



**OOAKW24**  
*Winning Bath Designs*

# OOAKW24 BEST BOOTH DESIGN COMPETITION

## HEAVYWEIGHT WINNER T-46 MARKET CANDLE CO.



Market Candle Co. has flawlessly tailored their presentation to this space, seamlessly concealing the show walls and flooring to create a fully immersive and branded experience. Every element—fixtures, walls, and decorative details—is cohesive and deliberate, reflecting exceptional attention to detail. The signage is thoughtfully integrated into the fixtures, reinforcing the brand's meticulous approach.

The booth's layout is strategic, with varied fixture styles effectively segmenting the space into clear, shoppable sections. A central table invites exploration, encouraging customers to engage with the entire display. The lighting is well-executed, enhancing both product visibility and the overall ambiance. From a frontal perspective to an aerial view, every storage, display, and visual styling choice is optimized for aesthetics and functionality.

Beyond its strong visual appeal, this setup excels in shopability. It strikes a perfect balance between showcasing the products as premium and maintaining an inviting abundance that encourages interaction. This booth demonstrates how thoughtful design can elevate the retail experience and drive engagement.

## HEAVYWEIGHT HONOURABLE MENTION R-49 EDUCATED BEARDS



This booth exemplifies professionalism and attention to detail, creating a seamless experience that makes you forget it's a temporary pop-up space. The unique presentation style draws customers in through a combination of curiosity and engagement. Thoughtfully planned lighting and elevated, high-quality fixtures further enhance the brand's credibility, leaving a lasting impression and reinforcing its premium positioning.



# 00AKW24 BEST BOOTH DESIGN COMPETITION

**MIDDLEWEIGHT WINNER**  
N-36  
NOEL AND CO.



This setup is exceptionally polished and seamless, with a level of execution that makes the space feel like a permanent retail shop. The lighting, which appears to be hard-wired, is particularly admirable and adds to the professional and established feel of the business.

While the interior design might seem to dedicate significant space to styling and décor, it serves an important purpose—placing the products in context for customers. The use of bookshelves creates defined, shoppable areas that balance abundance with organization. As a whole, the setup creates a cozy yet elevated atmosphere, inspiring customers to replicate the aesthetic in their own homes and, in turn, to desire the products on display.

**MIDDLEWEIGHT HONOURABLE MENTION**

R-10 - SHE CREATES PRETTY



This setup is a standout example of how to create a home-inspired atmosphere that places products in a relatable and meaningful context for customers. The addition of an accent wall on the back statement wall enhances the visual interest, drawing attention to the space and elevating the overall presentation.



# OOAKW24 BEST BOOTH DESIGN COMPETITION

## FEATHERWEIGHT WINNER

E-52  
STUDIO 648



Despite being in the smallest walk-in booth space, this brand has expertly utilized creative strategies to maximize impact. By setting the walls at varying depths, the booth achieves effective dimension, clearly segmenting product displays while beautifully framing the brand wall.

The lighting design is particularly strategic, featuring glowing inset arches that highlight the main product area and a luminous ring around the brand logo, drawing immediate attention to the key focal points. This thoughtful setup not only guides the viewer's eye but also establishes an architectural presence that reinforces the brand's credibility and professionalism.

## FEATHERWEIGHT HONOURABLE MENTION

J-38 - BRIGHTFIELD



The visual elements and warm lighting in this setup perfectly convey the cozy, inviting essence of the products. The layout encourages customer interaction while maintaining a sense of product elevation and refinement.

The back wall is utilized effectively with brand imagery, reinforcing identity and drawing focus without overpowering the display. Every structural component is polished and intentional, keeping the attention on the products and presenting them in a highly professional and cohesive manner.



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# OOAKW24 BEST BOOTH DESIGN COMPETITION

## RISING STARS WINNER: B-48 CHANTELLE SAULON



The seamlessness of this setup is truly impressive. Its smooth and minimalist structure ensures that the focus remains entirely on the products, with no distracting operational elements or overly prominent lighting. By integrating the lighting into the header, the design achieves a clean and cohesive look.

A custom fixture like this not only enhances the presentation but also speaks to the professionalism and credibility of the artist, elevating the overall brand perception.

## RISING STARS HONOURABLE MENTION: B-46 GREEN GUAC ECO SHOP.



This space is thoughtfully designed, balancing a dedicated area for showcasing the products in use with ample shoppable space alongside each offering. The layout effectively communicates the product's purpose and key selling points at a glance, making it both functional and visually engaging.



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