


# Stylus 18 January 2011

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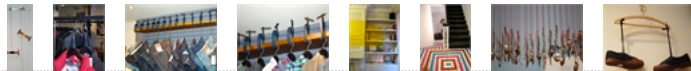
# 08<sup>th</sup> Nov 2010 ..... November 2010

## Walls, Floors, Shelves and Hanging

A wealth of variations on the hanging theme deliver an innovative insight into how to re-appraise display techniques for a multitude of product categories.

Simple ideas that transform the ordinary into the extraordinary play a major part in this series. Mundane 'found' objects such as bulldog clips, cutlery and industrial-sized clamps are presented in a new context – especially when presented in volume – and denote a sense of the surreal and the allure of the unpredictable.

The unconventional use of colour (inside cupboards, on floors and stairs, slicing through main rooms in stripes) also delivers a similarly imaginative visual motif that also flags up the value of a subversive, alternative perspective.



## Accessories and Small Goods Displays

This series of ideas brings small delicate pieces, which are often lost in a deluge of merchandising, back to the fore.

Largely focusing on the notion of magic and enchantment, home-spun, nature-based, old-fashioned fixtures and display 'nests' allow even tiny pieces to make an impact.

The reinvention of generic but classic items such as glass bottles, cloches and jars into creative scenic displays in miniature forge an alluring link to the fantasy of theatrical set design.



## Boxes, Showcases, Props and Storage

Everyday objects combined with the slick finesse of traditional display (suitcases inserted with glass inlays to form display surfaces, a piano transformed into a jewellery cabinet) create inspiring stages for single or multiple pieces.

Beyond the practicality of storage boxes and drawers suspended from the ceiling or climbing the walls in a series, it also imitates a surrealist theme that demands new attention.



