



Year: 2019

Service: Trade Equipment, Marketing, Merchandising

The corner idea was to combine modern aerodynamic forms with the Siesta mattresses retail presentation in their "natural habitat" - basically in beds. Low pedestal with semicircular oval backdrop plus digital and light elements naturally adds to the mattresses presentation focusing around the product. Corner is equipped with a lightbox, advertising digital display and additional shelves for pillows.

The corner design utilises corporate colors (by customer's request several color variants were designed) and brand's logo.

