

## Store Fixture Award

IMO: Full Store Fixture Grouping

Easton Town Center, Columbus, Ohio

**Design** Bergmeyer Associates Inc. **na.s.m.**, Boston, MA

**Fixtures** Monarch Industries Inc. **na.s.m.**, Warren, RI

**Photography** Mark A. Steele Photography Inc., Columbus, OH

**Retailer** IMO Corp., Waltham, MA



Small products and information are presented clearly on streamlined minimalist black woodgrain fixtures topped in white translucent LightBlocks, a strong, durable, light-transmitting plastic. Cell phones are tethered to central tables. Locking stainless-steel cabinet doors securing inventory and translucent glass partitions flanking the “exploration” stations augment the futuristic ambiance. A long millwork cabinet with groups of IMO Advisor monitors facilitates selection of a wireless service plan in a format marrying traditional retail and online shopping.