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LUXE BE A LADY

Ralph Lauren creates a fitting home for women on Madison Avenue

- + Dine and shop at New York's Eataly
- + Selfridges' house of shoes
- + Top 10 retail moves of 2010



Jump.ca

Regina, Sask.

Concept: Futuristic elements draw customers into this Canadian wireless brand's retail space where interactive technology takes over.

1 PARAMETRIC SURFACE

Thinking outside the typical rectangle box, designers created a complex system of 100 individually sized, fabric-wrapped acrylic panels that connects to a steel skeleton framework that rises up 11 feet. Interchangeable dye-sublimated textile membrane graphics wrap around the panels.

2 DISCOVERY WALL MONITORS

Seven 42-inch LCD monitors individually respond when a shopper picks up a mobile phone, showing that device's features and options. The touchscreens also let customers move through various content and product options, eliminating the need to wait in line for sales associates.



RILEY STEWART, REGINA, SASKATCHEWAN, CANADA

PROJECT SUPPLIERS

RETAILER
Jump.ca, Regina, Sask.

DESIGN
SSDG Interiors Inc., Vancouver

AUDIO/VISUAL
iQmetrix, Vancouver

DIGITAL NETWORK
AdFlow Networks, Burlington, Ont.

FIXTURES, GRAPHIC APPLICATION, WALLCOVERINGS AND MATERIALS
Eventscape Inc., Toronto

LIGHTING
DaSal Industries, Port Coquitlam, B.C.
MP Lighting, Vancouver

LAMINATE
Formica, Burnaby, B.C.
Wilsonart, Langley, B.C.
Lamin-Art, Vancouver

For a full list of suppliers, go to vmsd.com.

3 MICROSOFT SURFACE

This touchscreen display table recognizes the RFID tag in the user's phone, displaying what model it is, what accessories it comes with and what plans are available. Friends can play interactive games together, creating a social experience within the store.

4 ACCESSORY WALLS

These 4-foot-by-8-foot custom units, made from interchangeable back-coated glass panels, allow staff to create merchandising arrangements of shelves and pegs by turning glass modules on a 90-degree angle.

5 LED BRANDING DISPLAY

At the cashwrap, a series of backlit LED panels displays branding messages, while the horizontal form parallels the TV monitors across the room.

6 DEVICE ISLAND

Each cell phone is connected to a touchscreen monitor that shares information about the product. Sale and promotional information displayed on the monitors can be integrated across store locations by Jump's software provider. ▀