

fixtures

Unlike past years where multiple examples of fixtures were showcased as available readymade lines, this EuroShop focused more on the capabilities, imagination, and unique combination of materials; some being high-tech, others being high-touch -- all designer inspirations. Bringing together old world design and craftsmanship, juxtaposed (and some would argue “in collision”) with high-tech, streamlined, engineered and contorted fixtures of glass and steel was a consistent theme.

Fixtures, acting as a “frame” for unique backgrounds and materials be they living walls, dried and collected natural materials, titanium metals in vibrant jewel tones, stretch fabrics, and even activated through the integration of technology (whether lighting or digital output) added to the forward cycle renewability. Their armatures focused on functions, operation and long life, while their inserts were more ready for renewal as the trends evolved. Particularly interesting were the fixtures in the food areas, which in many cases set their eyes on next millennium ahead; curvilinear, swooping, and dramatic but, as often, blended with the found and the reclaimed.

Using materials that were outcomes of technology -- fixtures were laser cut, formed, cast, contorted, and organic -- was another theme, with many fixture manufacturers literally “thinking out of the box” from a standpoint of moving away from standard rectangular and “90 degrees” of fabrications, to those whose shape and form were indeterminate and flowing. The integration of lighting and power in fixtures, allowing the new array of devices from lighting to screens to be seamlessly integrated into fixtures and service with a pre-thought kit of parts, provided even fewer limits and more possibilities for the creative designer.

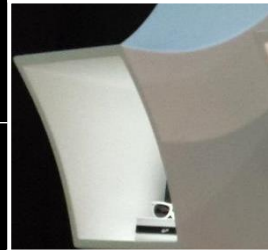
contours



color



provocative



prismatic



cutouts



illuminated



elements



refrigerated cases



contours

fixtures feature three-dimensional contour shapes created from the combination of multiple flat plane objects in consecutive sizes to visually illustrate the flat, yet contoured and segmented surfaces





color

color is integrated into fixtures in bold, bright, statement shades in an effort to be seen as playful, inviting, and family-friendly – rainbow hues and pops of color dress up the fixtures to bring new life to what otherwise may be seen as tired or boring





provocative

these fixtures feature futuristic, sleek shapes that challenge the limits of previous, static designs with exaggerated shapes, low-profile finishes, and unexpected twists to entice customers to linger and shop

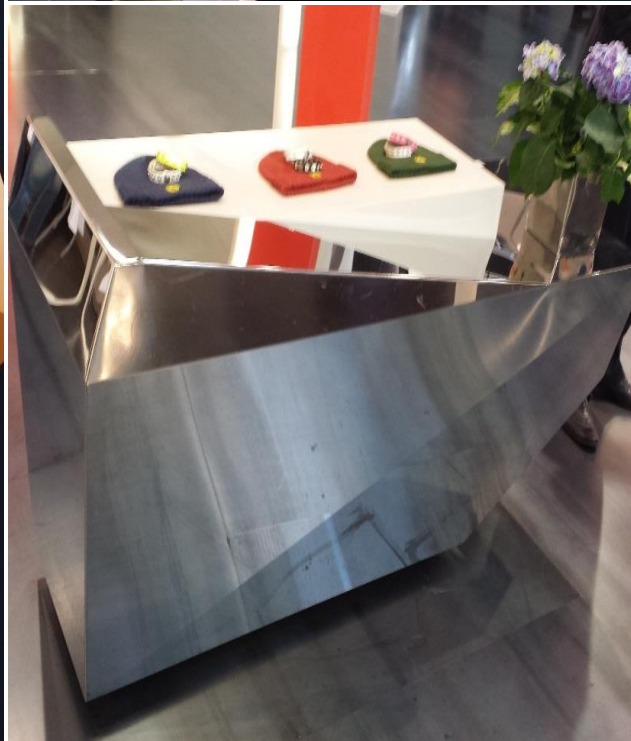
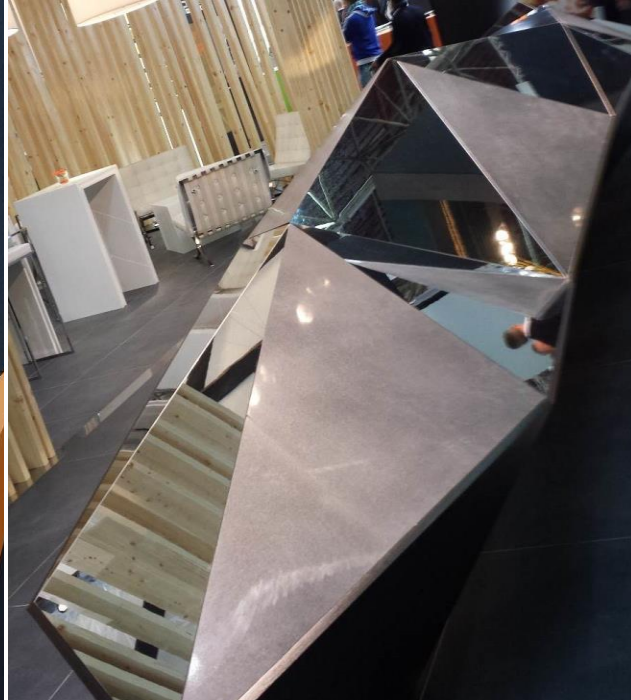




