

# Interior Design of the Year: Retail

WINNER: Hewlett Packard , Alfred Johnson



For the second year in a row, Alfred Johnson walked away with the Interior Design of the Year: Retail award. This year, Johnson’s winning project is a brand- enhancing, floating environment for Hewlett Packard. The space will house HP laptops and printers, and can be used in a mall, as a stand-alone temporary retail outlet, or as an exhibition stand. The product is displayed in hand-moulded casts, finished in white, semi-gloss PU with recessed LED lighting, concealed cable ducts and product locking mechanisms. “We had to complicate matters further by not just creating a brand experience, but bringing the human factor into a live space. We envisaged aerial acrobats.

suspended from the mall’s ceiling with white silk ropes, performing a 9 to 12 minute routine eight times a day. This factor was designed to add new dimensions to the retail space,” Johnson said. The CID panel of judges described the space as an “excellent, new-age spatial concept” that is “stimulating and intriguing” and offers “high impact from every angle”. “I am thrilled,” said Johnson on receiving the award. “The project was for Hewlett Packard, and for us as a boutique firm to be working with a billion-dollar brand is such an honour. It is an honour for them to approach us, let alone commission us. We do our best, and we love what we do.”