

OOAKS25 BEST BOOTH DESIGN COMPETITION

HEAVYWEIGHT WINNER C-20 HERITAGE BEE



This booth immediately draws attention with its bright and inviting presence, pulling in visitors from a distance. Thoughtful lighting ensures the products are perfectly illuminated on the countertop, while strategic hierarchy guides the eye—starting with the brand's backlit logo, reinforcing an established identity that fosters brand recognition and loyalty.

Striking brand imagery effectively highlights both the beauty of the products and their key ingredients, creating a compelling visual story. The bold accent colour further enhances brand identity, while well-organized product groupings make it effortless to navigate and shop by category. The addition of vertical shelving on the corner maximizes visibility, allowing customers to explore the product range even when the booth view is blocked with visitors.

This booth strikes the perfect balance between aesthetic appeal and functional design, offering a seamless and engaging shopping experience—all while maintaining a polished and pristine presentation.

HEAVYWEIGHT HONOURABLE MENTION A-20 FOUR ALL



It's hard to believe this is a temporary retail space—every detail is so well-executed, from the custom-built elements to the seamless branding. Every inch of the booth is intentionally designed, serving either a functional purpose or reinforcing key product value points. Even operational areas are cleverly concealed and branded, maintaining a clean and professional aesthetic.

No matter the vantage point, the brand identity remains strong and unmistakable, showcased through premium custom signage and meticulous design choices. This thoughtful execution not only elevates the overall presentation but also enhances the brand's credibility, making the shopping experience feel like that of a well-established retailer.



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OOAKS25 BEST BOOTH DESIGN COMPETITION

MIDDLEWEIGHT WINNER N-20

AROMA CANDLE CO.



This booth does an exceptional job of emphasizing the brand name, with a custom logo sign that stands out due to its size and the intentional negative space surrounding it—creating a striking contrast against the rest of the setup. The colour palette is cohesive, serene, and perfectly aligned with the calming essence of the products. Thoughtful lighting ensures the shelving remains shadow-free, allowing each product to be well-illuminated and easy to shop. The corner fixture's unique shape invites a natural walk-around experience, encouraging exploration from all angles. A particularly clever detail is the incorporation of clocks referencing various locations, serving as both a conversation starter and a subtle nod to the brand's story. Meanwhile, touches of greenery add warmth and balance to the space without overpowering the product display. The result is a beautifully polished and thoughtfully designed booth that feels welcoming.

MIDDLEWEIGHT HONOURABLE MENTION

B-22 - ALINE NASSEH ARTISAN CHOCOLATES



Artisanal chocolates are cherished for their premium quality, and this booth beautifully reflects that. Every detail—from the seamless, wire-free lighting to the sleek walls and custom display table—exudes a luxury boutique feel, reinforcing the brand's high-end positioning. A standout feature is the thoughtful showcase of packaging on the back wall. Since the way these chocolates are presented and purchased is a key selling point, this display cleverly highlights the brand's attention to detail and premium experience. The overall design sets the expectation of exclusivity and craftsmanship, inviting visitors to step in for a closer look.

MIDDLEWEIGHT HONOURABLE MENTION

E-26 - KALA CLAY



The thoughtful compartmentalization of this booth creates clear visual zones, with each fixture strategically placed to define the space. Products are meticulously organized by colour and style, while the merchandising approach—abundant yet tiered and layered—makes browsing feel inviting and engaging. This setup encourages exploration, striking a balance between accessibility and premium presentation, rather than feeling overly minimal or exclusive. Well-executed lighting ensures that each product is showcased properly, while the addition of greenery adds warmth and texture. These natural elements not only enhance the aesthetic but also subtly demonstrate how the products can be used. The greenery is evenly distributed, guiding the eye throughout the booth without overpowering the display.



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OOAKS25 BEST BOOTH DESIGN COMPETITION

FEATHERWEIGHT WINNER

A-25 - INSTIL



This booth's sleek, muted, and understated design sets the perfect tone for the products, allowing them to take centre stage. The smooth, bare wooden canvas creates a beautiful contrast, subtly highlighting the texture and ingredients of the products. Thoughtful placement ensures the sampling section is easily accessible on the front counter, kept neat and inviting, while the back wall showcases the raw ingredients—serving as an effective storytelling element that communicates the essence of the brand. With such a refined and intentionally edited presentation, the focus remains entirely on the product, making it stand out effortlessly.

FEATHERWEIGHT HONOURABLE MENTION

E-31 - KEEPSAKE STUDIO



The precise grid layout of each category zone enhances visual organization, making it easy to see the full range of product offerings at a glance. The pistachio green walls provide a striking contrast to the crisp white products displayed in clean, white frames, ensuring they stand out effortlessly. Thoughtful details like the carpet and subtle greenery/florals add warmth, creating a welcoming, home-like atmosphere that resonates with customers. The booth maintains a tidy and polished look, with even the transparent cardholders ensuring there are no distractions—keeping the focus entirely on the products.



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OOAKS25 BEST BOOTH DESIGN COMPETITION

MARKETPLACE WINNER:

M44 - SHOP KATHALOUPE



This space cleverly transforms a simple table into a booth-like display, perfectly reflecting their crochet floral offerings. The setup feels like you've stepped up to a floral cart, adding a delightful and immersive touch to the experience, thanks to this unique and creative set-up idea. They've truly maximized their space, making every inch work to enhance the presentation and bring the brand's essence to life. Adding a vertical element like this also helps to add in necessary lighting.

OOAKS25 BEST BOOTH DESIGN COMPETITION

RIISING STARS WINNER:

N-21
QUIRK SOCIETY



This fixture's compartmentalized design introduces categorization and variety, transforming a space that could easily feel flat into something dynamic. Even the merchandising styles are thoughtfully curated: some cubbies feature faux greenery backgrounds, showcasing styled vignettes with products to tell a story, while the more basic cubbies group products by type, offering a straightforward, logical approach to decision-making.

This clever balance between lifestyle merchandising—designed to inspire and entice—and commodity merchandising, which simplifies the shopping process, creates an engaging and functional display.

Other standout details include the custom-produced signage, elevating the brand's presence and reinforcing its established identity. Additionally, the carefully placed lighting under each shelf makes the products glow, providing effective illumination without the need for overly visible lighting.



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