prismatic

fixtures feature repetitive three-dimensional geometric shapes from triangles and rectangles, to hexagons and squares to create platforms for product merchandising and add depth to overall displays





cut outs

laser-cut fixtures feature intricate details carved out in swirling, whimsical patterns or graphic, geometric ideas that create added interest to fixturing concepts







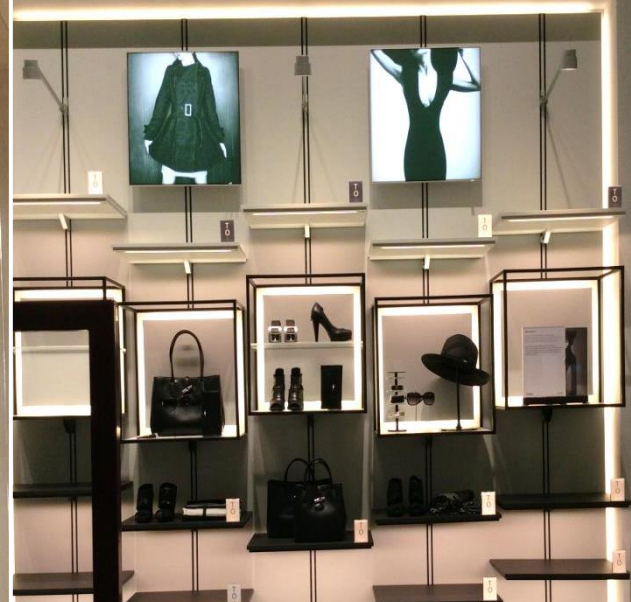
