



rundle mall

GREEN CUBE

[CONCEPT]

Fresh green grass graphics and a bud express the idea of the spring and of the new reborn vegetation. The bright colour conveys a joyful mood.

The Rundle Mall logo brands the box, while the double ball becomes the bud coming out of a sinuous leaf. Shiny chrome steel adds the reflecting and sparkling look, which enhances the curved surfaces and gives the sense of luxury.





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GREEN CUBE

[COORDINATED PROMOTION]

The theme of the "happy spring" can be extended to stores introducing a gadget (a branded ball) that a customer will receive with the purchase and then "spend" in another store or café in the form of a discount. Participating stores and cafe/restaurants will show a decal on the window, in order to indicate they are part of the program.





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GREEN CUBE

[DISPLAY ADD-ON]

The cube can be modified by adding a display case, which can be rented to brands (weekly or fortnightly) in order to offer them a huge visibility.

Another variation can be a corner niche in which to host the leaf and bud, in order to emphasize it and the logo, that is thus visible on two sides of the box. It also balances the opposite corner with the display case.





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INFINITY MIRROR

[CONCEPT]

The optical illusion of this mirror is intriguing and attracting, it could thus catch people's curiosity, attention and memory. It perfectly fits into the two balls logo of Rundle Mall. The background color is the institutional blue, so to totally maintain the brand's identity of the precinct.



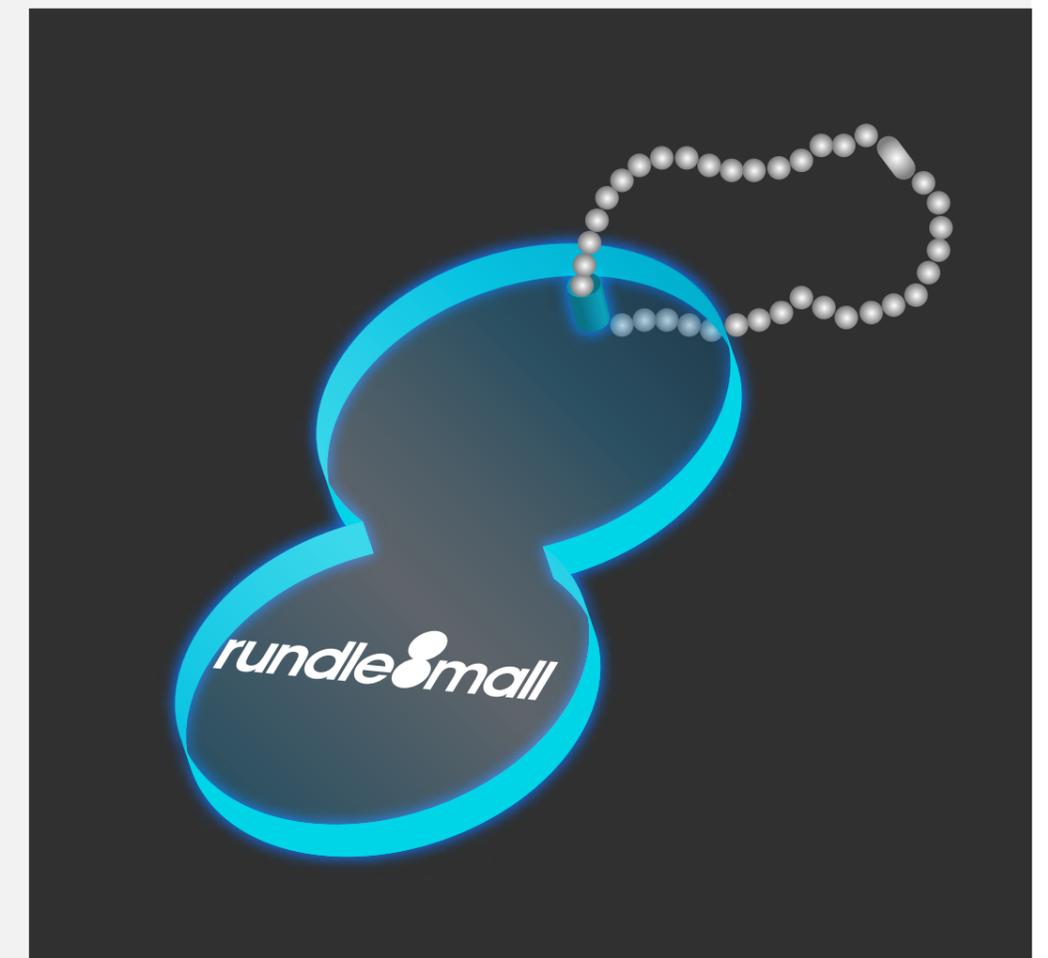
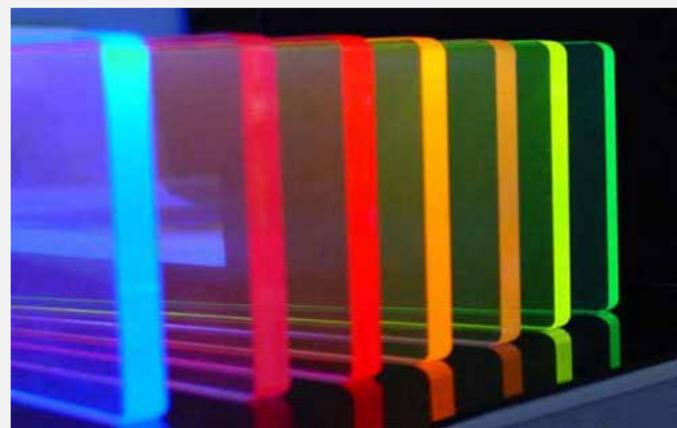


