



visualstore

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## Celebrate Everything

All the Hoopla's clean design and eclectic fixtures showcase everything from knickknacks to kitchenware

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Aptly named, and unapologetically quirky, All the Hoopla brings celebrations and holidays to life with an array of entertaining basics, gourmet goodies and decorations. It's an explosion of knickknacks, the stuff we hold onto to someday fulfill our fantasies of setting a perfect table or having just the right card to send.



The store's message, **Create your Own Hoopla**, is prominently displayed next to a series of graphics featuring smiling customers with their purchases.

"Hoopla" is best defined as jovial commotion and excitement. So to tap into that mélange of emotions, JGA (Southfield, Mich.) created an open, yet segmented environment that showcases everything from impulse gift buys to kitchen essentials.



Gourmet goodies in glass jars line shelves with chalkboard signage for a personal, at home feel.

One challenge was to inspire the customer without overwhelming her. Designers created a lifestyle setting where the store is broken up into segments that present the merchandise according to life's special events. One side of the store is focused on entertaining with party supplies and specialty foods, the other side offers gifts, social stationery and seasonal trim items. Two additional areas are designated for life's occasions, like birthdays, new babies, events and successes, as well as featuring Hoopla's brand Department 56.



**Citrusy-pink walls, a rock crystal chandelier and floating acrylic merchandising panels transform regular stationery and cards into little objects of desire.**

Fixtures, both vintage and manufactured, play an important role in presenting the mix of merchandise. Mirrored parsons tables, stainless-steel saddles and brightly colored dining tables provide funky grouped displays, where the product, designers believe, is right at home. A mishmash of colorful chairs forms a chandelier at the entrance and moonlights as a flexible fixture to display items and graphics.



**The spindly chair menagerie.**

No matter how caught up in the hoopla you get, decorating for a holiday or organizing a mojito mixer has never been easier.



**The cashwrap is surrounded by cheeky definitions of the word "Hoopla" in soft colors.**

**Client:** All the Hoopla, Novi, Mich. – Joel Anderson, president, consumer direct; Michael Romanko, vp, consumer direct; Jenn David, director, store planning and special projects

**Design/Architect:** JGA, Southfield, Mich. – Ken Nisch, chairman; Kathi McWilliams, creative director; George Vojnovski, project manager

**Outside Design Consultant:** Illuminating Concepts, Farmington Hills, Mich. (lighting)

**Photography:** Laszlo Regos Photography, Berkley, Mich.