

Northern Home Furniture Display

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About

- Location: 505 Broadway in the Historic Ford Building.
- One-of-a-kind furniture showroom and interior design studio.
- Founded in 2001 by architect Kevin Bartram and is currently managed by design expert, Sheila Hanson.
- Offer customized styling to fit every client's requests with their high-end, luxury brands.

Northern
Home
Furniture
& design

Display & Layout



Display is an open back window placed on a platform base.

Spacious display area.

The display is visible from the exterior and interior.

Free flow store design.

Process



We chose the base pieces the first day and the store staff installed them before we came back to finish accessorizing.



Northern Home requested a Spring theme so we added accessories such as flowers, vases, and bright colored pillows to fit their aesthetic request.

No extra props utilized.

End Result





Home
Furniture

&
Design

Northern Home Furniture

Fine Home Furnishings

Unique Accessories

Interior Design



Difficulties

- Tall window height and graphic placement.
- Window is reflective in the day making it difficult for customers to see. The graphic placement also hits at average eye level height.
- Spring colors were not abundant in the store merchandise at the time. The store had more traditional, neutral colors.
- Tags were difficult to hide, but needed to stay on so customers could easily shop the display.

Success

- Our retailer, Sheila Hanson, was very satisfied with our overall performance and ability to create a spring transition showcase like requested.
- She was also impressed with how quickly we were able to come together and decorate the display in a timely and efficient manner.
- Our group was happy with the outcome we created together. We were all able to incorporate some of our own style and ideas while keeping in mind the vision of the store.

Sources

- Kvidt, Pam & Dave. "About US." *Northern Home Furniture*. N.p., n.d. Web. 8 Apr. 2017.