



Special Broadcast

EuroShop

– Retail Trends in the Global Market Place

EuroShop 2002 is the world's largest trade exhibition for retailers and retail designers. It took place in Düsseldorf, Germany from 23 to 27 February 2002, where Flash Photobition Director's Fred Uden and Peter Maddison set-off to take a look at a showcase of concepts, ideas and solutions for shop design. EuroShop is a treasure trove for visitors with their sights set on successful merchandising, spanning a spectrum of today's cutting edge technology and tomorrow's new solutions.

So what are the global trends in retail design? Fred pointed out that selling environments are becoming almost theatre-like. "Materials and processes used previously for theatre sets are now being used in retail." This idea of creating shops like theatre sets, personifies a product so that it takes on character and emotional appeal.

Fred also commented on an increase in the use of lighting where it is "able to enhance environments and moods." What better than a radiant glow over product displays and sales environments to boost buying incentive? A functional, bright, overall glare is largely used for bargain price businesses. "(In Europe) they are using a lot of light boxes and they're huge, some measuring up to three by ten metres" says Fred.

Peter commented that "Everything was big and fabrics were predominant". He also noticed a prominence in the use of layers "A window display may feature graphics applied to a window frame, the product is placed within that frame and a backdrop of another graphic is placed behind it. Layers are also used in the form of translucent printed fabrics to make up walls and curtains. Viewers are given merely a hint on what is on the other side."

Flash Photobition create various alternatives to solid walls by printing graphics on screens and curtains that hang from the ceiling and graphics mounted onto aluminum extrusions or other display stands. Here we see the obvious versatility benefits but also the aesthetic possibilities of using various textures and shapes.

EuroShop showcases a global range for the global market, and points the way ahead for the future of retailing. Peter and Fred feel passionate about what they do and see importance in maintaining awareness of global developments.



Fred comments "It is important to keep up to date with the global market. The size of the market in Europe means that there are greater opportunities to explore niche markets. What we saw at EuroShop was cutting edge. High levels of competition force companies to push further with innovation. I believe we should adequately be able to compare ourselves with Europe." Fred believes that "when a client asks us if something is possible, we will be able to offer them a creative solution".

EuroShop clearly demonstrated the trend towards mood setting. Retailers are not just selling products, but lifestyles and emotions. Flash Photobition are today placing a greater emphasis on how graphics can capture those lifestyles and emotions. The content of the graphic is one thing, but its positioning, the material its printed on and how its displayed are also key factors to address when it comes to mood setting. Fred and Peter look forward to applying the ideas they saw at EuroShop and developing them further to the specific needs of the local market.

