

# CHAIN STORE AGE®

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## Luminous Material Enhances IMO Design

**A** luminous, translucent, plastic surface material provides an ideal backdrop at IMO, a new wireless-services retail concept offering a wide selection of phones and service plans from all national carriers. The light-transmitting material, LightBlocks (from MB Wellington Studio, Nashua, N.H.) is stronger than glass, resists scratching and can be cut into any size or shape. It is featured on the countertop displays and wall backdrops in IMO's debut locations in Columbus, Ohio, Waltham, Mass., and Framingham, Mass.

IMO, designed by Bergmeyer Associates, Boston, is minimalist and modern, with a serene, futuristic ambience and a cool palette. Merchandise is presented on a series of freestanding, streamlined fixtures topped with 1 1/2-in. thick LightBlocks panels. (LightBlocks can be customized to produce nearly any color and the panels can be made in any transparency and thickness.) The panels are colored snow-white to evoke the fresh, clean and light properties associated with clouds, a common design element that appears to float through the entire store.

Most of the displays tops are routed with indents for inserting brand graphics and holes to attach cell phones. The white countertops, which appear to glow, make the phones appear as if they are floating on thick blocks of ice.

In addition, LightBlocks panels, 1/2-in. thick, are featured on the wall panels aligned around the store.

"The LightBlocks surfaces provide a clean, modern and luminous backdrop, which really makes the phones look great, without being a distracting material," said Matt Hyatt, associate, Bergmeyer Associates.



IMO is designed with LightBlocks, a material stronger than glass.