



00AKW25
Winning Bath Designs

00AKW25 BEST BOOTH DESIGN COMPETITION

HEAVYWEIGHT WINNER

STUMPCRAFT



This booth reflects a brand that shows remarkable pride in its craft. Every element of the setup is custom-built, pristine, and polished, creating a professional environment that reinforces the brand's established identity. The full-height backdrop highlights the most distinctive feature of the product, which is the intricate artistry and unique shapes of each puzzle piece, and it immediately communicates what sets this brand apart. All structural components, including the wall dividers, lighting, and logo signage, are intentionally produced to a high standard.

The front counter offers an inviting space for customers to explore the puzzles firsthand. Each product is displayed in a precise grid layout that keeps the presentation clean and easy to understand. Leaving a few pieces undone is a smart visual tactic because it reveals the complexity and craftsmanship of the puzzles without overwhelming the viewer.

By refining the presentation to only what is essential, the brand allows the product to speak for itself. The generous booth footprint is used effectively, resulting in a space that feels elevated, confident, and memorable.

OOAKW25 BEST BOOTH DESIGN COMPETITION

MIDDLEWEIGHT WINNER

KIRIKI PRESS



The playful nature of this product comes through immediately in the way the space is designed. The colour blocking creates clear zones that distinguish each product category, even before reading any signage. The colour palette, custom fixtures, and decals all work together to reinforce the brand identity, and the attention to detail is carried right to the floor with spools of thread that match the backdrop and complete the vertical framing. The overall look is quirky and visually striking, yet it remains logically organized and easy to shop. The layout is simple to absorb at first glance, while still inviting customers to explore the full range of offerings. By reflecting the aesthetic and personality of the products so thoroughly in the booth design, the brand naturally attracts customers who are drawn to this style. It is a thoughtful and cohesive presentation that feels true to the brand in every way.

MIDDLEWEIGHT HONOURABLE MENTION

ALINE NASSEH ARTISAN CHOCOLATES



This setup makes you forget that it is temporary and creates the feeling of stepping into an upscale chocolate truffle shop, which is exactly what the brand deserves. The products themselves are polished and pristine, and the booth reflects that same level of care and refinement. When a presentation is executed this meticulously, it naturally reinforces the perception of premium quality in the products. The brand colours are carried through every inch of the space, matching the packaging and presenting the business as well established and cohesive. The large custom signage is beautifully produced, and the amount of messaging is balanced so the customer absorbs what is important without feeling overwhelmed. The lighting solution is also tailored perfectly to the setup, with no visible wires or operational elements, which maintains the clean and sophisticated aesthetic. The overall impression is one of confidence, consistency, and craftsmanship.

OOAKW25 BEST BOOTH DESIGN COMPETITION

FEATHERWEIGHT WINNER

HAPPY TEARS



This booth does an excellent job of pulling the brand's key value out of the products and presenting it as an interactive feature through the rotating oversized cards. Creating an activity-based experience within a small footprint requires very strategic design, and this setup achieves that by using the experience as the first point of attraction. It builds curiosity and appreciation for what the products do before the customer even registers the full display. The interactive section naturally leads visitors into the product offering, which is a clever way to guide engagement. The colour palette is bright and attention-grabbing, and although the space is compact, it is effectively organized by orienting each product grouping in a different direction. This creates visual clarity and makes the booth easy to shop. The header helps define the booth as a complete hub, and the playful floor treatment reinforces the personality of the brand. It is a small space used very intelligently, with a clear sense of intention and identity.

FEATHERWEIGHT HONOURABLE MENTION

MERGANZER FURNITURE



The wallpaper and furniture create an unexpected pairing, but the contrast is exactly what makes the furniture stand out so effectively. By placing a run of products along the top in an arched formation and introducing an "M" shape inside the booth, the setup creates several distinct sections within a small footprint. The side shelving units add even more structure, giving the display clear zones that feel organized and easy to understand. The lighting is also thoughtfully executed, with undershelf lighting highlighting each smaller piece to ensure nothing gets lost in the overall composition. The result is a compact space that feels layered, intentional, and visually engaging.



OOAKW25 BEST BOOTH DESIGN COMPETITION

ISING STARS WINNER

DRIFTWOOD NATURALS



The unique triangular floor placement is the first element that stands out, and it immediately encourages a full walk-around experience. This layout naturally guides customers to explore all sides of the booth, which is an effective way to showcase a compact offering. The integrated undershelf lighting highlights the products clearly and keeps the presentation bright without revealing any operational elements. At the same time, the top header draws attention to the main message, helping customers understand what they are viewing right away. The playful faux wood grain illustration ties each side together, creating a cohesive visual story. It is a smart example of how thoughtful geometry and unified detailing can elevate both navigation and shopability.

ISING STARS HONOURABLE MENTION

HUGGABEAU



This setup feels reminiscent of a child's nursery, which is the perfect context for this product offering. The lighting is soft and calming, creating a gentle atmosphere that invites visitors to slow down and take in the details. The products are placed in a way that feels personal and approachable, encouraging customers to interact with them as if they were already part of their own home. The small child-friendly items placed at the lower level also invite children to engage with the space, which naturally draws in the ideal audience and makes the booth feel welcoming to families. It is a thoughtful and intuitive presentation that aligns beautifully with the brand's purpose.



vm-id.com/markets

ani@vm-id.com

[p](#) [i](#) [n](#) [@vm_id](#)

00AKW25 BEST BOOTH DESIGN COMPETITION

6-DAY WINNER:

MP GUILLOT



It is impressive to see such an established and fully developed setup created within a short installation window. Every element of this booth glorifies the product offering. The colour choice is bold and eye-catching, yet it contrasts with the products in a way that allows them to stand out clearly on their own.

The fixtures and lighting all appear custom made, with nothing feeling pieced together, which reinforces the professionalism of the company and strengthens the perception of product quality. One section presents the statement pieces on softly curved steps, giving them a gallery-like treatment so customers can appreciate them as works of art. In contrast, the wall shelving feels more commercial and encourages shopping momentum. These zones are defined effectively and help guide how customers experience the space.

The lighting is also well executed, with every product illuminated and supported by undershelf lighting that keeps each item in a focused glow. Even the forward cash desk is integrated seamlessly, avoiding any interruption to the overall aesthetic while creating space for impulse purchases. The playful decorative balls on the walls add a memorable touch without overpowering the display. Most importantly, the curved design of the booth mirrors the shapes found in the products themselves, subtly highlighting a key design and selling feature. This visual connection pulls in customers who are drawn to that particular style and helps them appreciate the craftsmanship of the products even more.



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