

OOAKW22 BEST BOOTH DESIGN COMPETITION

HEAVYWEIGHT WINNER
J-34
FLECHR by
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BRAND REPRESENTATION:

By using a lot of space to create a whole environment for minimal product presentation, this shows that the space is not just about presenting products, but rather, a showroom to connote the feeling of the whole brand.

LAYOUT:

By incorporating various wall depths and large negative breaks in between the sections, customers can clearly see a strong zone plan in place. As well, incorporating different angles and arches in the product presentation and booth design, our eyes are being drawn all the way throughout the booth.

SHOPPABILITY:

The clear zones and ample space help make this space shoppable and inviting to explore inside, lingering in each section. Each product is displayed to its full visibility potential.

LIGHTING:

Each product grouping is prioritized with the lighting, yet above all, the logo sign is the brightest of all, showing the hierarchy of the brand.

OTHER:

The use of different backdrops per category help to further zone this space, and give each grouping its own personality. Yet, a cohesive colour palette with accent colours throughout tie it all together quite nicely, like different chapters of the same story.

OOAKW22 BEST BOOTH DESIGN COMPETITION

MIDDLEWEIGHT WINNER
A-09
LANABETTY



BRAND REPRESENTATION:

The level of professionalism all the way throughout the booth gives this brand absolute superior representation. Every part of the design, to the very detail of signage production, is premium, yet maintains the genuine soul that Ooak customers come to experience.

LAYOUT:

The set-up is created to be entirely customer facing so that the customers can easily shop from the aisle and not have to walk in. This may not be the right choice for all booths, but it certainly is for this one - the crowds were so large that it made sense to keep the customers in the aisle rather than have them squeezed inside. As well, vertical space is put to use with displays and marketing for effective selling.

FIXTURES:

Every type of jewellery was displayed using the most appropriate holder for easy self-serve shopping.

LIGHTING:

The booth is well-lit overall, and additional lighting details elevate the design even further: The back images were backlit and the tabletop was lit up as if to make the entire product presentation glow.

OTHER:

Though this booth comes with an interesting story about its construction (recycled dowels previously used to hold maps from B.C.'s Land and Survey office), it is impressive at a glance as it is, even without knowing that. This strong representation gives customers a strong and memorable sense of the brand, making you want to walk away with something from it.

OOAKW22 BEST BOOTH DESIGN COMPETITION

FEATHERWEIGHT WINNER
A-13
LEAF AND ROOT CO.



BRAND REPRESENTATION:

There is no doubt about what this brand is all about by the entire design. It makes a simple yet strong statement at a glance.

LAYOUT:

The fact that this booth is the reverse layout to all of the other booths, as if it is flipped inside out, makes it stand out dramatically.

SHOPPABILITY:

The products could've easily been displayed too flat, however incorporating different elements to hold the products (prongs, shelves, drawers) helps the viewer to tell one section from another.

LIGHTING:

Though it is well-lit overall, the strongest points of light are prioritized to all of the right areas: the logo sign and the products so that the boxwood remains a backdrop.

OTHER:

This booth makes a very interesting and effective use of the space by designing it so that it is an entirely different space from all of the others. It works for the amount of products, and would interestingly also allow for ample storage space behind.

OOAKW22 BEST BOOTH DESIGN COMPETITION

RISING STARS: G-44 HOYA ATELIER



BRAND REPRESENTATION:

The set-up is smooth and sleek, with no unnecessary distractions, reflecting the integrity of the brand. As a result, it portrays the products with value as well.

LAYOUT:

The set-up incorporates wall panels as backdrops to more minimal displays of products, while also including a side of shelving where the products are more abundant. This is a great balance, showcasing the products in a more curated way against the walls, while also being able to hold more products in the shelving unit, which look more inviting and accessible.

SHOPPABILITY:

The balance of minimal presentation vs abundant, grabbable set-up presents the goods to the customer while also encouraging self-serving potential.

LIGHTING:

The lighting used does a great job of lighting up every area that the product is shown, including the undershelf areas, yet it is well-integrated into the design. The set-up, as a whole, seems to glow well in this section.

OTHER:

With the small space available in this section, storage is certainly significant to consider, yet the solution is very subtle in this example, where it is a seamless part of the design. Every part of it is intentional, and romances the customer so that they forget about any of the operational needs, such as storage.

