

OOAKS23 BEST BOOTH DESIGN COMPETITION

HEAVYWEIGHT WINNER K-04 PURE COLOUR BABY



BRAND REPRESENTATION:

This maker incorporates a cohesive branding palette in its use of colours, materials, and styles of fixtures. By sticking to the branding palette so closely, this booth is memorable as a brand, beyond just the product offering.

LAYOUT:

Each zone is distinct, and the layout of fixtures creates clear walkways. This helps to mark different destinations to visit, pulling the customer through strategically. The strategic placement of fixtures also considers sightlines, from lower fixtures to tall, so that the entire space can be registered well, at a glance.

SHOPPABILITY:

This booth pairs products together quite well to build outfits, while maintaining a commodity-style of merchandising, making it easy to shop. The tables are used well as well, where products that fold well are featured, adding more variety in display views. The colour order has a smooth flow, with a clear colour story, and even distribution of accent colours, carrying our views all the way through.

LIGHTING:

The booth and all of the products are lit up quite well and evenly.

OTHER:

Utilizing such a large booth is not always easy, but this is a great example of putting every inch of space to good use in product presentation. It is product and brand first, without any distracting operational sections stealing the spotlight. This well-designed space, in both structure and visual merchandising, gives the feel of a permanent shop, and portrays the business in a very professional and established way.

OOAKS23 BEST BOOTH DESIGN COMPETITION

MIDDLEWEIGHT WINNER
H36
BLUEBERRI



BRAND REPRESENTATION:

The brand name is undoubtedly the top of the hierarchy in terms of size, placement and premium production. The fixture package is cohesive, to the very level of track lights, portaying a very established company.

LAYOUT:

Though the products are predominantly side-hung, the set-up incorporates various heights, which adds more depth and movement. Since the most minimal presentation is on the back wall, it is anchored by the sides, creating symmetry and drawing our eyes towards the brand name.

FIXTURES:

The fixtures chosen tie into the branding palette, as well as allow for impactful merchandising through the use of side hangs, cubbies and styled vignettes on shelves.

LIGHTING:

The booth is well-lit, and the unique custom tracks create an interesting ceiling in this booth, creating a "hub" feel.

OTHER:

The placement of all elements creates an inspiring and shoppable retail space, including the mannequin, corner plants, and added accessories to upsell the products.

OOAKS23 BEST BOOTH DESIGN COMPETITION

FEATHERWEIGHT WINNER

N-45
BRIGHT CANDLE CO.



BRAND REPRESENTATION:

The minimal display on the back wall versus the side walls, as well as the pattern and placement of the pendant lights bring the full attention to the brand sign, highlighting the brand above all. The entire set-up being executed to such a level of perfection also shows the business in a very established and professional light. This reflects in the products as well.

SHOPPABILITY:

The clear distinction of the smelling stations, full candles vs. travellers makes it easy to shop, and the grouping of product pyramids feels approachable, yet elevated with the use of negative space.

LAYOUT:

It is quite common to having a smelling station all the up to the front, closing off the booth. By pushing the centre smelling station back, the customers have reason to walk in and explore further, as well as helping to create three sections (side walls and back wall) rather than one long story.

LIGHTING:

Though the products are lit well overall with tracklights, the track is disguised with floral, so that all the viewers can see are the decorative pendant lights. This romances the audience further by removing any sight of anything operational, creating an ambience one would truly want in their home. This also entices the audience to products as well.

OOAKS23 BEST BOOTH DESIGN COMPETITION

RISING STARS:
P-27
COCO & WILD



BRAND REPRESENTATION:

The custom lit-up logo signs undoubtedly portray this business to be premium and well-established.

SHOPPABILITY:

The placement of products (smaller to larger) make it easy to understand each section at a quick glance. The colour grouping running along perfectly also creates an effective presentation in making it easy to shop. The products are just abundant enough that they feel approachable, while maintaining enough negative space to keep the presentation elevated.

LIGHTING:

While the logos are clearly the most visible in terms of lighting prioritization, the products are also well-lit, without adding any unnecessarily distracting lights.

OTHER:

This set-up is visually appealing from all sides. The tidiness trickles down to the level of balancing the visual weight of products, making it enticing to shop.

OOAKS23 BEST BOOTH DESIGN COMPETITION

MARKETPLACE
P-48K
KALA CLAY STUDIO



BRAND REPRESENTATION:

The placement of the logo both in height and on top of the most simple merchandising easily allows for the brand name to stand out.

LAYOUT:

The flow of heights and opening that the wave of products and shelving unit create help to frame the maker quite well, opening and easing the conversation with customers.

SHOPPABILITY:

This space makes good use of both commodity and lifestyle merchandising, allow the customer to shop in the very simple and organized shelving section, while also being inspired by the flow and movement of the table. The grouping of colours on the shelving unit contribute to the organized presentation, with a smooth gradient of colours.

LIGHTING:

The space was lit up fairly evenly, making it easy to see all of the products.

OTHER:

The distribution of plants is another contributing factor to this very effective layout, in bouncing our eye throughout, softening the product materials, putting the products into context and bring us towards the maker.

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HEAVYWEIGHT
HONOURABLE MENTION
J-10
LITTLE GRAPEFRUIT



Flipping the booth inside out this way allows for it to stand out in its section. By using such a large space for so little product, this set-up acts as a true showroom. By using this special design for walls, rather than the typical smooth we also get a sense of the warm feeling of having these sweet products in your home.

HEAVYWEIGHT
HONOURABLE MENTION
K-44
1890.CA NATURAL BATH CO.



In contrast to the minimal product presentation in the previous example, this one shows the effect of using a more abundant form of product presentation. The ever-so-perfectly overflowing products making the products seem very tempting to grab, and inviting into this space. The use of different fixture packages per zone distinguish the difference in zones, which creates a clear shopping experience, and the brand wall is at the top of the hierarchy, creating a strong brand statement.

HEAVYWEIGHT
HONOURABLE MENTION
L-44
AME



There is nothing in this space that feels unnecessary or out of place. Every inch of this set-up sticks to a very specific colour story and finishes, creating a strong brand image and creating a feeling of serenity. A smooth set-up like this acts as an effective canvas to showcase the products.



OOAKS23 BEST BOOTH DESIGN COMPETITION

MIDDLEWEIGHT HONOURABLE MENTION

H48 - HOUSE & HONEY



From the wall appliques to the jewellery holders, every component looks like a custom fixture package, representing the brand in a very premium way. The flow has been planned well, with vertical displays as well as lower table surfaces, and creating the L-shape layout to guide customers all the way into the booth. The level of meticulous detail to have this set-up perfected is admirable.

OOAKS23 BEST BOOTH DESIGN COMPETITION

FEATHERWEIGHT
HONOURABLE MENTION

I-09 - BEESBUTTER CANADA



It is common for booths with hard walls to stand out the most. Here is a great example of an alternative, where we get the impact of the hard walls with all of the panels used, while allowing them to create hubs and destinations for the products rather than taking over the entire booth. The addition of plants in the corners adds more texture and softens up the space so that we feel tempted to walk in.



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