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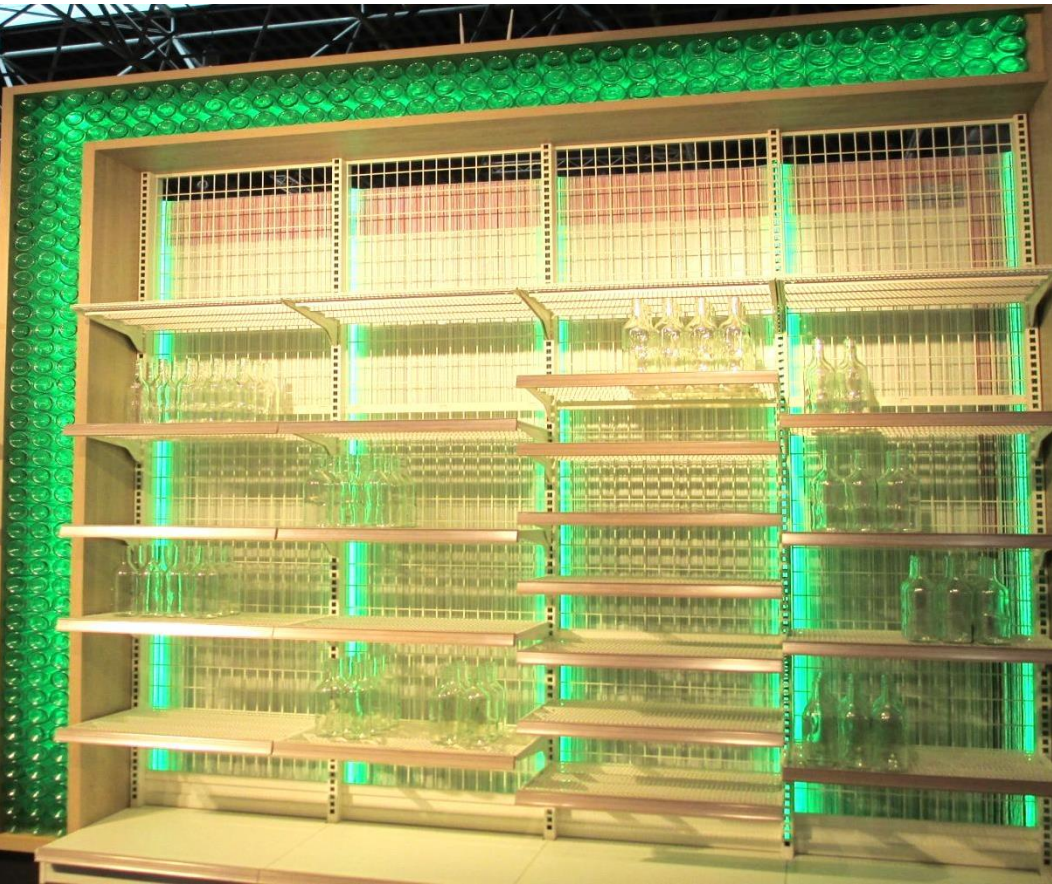
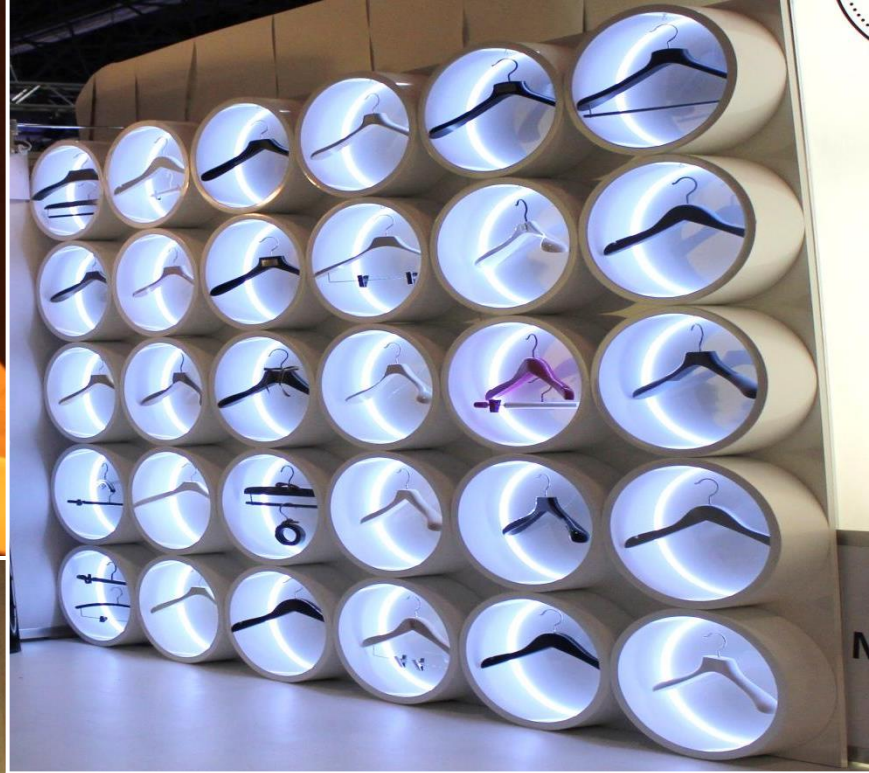
integrated lighting is pervasive in all types of fixtures – freestanding, casework, systems, and served to highlight product displays and enhance the customer’s ability to focus on items; this integrated light embellishes the design of the fixture or the design intent of the overall space





