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RETAIL
**Pop-Up Store
of the Year**

ESPRIT X OPENING CEREMONY BY NOMAN STUDIO



AMSTERDAM – Noman Studio's candy-coloured pop-up shop took the top spot in its retail category. Introduced in the Dutch city of Amsterdam, the project for Esprit x Opening Ceremony offers a new spin on flat-packed furniture. The Dutch designers folded sheets of Pyrasied Xtreme Acrylic – think origami – and cut out strips, squares and rectangles to make displays that provide a variety of presentation options.

The jury first commented on the project's 'cleanness', an attribute bolstered largely by the use of one main material. Other high points included its 'modularity',

the fact that it's 'easy to mount' (a definite bonus for a pop-up shop) and the design's production process, which generated little waste. The store was described as 'subtle yet present', a quality the designers had in mind during the pop-up's realization. Changing tactics after seeing the space, Noman developed its initial idea – a Plexiglas box in the centre of the room – by cutting and flipping the walls of the box until functional display units appeared. Dotted throughout the room, the translucent displays almost seemed to float. – TI

noman-studio.com

Noman's pop-up store for Esprit x Opening Ceremony received praise for its 'cleanness' and 'modularity', as well as for its easy assembly and reduced-waste production.