BRANDING LAB

PROJECT TYPE **VISUAL MERCHANDISING**

DATES **2012**

CLIENT **WALTHAM FOREST COUNCIL**

BUDGET **£1,000 P/ UNIT**

During the summer of 2012, Waltham Forest Council and Jan Kattein Architects inaugurated a unique design competition to enliven the retail activity on High Road Leyton. The Branding Lab teamed up emerging designers from top London and European design schools with high street retailers to transform shop displays, evolve branding and re-invent retail strategies. Nine shops received an ambitious make-over, and 11 emerging designers were given the opportunity to build their portfolio with a live project on a real high street in London.

Designers followed an 8-week programme of design and implementation working closely with shopkeepers and JKA. Teams were introduced to traders in the first week. Three weeks later concept proposals were presented at a mid-stage review with Design for London in Leyton.

The designs were then detailed and realised on site in the final four weeks. Throughout the process, teams met with JKA once a week. With a set budget per business, interventions have included new window displays, storage and furniture, graphics and stationary, lighting, architectural fixtures and decorative finishes. Young designers had the opportunity to showcase their talent in response to a real brief, a real client and a real site.

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Sarah Considine from the GLA, Valentin Bontjes van Beek from the Architectural Association and Moira Lescalles from the Architecture Foundation were invited to judge the shop display work implemented on site. Mark Brearley, Head of Design for London awarded the top prize to Nanayaa designers Catrina Stewart & Hugh McEwen. Annabel Maguire's design for Clarkins was highly commended.

right: design reviews with the teams involved,
above: award ceremony at Leyton Municipal Offices - from left to right - Mark Brearley @ GLA, Hugh McEwan @ OSM, Chris Robbins @ Waltham Forest Council, Michael Polledri @ Lee Valley Estates

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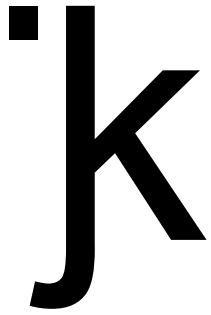
Peculiar
by Eva Aleman & Mirco Colonna



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