improving the quality of life. Environmental design is rooted in the design of the human/environment relationship.”

- Timothy Crowe



CPTED Strategies

- Natural access control
- Natural surveillance
- Territorial reinforcement



CPTED Results:

- Analyzing space, making ***intentional*** design changes to reduce or eliminate crime or negative behavior and to provide a safe and secure space that people want to be in



Another Perspective/Layer

“Feng Shui ...the centuries-old Chinese art of promoting harmony by manipulating the spatial environment.”

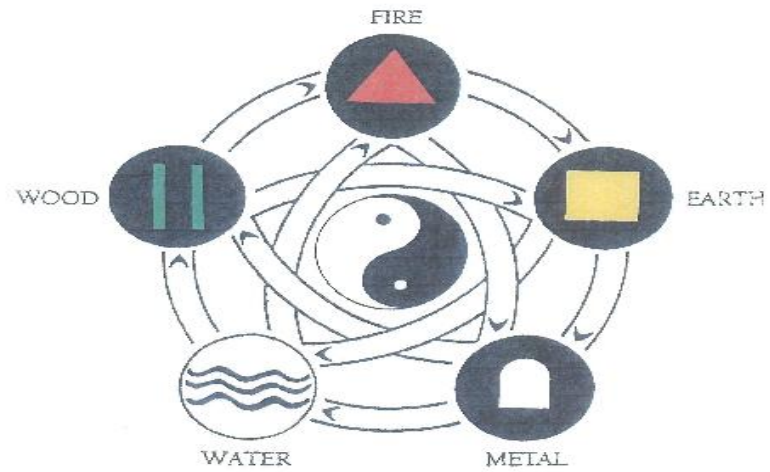
-Timothy Crowe



Feng Shui

- Compass School
- Black Sect School
 - Both are centered around the five elements
 - Elements sustain life

The Five Elements



Wind & Water
SCHOOL OF FENG SHUI

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Principles of Feng Shui

- **Everything is energy – chi**
- Use nature as your guide
- Intention is primary
- **Space reflects your life**



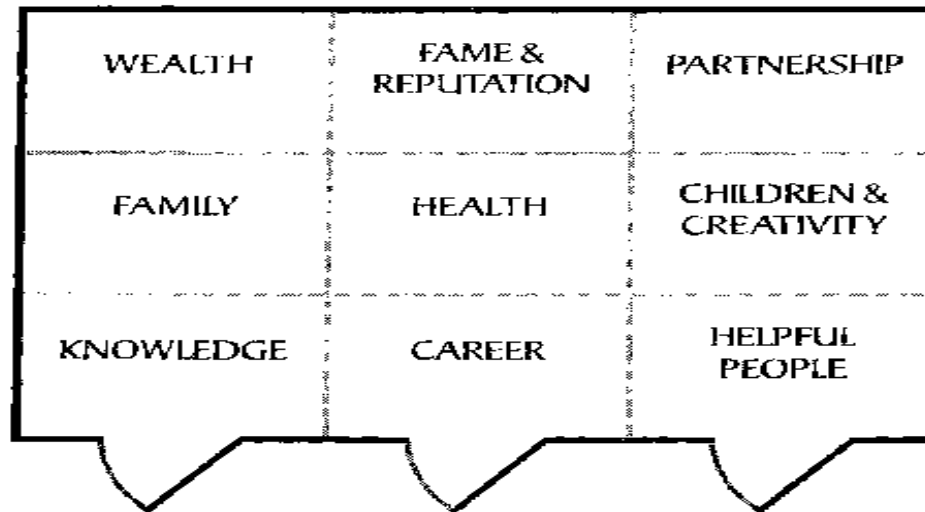
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The Basic Bagua



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Picture a space that you know well

- Approach
- Walk
- Door
- Entrance
- How is it being used
- How does it feel
- Does it support you (or business)



Features of space

- Command position
- Good energy or flow in the space
- Everything works
- Clutter



Goal Today

- Thinking inside the box (and a little outside in the parking lot and yard)
- Looking at space intentionally – how you can modify and impact your life
- Seeing it with a different lens



Intentional Security Design Impact

- 911 Centers
- Call Centers – security or customer service
- Emergency Rooms/hospitals
- Shelters
- *Others*



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Assignment for each of you:

- Choose a space
- Really look at it
- Does it support you?
- Do one thing to change the space
- “Rules” about space
 - If it is broken – fix it
 - If it is cluttered, de-clutter!



Intentional Security Design

- Security required
- *Serenity* a bonus



Questions and Comments?



Thank You

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