

### OVER-DISPLAY

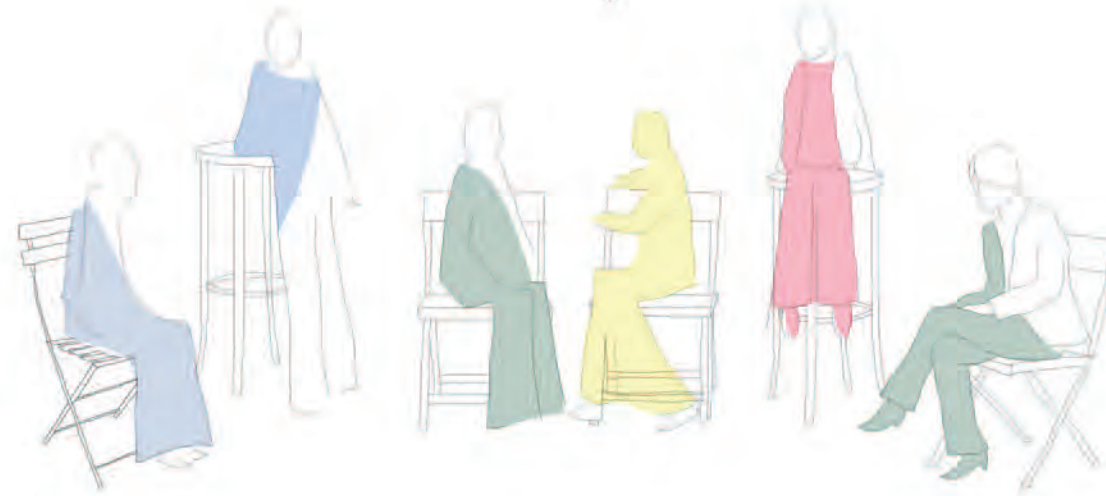
Cluttered display with a large number of small bowls on show

### FLAT PRESENTATION

Produce is displayed on the same level and nothing grabs attention

### LACK OF THEME

Containers are varied and there is no theme carried through the display



*Grocery shops extend their boundary onto the street by displaying produce directly next to passer-bys*

*Extend the boundary of the store onto the street but leave the familiarity of 'interior space' by creating the display using items of interior furniture*

*Items of interior furniture such as chairs, stools, tables and ladders can be reinvented for display*



### STREAMLINE DISPLAY

Group produce into sections and highlight the best/seasonal produce

### LAYER THE PRESENTATION

Present products on different levels and containers that will highlight them

### THEMED MERCHANDISING

Create a line of containers that unify the display







140cm

80cm

45cm

0cm



### DISPLAY CAPACITY

Optimising each piece of furniture to adjust to the amount of required display



### REALISATION

*in 3 simple steps*

#### LOCATE

Most items of display will require minimum build and will instead be adapted from salvaged pieces of furniture such as garden chairs, stools and shelving.

#### ADAPT

Once the items are located they will need to be thoroughly cleaned, modified and made up to the same theme.

#### CUSTOMISE

Depending on the size of props located and the client's preferences the display boxes will be made up to house the produce

