



BEST PRODUCT FOR RETAIL INTERIORS

Sponsored by Friary Press

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

WINNER

Praxis Mono banner system

By Brian Watson and Tony Wills

Mono is the only comprehensive, purpose-built system of banner fixings on the market, claims the manufacturer. Most such products are originally designed to do a different job, but Mono is created from scratch as a dedicated, banner-fixing system. Clean, uncluttered and architectural, the component range is devised so that banners are always hung flat, straight and clearly visible.

FINALISTS

- Lighting for Grenville Shop and Library, British Museum by Speirs and Major
- Colour changing mannequins for Selfridges' 'Spirit' department by Rare Basic
- New River Island graphics by Dalziel and Pow
- Graphics for IFC Waterfront Showsuite, Hong Kong by Draughtzman
- John Smedley illuminated display system by Softroom

JUDGES

Thanks to: David Adjaye, Adjaye Associates; Craig Allen, Linley; Dee Cooper, Virgin Atlantic; Rashied Din, Din Associates; Patrick Dormoy, Atrium; Christophe Egret, Alsop Architects; Cressida Granger, Mathmos; Loyd Grossman; Wayne Hemingway, hemingwaydesign; Peter Higgins, Land Design Studios; Geoff Hollington, Hollington Associates; Charles Jencks; Ken Mackay, Harper Mackay; Mark Major, Speirs and Major; Tim Molloy, Science Museum; Janet Street-Porter; Dickon Robinson, Peabody Trust



Main picture, the best retail product winner, Praxis Mono banner system by Brian Watson and Tony Wills.

Above, Rare Basics' mannequins for Selfridges' Spirit. Above left, graphics for IFC Waterfront Showsuite, Hong Kong