

# CENTRE STAGE

## STANDOUT POP DISPLAYS FROM AROUND THE GLOBE



### ◀ The Ambassador Theatre Group

Green Room has created a flexible kiosk concept for two of London's largest theatres, the Lyceum and the Apollo Victoria owned by the Ambassador Theatre Group. In the hustle and bustle of the busy foyer environment, the design concept for the kiosk uses high level illuminated signage and graphics, allowing theatre-goers to easily identify and navigate their way to the kiosk. At over 2.5m, the back-wall display presents hero products and latest offers, which are imaginatively merchandised, creating standout for the kiosk.

With purchases made at very specific times - before performances and during intervals, usually within relatively short time-frames - it's vital for customers to be served as efficiently as possible. The curved configuration of the display helps manage queues and allows customers to see the full range of drinks and snacks on offer at a glance. Once at the till, further counter height and low-level product ensure there's plenty of opportunity for customers to make last-minute impulse purchases and also buy the all-important programme as a memory of their visit.

[www.greenroomdesign.com](http://www.greenroomdesign.com)

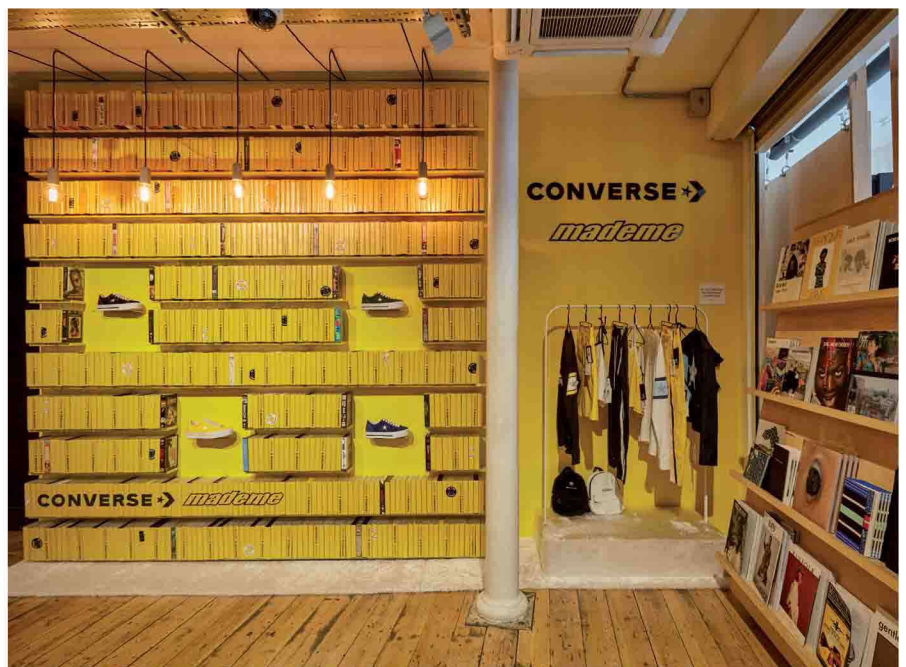
### ▶ Converse MadeMe NYC X Goodhood

For the first Converse collaboration with MadeMe NYC, Seen Displays designed and fabricated a 90's inspired space within East London's Goodhood, which explored the iconic energy of home entertainment and the nostalgia around the VHS rentals era.

Using the daring yellow colour from the capsule collection, a feature wall was stacked high with retro VHS cassettes, becoming motifs for the 'be kind, rewind' era, referencing our dismay at renting tapes which hadn't been rewound. Nineties classic titles framed the elevated One Star sneaker colourways as merchandise inspired by the raver subculture was displayed on a white steel rail.

Bespoke designed sticker takeaways and fluffy white bedroom carpet created a shareworthy moment for customers visiting the store's exhibition space.

[www.seendisplays.com](http://www.seendisplays.com)







### ◀ Daylesford

Daylesford, known for its award-winning organic farm and farm shops, was looking to repurpose a shelved area in the basement of its garden and homeware shop. The brief was simple - create a flexible, eye-catching display.

Unibox's sister company, The Marketing Works installed the Magnetik display system to create a flexible, eye-catching display. As the name suggests, Magnetik combines adjustable magnetic shelf clamps, which mount onto vertical tracks that integrate into the display itself, and a printed fabric graphic that cleverly disguises the brackets.

Magnetik system means it can be endlessly reconfigured by simply removing the magnetically attached shelf and tension fabric graphic, before adjusting the position of the magnets. Once repositioned, the fabric is easily pushed back into a channel on the frame, and each shelf snaps into place, creating the appearance of a floating product display.

Daylesford's first display is based on the company's Cosmos range of herb and botanical-based organic hand care.

[www.themarketingworks.eu](http://www.themarketingworks.eu)

### ▶ Leicester City FC

Kesslers has delivered a refurbishment of the Leicester City F.C. Fan Club Shop at the King Power Stadium in partnership with interior fit-out company, Newman Scott. The scope was to support the launch of the 2018/09 adidas-sponsored football kit with a brand new interactive retail space, complete with new zones, a contemporary design, and all completed within a five-week window.

Designed by The Design Solution, the 929 sq m store welcomes fans with eye-catching displays and digital features. Browsers entering the store are greeted by a curved digital wall, and are led into an interior that is decorated in a rustic yet industrial style, with an abundance of mesh, repurposed scaffold boards, raw steel and glass. Altogether, a dynamic shopper experience awaits the club's supporters, retaining some football-inspired elements, such as astro turf hero spots and oversized football-esque dump bins, which add an element of fun and encourage increased engagement with browsing customers.

[www.kesslers.com](http://www.kesslers.com)