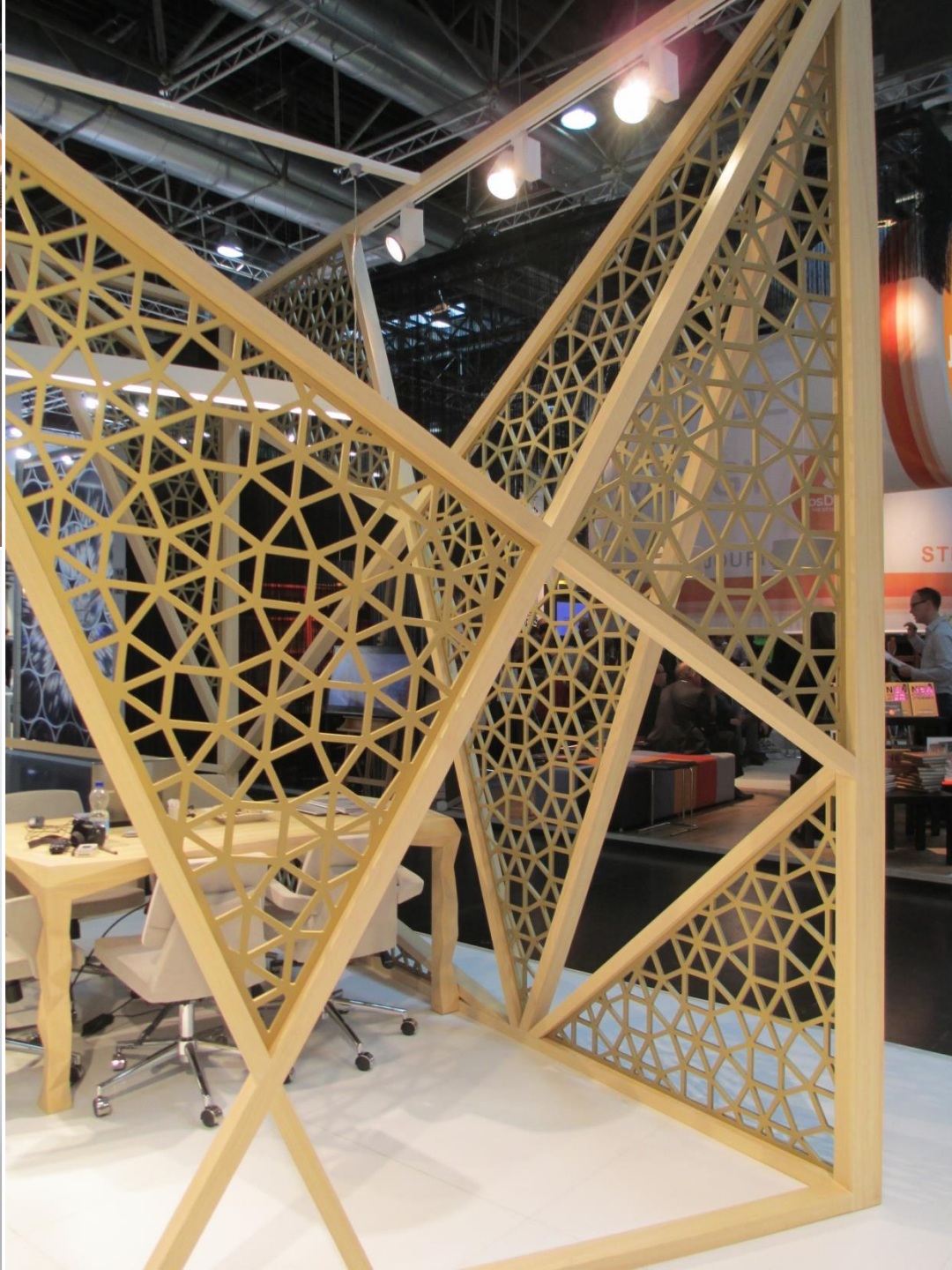
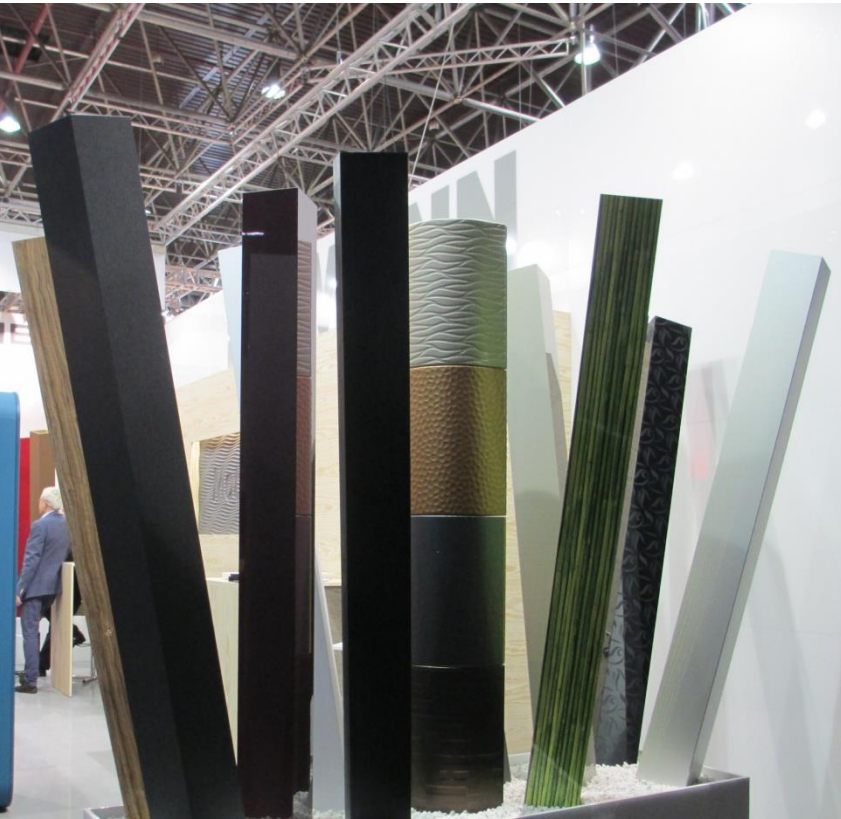