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INFINITY MIRROR

[COORDINATED PROMOTION]

The two balls logo becomes a gadget (keychain), that can be distributed in a special night event: fluo methacrilate will have glowing edges, which recall the infinity mirror lights. During the night the infinity mirrors will shine and totally show the suggestive illusion.





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INFINITY MIRROR

[DISPLAY ADD-ON]

The symbol of Rundle Mall and the mirror itself have strong symmetrical characteristics. While materials and colors are all part of the Rundle Mall brand identity. Display cases follow a strictly symmetrical plan (4 identical cases on the 4 corners) and have mirror finished surfaces. This creates another illusion: the cube looks like it was transparent.

Display cases are pretty small, the idea is to have one brand for all four cases at a time.



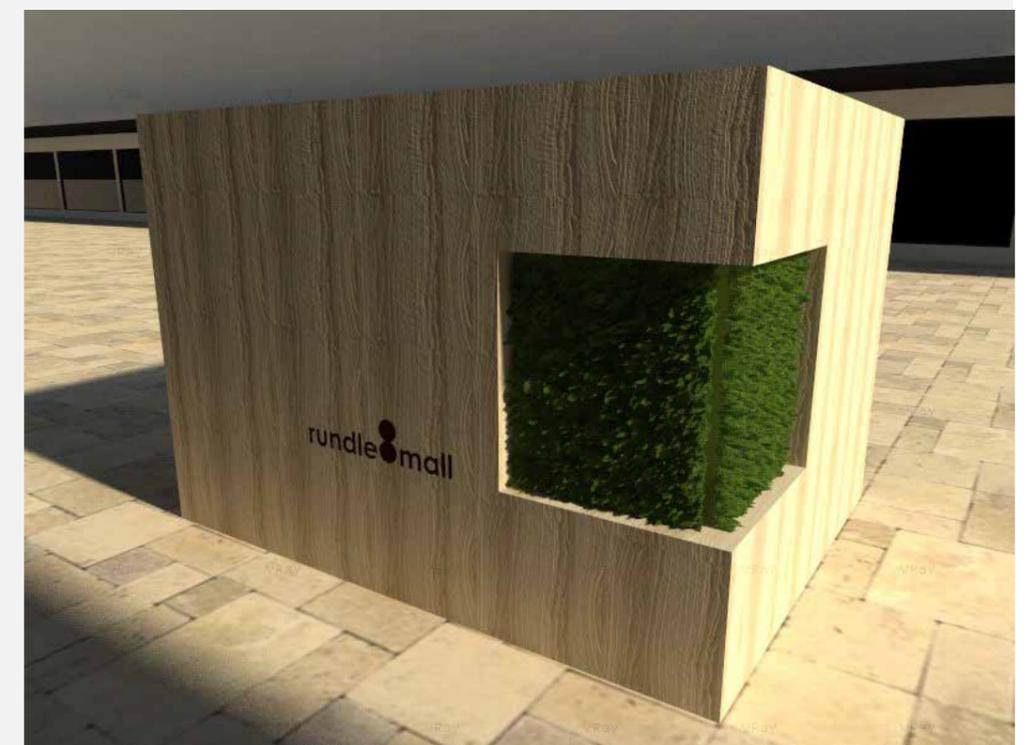


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WOODEN BLOCK

[CONCEPT]

Natural sandblasted wood and plants recall the wonderful South Australian nature. Spring is the season in which mother nature wakes up after the winter and blooms. This decoration aims to recall all this in a refined geometric composition.





