



VISUAL CITI

FALL NEWSLETTER 2015

FASHION INSTITUTE OF TECHNOLOGY NAVIGATION EXHIBIT

ZOUND INDUSTRIES NY Now Booth • **VALENTINE'S DAY** VISUAL CITI LOVES YOU

PERFUMANIA NORELL COUNTER DISPLAY • **MACY'S** GRAPHIC SHELF • **BELK** THREE TIER FIXTURE

BLOOMINGDALES SARAH JESSICA PARKER • **BLOOMINGDALES** AQUA • **UNDER ARMOUR** RUN SIGNAGE

SEGD BEST BOOTH AWARD • **TOPSHOP** YR FIXTURE • **REISS** AUGUST WINDOWS

VERSACE CONCRETE RISER • **RDC INVITATION** SECRET GARDEN

FASHION INSTITUTE OF TECHNOLOGY

Oversized iPhone screen graphics with back-to-back suspended app icon cut-outs displayed for the Navigation Exhibit at FIT. Graduating upper class of the Visual Presentation and Exhibition Design Major designed the exhibit; Visual Citi sponsored and manufactured many of its sections.



URBANEARS™



ZOUND INDUSTRIES

Executed booth concept for Marshall headphones and Scandinavian headphones brand, Urbanears for the NY Now show at the Javits Convention Center. Components include a table and stool set, multiple custom fixtures, hanging graphics, and graphic walls.



VISUAL CITI



'S YOU TOO.

We can customize anything you *love* for this season.



PERFUMANIA

Norell counter display with multiple components made to slide interchangeable graphics and add product samples for versatility. Polished brass aluminium, clear acrylic, and silver mirror vinyl materials were used to complete a delicate and elegant appeal.

MACY'S

Multiple graphic shelf talkers, tabletop sign holders, and freestanding signage were fabricated to complete visuals for INC's new collection.

INC
INTERNATIONAL CONCEPTS

BELK

3-tier fixture crafted with a metal base to hold sixteen wedge shaped shelves painted high gloss white. Trimmings were finished with metal vinyl and silver paint. Cardholders and clear crystal knobs were used as accents.



BLOOMINGDALE'S

Sarah Jessica Parker freestanding oversize dimensional letters made with bendable plywood painted high gloss black. Risers included were routed in a 3-layer EPS foam, wrapped with gloss black vinyl and adhered to styrene.



BLOOMINGDALE'S

Aqua signage constructed with clear acrylic laser cut dimensional letters for tabletop use. The component was lit with LED from a grooved wooden base.



UNDER ARMOUR

White wayfinding "RUN" signage made by machine cut ultraboard and edge-banded with styrene. To add luster, a reverse painted clear acrylic material is faced on surface.



SEGD

An easy assembly slip-and-slide back panel composed of layered cut out graphics allowed Visual Citi to win Best Fabricator Booth Award at SEG (Society for Environmental Graphic Design) conference last June 2015 in Chicago. The events gathered design practitioners sharing interests in graphic innovation.



TOPSHOP

Custom YR counter fixture fabricated with clear coated birch plywood mounted with vinyl decals for brand aesthetic. This unit houses computers, back stock, and bags.



REISS

August windows made with various components to promote Fall collection. Custom designed backdrop was fabricated with multiple graphic panels mounted to aluminium composite material. Platforms were faced with acrylic and mirror vinyl to accentuate a modernistic look.

*we've made a special
Holiday collection
just for you!*

HOLIDAY
2015
COLLECTION

*Scan the QR code to view our
2015 Holiday Display Guide.*



VERSACE

Artisanal concrete risers were uniquely handcrafted in multiple sizes. Various greys were painted over concrete compound that covered the six sided styrene bases.



A vibrant, stylized illustration of various flowers and leaves. The flowers are in shades of pink, orange, and yellow, with detailed black outlines and internal patterns. The leaves are large and light-colored, with dark green veins. The background is a dark green, textured surface.

COME AND BE INSPIRED...

a *Secret Garden* by **VISUAL CITI**

DECEMBER 2 - 4, 2015
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