

Artitalia Group Wins the Coveted Best Booth – Grand Prize Award at GlobalShop 2005

MONTREAL, Quebec, Canada – (SEND2PRESS NEWSWIRE) – Artitalia Group (www.artitalia-group.com) won the coveted Best Booth – Grand Prize award, given by VM+SD (Visual Merchandising and Store Design) at GlobalShop 2005 last week in Las Vegas, NV. With more than 25,000 attendees, the trade show is recognized as the largest international expo featuring the most innovative design, products and technologies in the world of retail.



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Caption: Artitalia Group Wins the Coveted Best Booth at GlobalShop 2005.

“Our goal in presenting the three inflatable pods was to draw attention to our 3 corporate divisions and the three professional services we offer,” said Jeff Kastner, Vice President of Sales for Artitalia Group.

“The booth had the look and sound of a trendsetting lounge, with the center pod incorporating lounge seating, a central bar, and a DJ Booth, run by NYC DJ: Ronald DJ. This pod reflected the design and fabrication capabilities of our Contract Furniture division, Hemsley.”

“The front pod showcased our International Visual Corp. (IVC) divisions’ line of Signholders and Floorstands. These were displayed on fixtures, designed

and created by our third division, Artitalia.”

The back pod, the Artitalia showcase, included unique new fixture designs created specifically for the exhibition. The centerpiece was our patented Muro(R) system, which is a flexible freestanding skin wall system, which was developed to replace fixed wall construction.

“The future of retail is Generation Y,” explained Enzo Vardaro, Vice President of Design for Artitalia Group. “In creating our booth design, I incorporated sight, sound, and feel, to achieve a truly ‘organic’ environment that will appeal to this next great demographic trend. The atmosphere needed to be club-like – bring a feeling of serious fun and thoughts of good times. Lighting, music, shape and color all added to this.”



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Artitalia Group designed and fabricated all the interior fixtures and furniture of this award-winning booth. The inflatable structure was designed in conjunction with Inflate Design Ltd. (UK), and was fabricated in their London factory. Artitalia Group is the North American representative for Inflate Design Ltd.

Artitalia Group plans to extend their concept of an inflatable shop, which they will be marketing as “Shop in a Box(R),” in the near future.

About Artitalia Group

Our 3 divisions:

* ARTITALIA – Custom Fixture design and fabrication – Wood, Metal & Acrylic.

* HEMSLEY – Contract furniture and lighting.

* INTERNATIONAL VISUAL CORP. (IVC) – “In Stock” signholders & floorstands, Custom Acrylic POP design & fabrication.

Our 3 professional services:

* CONCEPT – The ability to help in project conception and design, Value Engineering, and timeline organization.

* EXECUTION – CNC fabrication in Wood, Metal & Acrylic. Artitalia Asia blended import programs. Project management and logistical support.

* RESPONSIBILITY – Customer Service support. Inventory management. Project follow-through and quality assurance.

Our Company:

Manufacturing: 500,000 Sq. Ft

Inventory: 100,000 Sq. Ft.

Employees – manufacturing: 400

Employees – Design: 15

Employees – Administration: 25

Markets: Global

Sales: \$50 Million +

Photos of Artitalia Group Online Booth Presentation:

www.artitalia.ca/gs2005/index.htm

More information: www.artitalia-group.com

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