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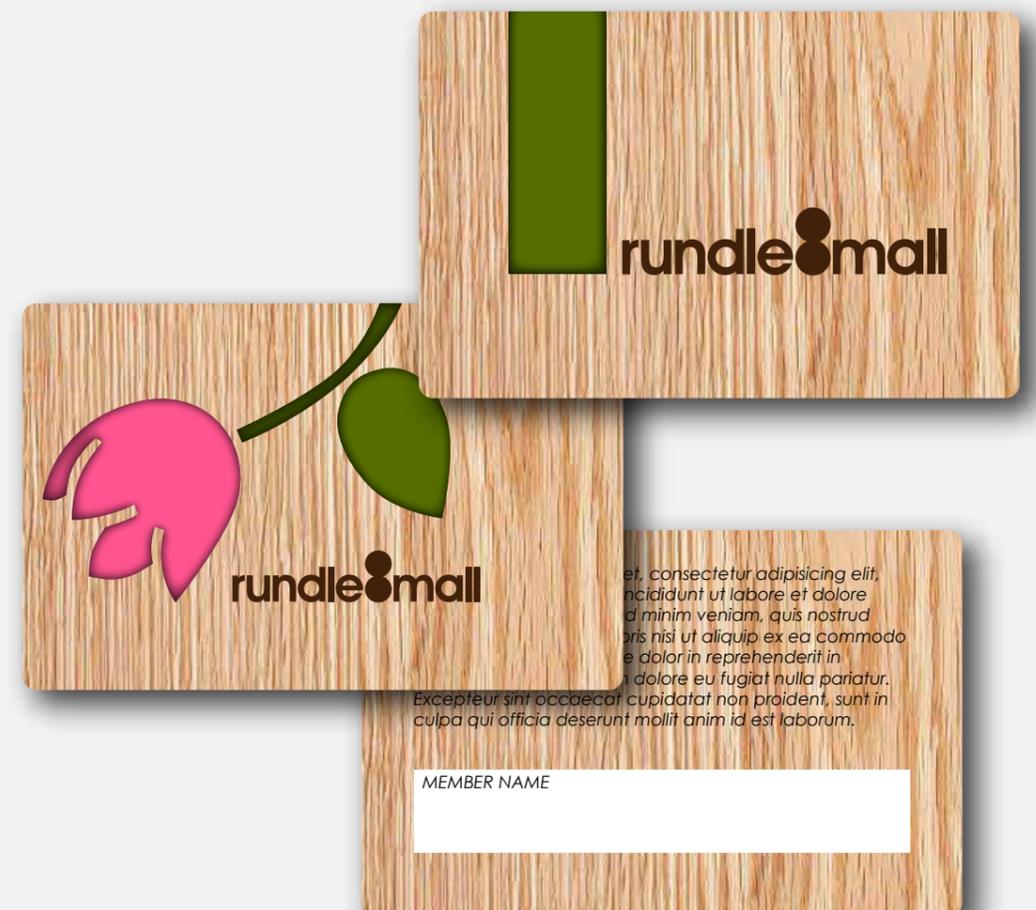
WOODEN BLOCK

[ALTERNATIVE MOTIV]

Slots in the wooden block can also have the shape of a flower: grass and roses give then the color to stalk and petals. The decoration becomes thus an artificial organic.

[COORDINATED PROMOTION]

There can be a spring promotion in the form of a sort of membership card, printed wood and velvet inserts to recall the vegetation. The card can be used to gain points or get discounts. Participating stores will have a printed decal showing the card, or a mock-up of the card in the windows.





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WOODEN BLOCK

[DISPLAY ADD-ON]

As niches and slots host grass and flowers, other bigger recesses can host display glass cases. Background colors match the framed flowers on the same side of the box. One box can host different products, thus different brands can rent a space.