OOAKW22 BEST BOOTH DESIGN COMPETITION

HEAVYWEIGHT
HONOURABLE MENTION

H-14
WILDWOOD CREEK



This booth is so well-staged and lit just enough, with intention. It creates an environment that makes it a pleasure to experience. It creates a mood before even seeing what the product is, preparing customers to be interested in anything related to the brand image created. The colour palette as a whole is consistent all the way throughout, making the brand image even stronger.

OOAKW22 BEST BOOTH DESIGN COMPETITION

MIDDLEWEIGHT HONOURABLE MENTION

I-34 - DARKHEART LEATHER



Just when so many booths prove how “complete” a booth design could be, there are booths like this one that raise the bar by adding a roof element. The clever way of adding a roof through the use of lighting still leaves it open-enough while creating a hub that makes passersby want to walk in and take a break. While the products are subtle, a booth like this that draws you in may also make customers come and take a closer look, which is how all of the powerful interior staging is so effective.

MIDDLEWEIGHT HONOURABLE MENTION

P-24 - AME COLLECTIVE



This is another great example of very thorough booth design. The maker painted the wires of the lighting to bronze and even extended the finish to the walls so that everything is consistent with the colour palette, removing all potential eyesores, and creating a very smooth and well-blended hub for the products. The lovely softness of the colour story creates a very flattering canvas for the products.

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FEATHERWEIGHT
HONOURABLE MENTION

Q-31 - HOUSE & HONEY



The intended audience for this brand cannot be mistaken, as the style of the product offerings is completely aligns with the booth design as well. The colour story is carried throughout, as well as the shapes and finishes. The professional construction of the cash desk elevates the integrity of the brand as a whole. The usage of different colours per arch create different sections, making good use of the small space.

FEATHERWEIGHT
HONOURABLE MENTION

J-29 - EAST OF PINE



It is very easy to stick to the same type of presentation when the products within the offerings are fairly similar, yet various merchandising styles are used in this case to show soft fabric goods. By wrapping, folding and hanging in various ways, this adds dimension and entices customer exploration all throughout the booth.

OOAKW22 BEST BOOTH DESIGN COMPETITION

RISING STARS
HONOURABLE MENTION

G-50 - KOTOBA JEWELLERY



Smaller spaces are typically prioritized for as much product as possible, and therefore incorporating a customer-experience-specific section is appreciated. One side is used to charm customers with a lovely display and message, helping to engage the customers through experience.

OOAKW22 BEST BOOTH DESIGN COMPETITION

6-DAY BOOTH:
J-36
RARE OLIVE



BRAND REPRESENTATION:

The neutral colour story overall allows for the marketing graphics to pop out as visual pulls all the way throughout. The banner, as a result, is framed by the rest of the booth, which makes the brand logo the most prominent piece.

LAYOUT:

While this booth is not very deep, it makes good use of storage space behind the wall, allows for customers to walk into it by pushing it back just enough and leaving room for a mirror, as well as creating a small Impulse Buy section at the cash desk to make good use of key retail spaces. As well, having the cash desk, the bulk of the selling space, and the banner / storage room door set at different intervals, this creates more dimension so that it does not look too flat.

As a frontal layout, the wall set-up is also very tidy and balanced, yet enticing and interesting due to having a few shelves staggered. The use of vertical space is used well, with just enough negative space, and the merchandise displayed at various heights.

SHOPPABILITY:

Similar styles are grouped together, there is just enough product per section, and there are strong visual breaks with the usage of dried florals and marketing graphics. This makes it easy to register the product offerings at a glance where all of the various types are clear, and therefore, making it easy to shop the space as well.

FIXTURES:

Every wall, furniture piece and jewellery holder fits together as a perfect custom package. Having a fixture package that looks like a custom collection represents the business as very established and professional. The colour of the fixtures makes the products appear even more visually beautiful with a very flattering contrast.

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6-DAY BOOTH:
HONOURABLE MENTION

H-36 - HEATHER COOK ART



The placement of the largest product and use of wall colours draws the eye to the logo, which is the most important to highlight in a booth. All of the products are placed in a very meticulous manner with a strong grid pattern. Paired with the right unit count, the products seem valuable. The colour and finish story is fairly simple which allows for the products to stand out. The size of all booth elements fits the space perfectly, with no distracting show curtains or irregular flooring shown. The lighting used to highlight the back wall products highlights the products well, while also contributing to the elegant design overall. The minimal set-up flatters the products as well, having so much negative space in the actual artwork.