



The Stiletto Chair by Rare Basics Ltd

Enquiries - circle readerlink 850



Coloured columns by Rare Basics Ltd

Enquiries - circle readerlink 851



HoloPro™, available from DDC Ltd.

Enquiries - circle readerlink 852

Retail Insight

Eyecatching: Light, movement and...magic? Interior Design looks at some of the newest products with a retail application.

In this special Retail Insight, we look at all aspects of the retail design business, from design to fit out. Retail design is a complex sector...branding, communication and creating an experience is what it's all about. However getting customers to part with their hard earned cash is the main purpose. With the ever increasing competition for that same pot of gold, Designers draw upon, and are inspired by, all the latest ideas available to them. These are a few we would like to share with you...

Creating a stir within the retail trade is the eyecatching Stiletto Chair by Rare Basics. Standing at 94cm high and compliant with British Fire Standards, it can be covered in a variety of fabrics.

The use of light in retailing cannot be underestimated. These columns and pillars, also by Rare Basics, morph through a series of hues right across the colour spectrum, creating mesmerising display effects. They can be set to a colour sequence if required. When items are placed on top of the unit, the items absorbs the colour and illumination and creates a magical glowing effect.

Magic and its effects have always attracted. An almost invisible system, except for the supporting cables, the HoloPro™ screen seems to float in space. Teamed with a projector unit, the large transparent screen delivers any projectable images opening up boundless opportunities for its application and integration into the retail environment. Viewable in daylight, interactive units are also available.