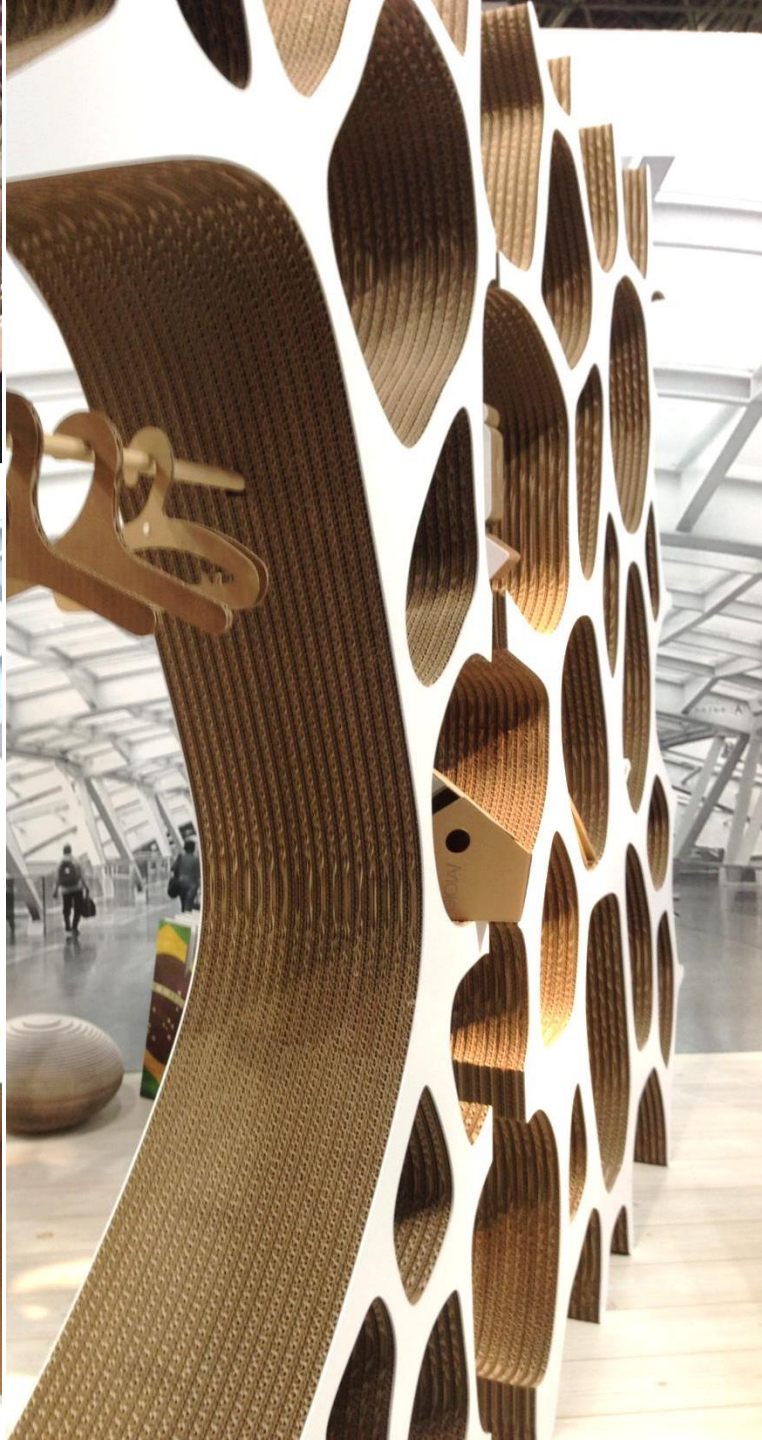


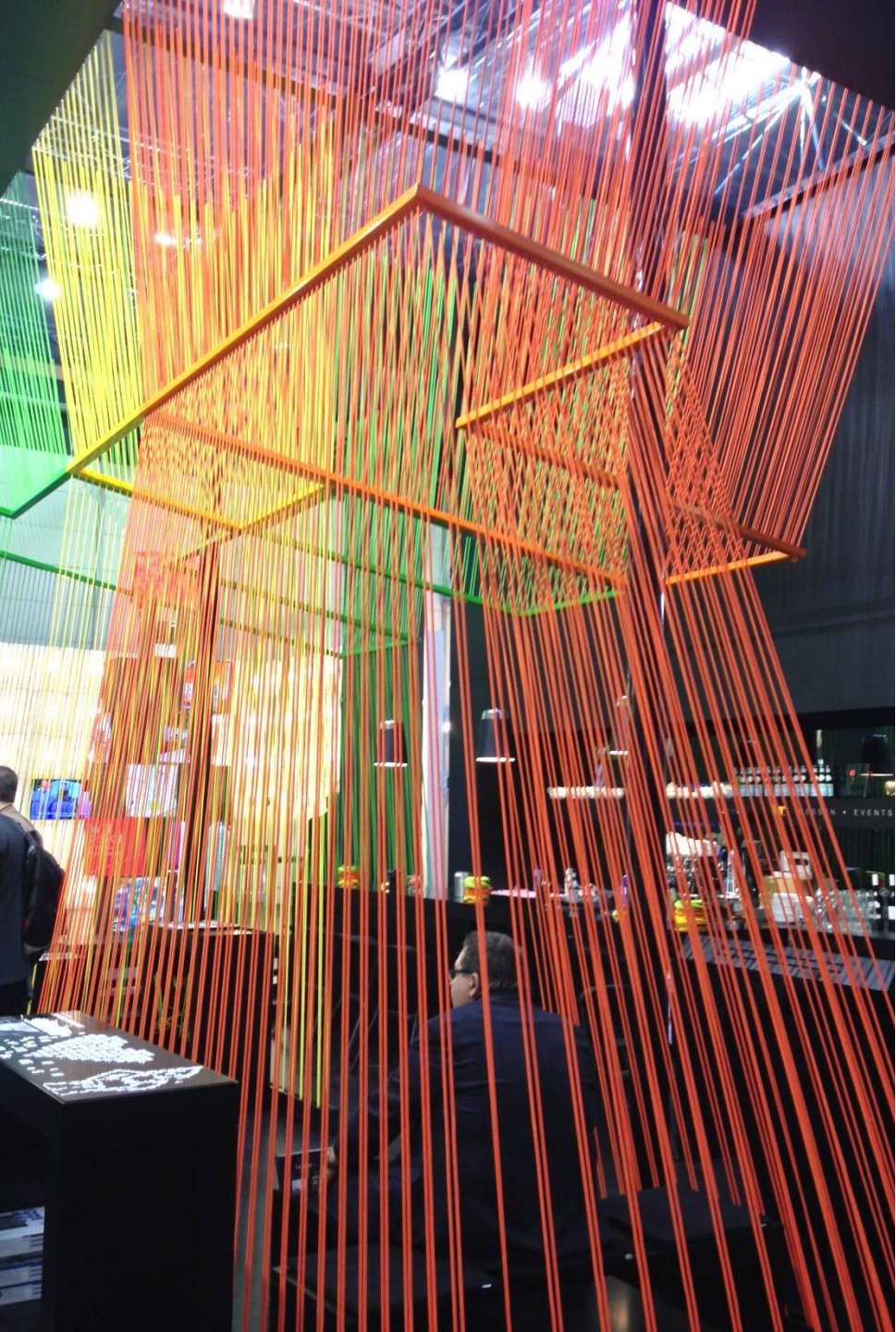


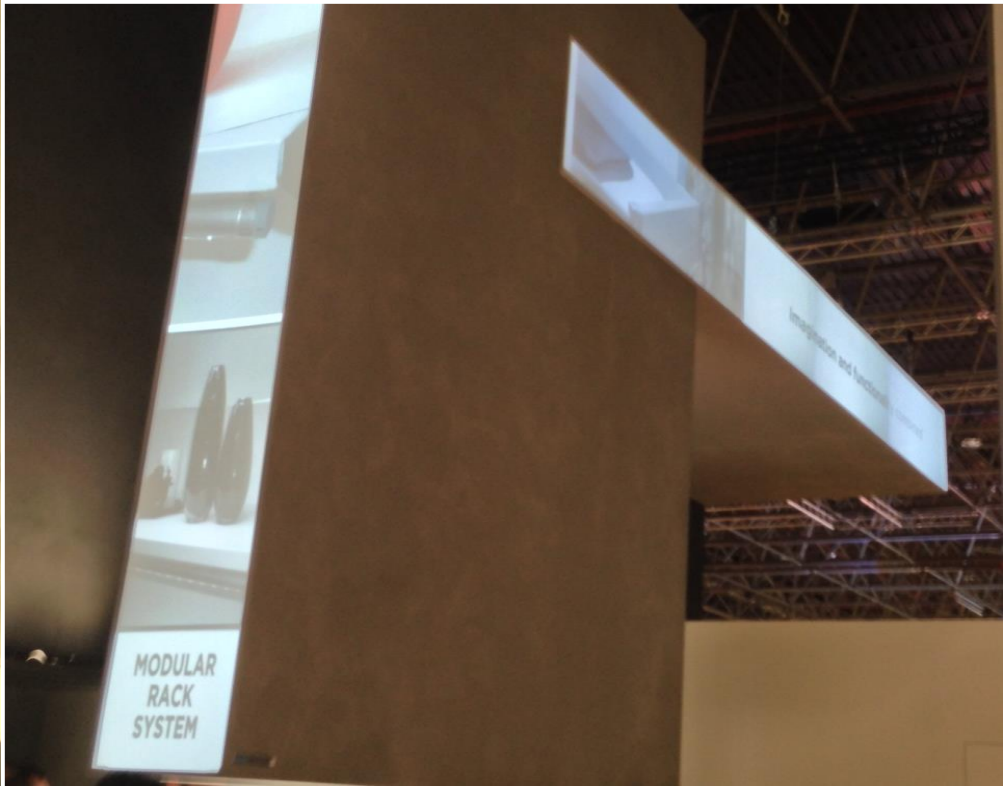
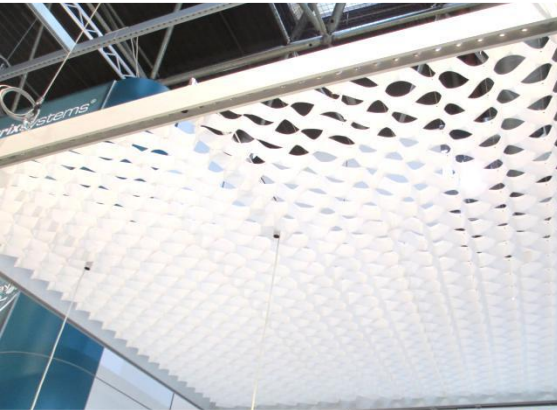
elements

best described as elements, these fixturing concepts simply cannot be confined by a singular category, and their pioneering designs are the future of fixturing when it comes to color, pattern, shape, and material













refrigerated cases

refrigerated cases challenge the boundaries to find new ways to integrate interesting technologies, interactivity, environment and experience to provide a consumer-centric focus through aerodynamic, space aged designs, the generation of social spaces and flexibility in fixturing to allow for integrated product categories

