

Ingenuity and innovation abound in this difficult-to-define category, where retail graphics rub shoulders with flooring, lighting and display systems. It is notable from the shortlist, however, that a majority of the ideas use light in some highly expressive way. Low voltage and T5 fluorescent technology, together with an ever wider range of translucent materials, are to be thanked for that

RETAIL PRODUCT DESIGN

Best product for retail interiors

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FINALISTS

Lighting for Grenville
Shop and Library,
British Museum

Speirs and Major



Colour changing
mannequins for Selfridges
'Spirit' department

Rare Basic



◀ River Island graphics

Dalziel and Pow



◀ Graphics for IFC Waterfront
Showsuite, Hong Kong

Draughtzman

John Smedley ▶
illuminated display
system

Softroom

