

TOP DESIGN FIRMS  
OF 2022

NHL OPENS FAN-  
CENTRIC N.Y. FLAGSHIP

SECTOR SPOTLIGHT:  
GROCERY

vmstd.com  
MAY 2022

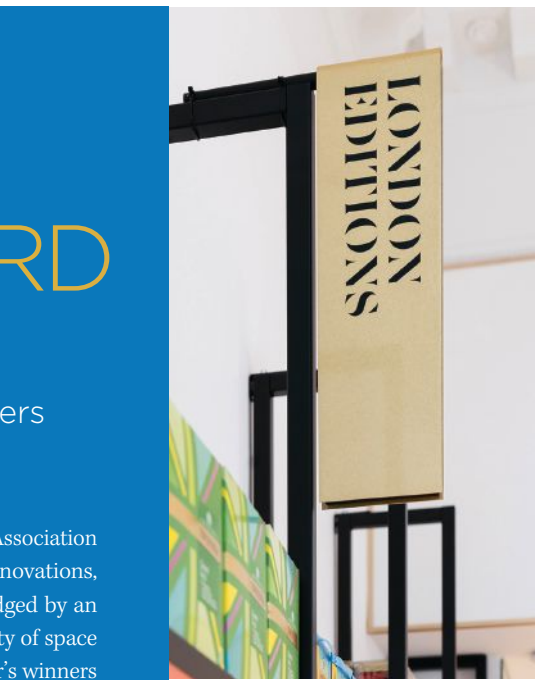
# vmstd

VISUAL MERCHANDISING + STORE DESIGN

## SIGHTSEER

Found objects and decor in Billy  
Reid's latest Minneapolis outpost  
engender discovery





## SHOP! DESIGN AWARDS

# AND THE AWARD GOES TO...

The Shop! Association unveils the winners of its 2021 Design Awards.

**CELEBRATING RETAIL DESIGN EXCELLENCE**, the annual Shop! Association Design Awards showcases achievements in visual presentations, renovations, fixtures, new store designs, in-store communications and more. Judged by an independent panel based on criteria like design innovation, originality of space and use of materials, as well as quality of concept execution, this year's winners exemplify some of the most exciting projects the industry has to offer.

To view all the winners of the Shop! Association's 2021 Design Awards, please visit [shopawards.org](https://shopawards.org) and [vmsd.com](https://vmsd.com).





**“El Palacio de Hierro Perisur”** CATEGORY: Department Store (Gold Award) | **SUBMITTED BY:** TPG Architecture | **PHOTOGRAPHY:** Héctor Armando Herrera

**“Holt Renfrew Ogilvy”**

**CATEGORY:** Department Store (Silver Award)  
| **SUBMITTED BY:** Jeffrey Hutchison & Associates  
| **PHOTOGRAPHY:** Frédéric Bouchard



**“MAPCO Prototype Design”** CATEGORY: Convenience Store (Gold Award) | **SUBMITTED BY:** Chute Gerdeman | **PHOTOGRAPHY:** Seth Parker



**“Buffalo Wings & Rings”** CATEGORY: Restaurant – Fast Food (Gold Award) | **SUBMITTED BY:** NELSON Worldwide | **PHOTOGRAPHY:** Josh Beeman



**“GEA Haier Monogram and Café Luxury Showroom Kitchens”** CATEGORY: Department Within a Store (Gold Award) | **SUBMITTED BY:** Design Phase Inc. | **PHOTOGRAPHY:** Stephen Kertis



**“Buff City Soap”** CATEGORY: Hardline Specialty Store (Silver Award) | **SUBMITTED BY:** CallisonRTKL | **PHOTOGRAPHY:** Dror Baldinger