

VISUAL CITI

Summer 2015

#SPOTTED

New York City is America's fashion capital, home of iconic brands with stores all around the city. Part of the fun shopping in New York is getting to see creatively made retail environments that enhances the customer experience.

Check out some of our recent projects!





WEDGE SIGN
MADEWELL [SOHO, NY]

Cut raw wood with CAD cut vinyl on top.



SUSPENDED BLOCKS
CHANEL [HERALD'S SQUARE, NY]

Suspended signage with rotating panels
composed of c-prints mounted to plywood.

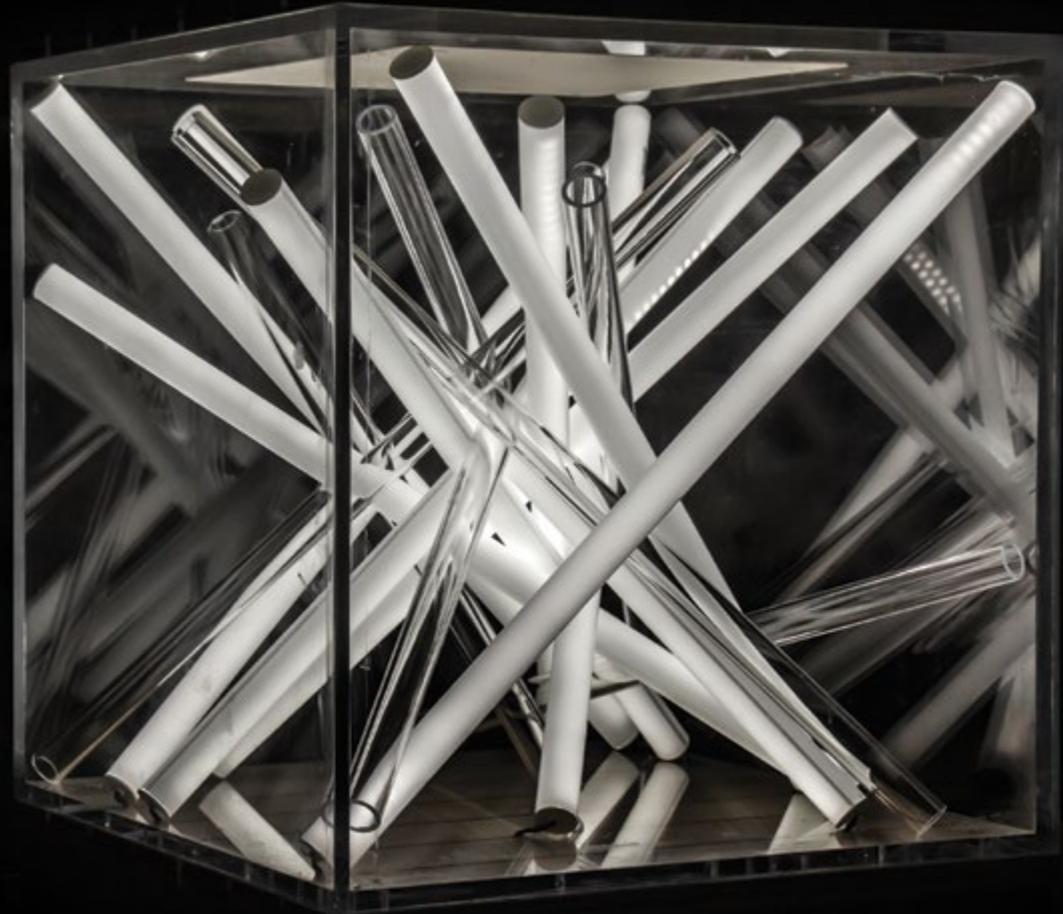
TOPSHOP FOUND ITS TREE

FEBRUARY 2015. On a freezing winter evening, Visual Citi installed a freestanding maple-finished tree display in Topshop's US Flagship Store on 5th Avenue, New York City, adding a whole new experience to the retailer's light yet edgy approach to a winter tropical euphoria.

Brianne Ratliff, Director of Business Development & Sales, together with Rene Rangel, Project Manager at Visual Citi supervised the install— unloading delivery trucks, unpacking cartons filled with aluminium branches wrapped with painted wood maple veneers, metal trinkets, and printed PETG sheets that acted as leaves of the modernized tree, to assembling the tree components, which fascinated Topshop's visual merchandising team with Visual Citi's creative solutions. With a 300-pound weight, the 12-foot high tree sat at Topshop's main floor with only four aircraft cables supporting the unit from the ceiling. This display created a unique retail experience, giving shoppers the opportunity to engage in the narrative of the brand.

Lucianna DiMeglio, Operations Manager at Visual Citi found herself even astounded with how fast creative minds at VC came up with a solution to have the tree be a freestanding unit >>





LIGHTBOX RISER
TOPSHOP [5TH AVE, NY]

Clear acrylic box encasing clear and white plexi tubes with LED lights inserted.

considering the weight it held with the aluminium brackets. "It literally only took minutes for them to come up with a solution for production", she said. Challenges, however, were faced by the production crew as the branches' weight took a toll on the leaves' construction. The PETG leaves had to be recut and reprinted as the branches' weight changed the dimensional area the leaves needed to sit on. "It became a tape solution", added Rangel, as the crew stabilized the sagging leaves with painter's tape to remeasure the area.

It was a quick turnaround for Visual Citi, as the project was given a time frame of only two weeks inclusive of the installation night, "but everything is possible at Visual Citi" mentions Paul K., Light Designer at VC.

Visual Citi is a unique full service print and fabrication company. It is large enough to cater rollout projects, and small enough to maintain and oversee quality production. Owned by Abbas Devji and based in Lindenhurst, New York, the company started producing signage in 2004. Shortly after, the company, originally dedicated to making quality signs, tapped into prop making. With many clients satisfied with Visual Citi's careful craftsmanship and unbelievable timing, the company now produces custom fabricated props, fixture displays, and various print roll-outs for both outdoor and indoor signage.



1



2



3

Since inception, the company kept up with the vast ever-changing world of retail and advertising. It has gone from a one-trick pony to a multi-manufacturing vehicle that houses over 200 employees—engineers, project managers and fabricators bringing creative concepts to life.

- 1 production crew assembling leaves
- 2 tree's aluminium base made to support 14 angled branches
- 3 aluminum brackets faced with painted maple veneer

GREEN EFFORTS

"As a champion of local entrepreneurship and sustainability, Whole Foods is a natural partner for Etsy" [Etsy] and Visual Citi is proud to play a part in this collaboration, fabricating an eco-friendly pegboard and display table to merchandise products.

The wooden fixtures were constructed using minimal hardware to maximize use of birch, embracing a natural aesthetic. The backwall signage was printed on canvas with Visual Citi's most recent acquisition of 120" Vutek

GS53250LX printers, state of the art equipment. These allow higher quality prints with less environmental impact.

These printers meet interest in green solutions by using LED curing, and ultradrop technology, printing with low VOC's (volatile organic compounds), and low power consumption.

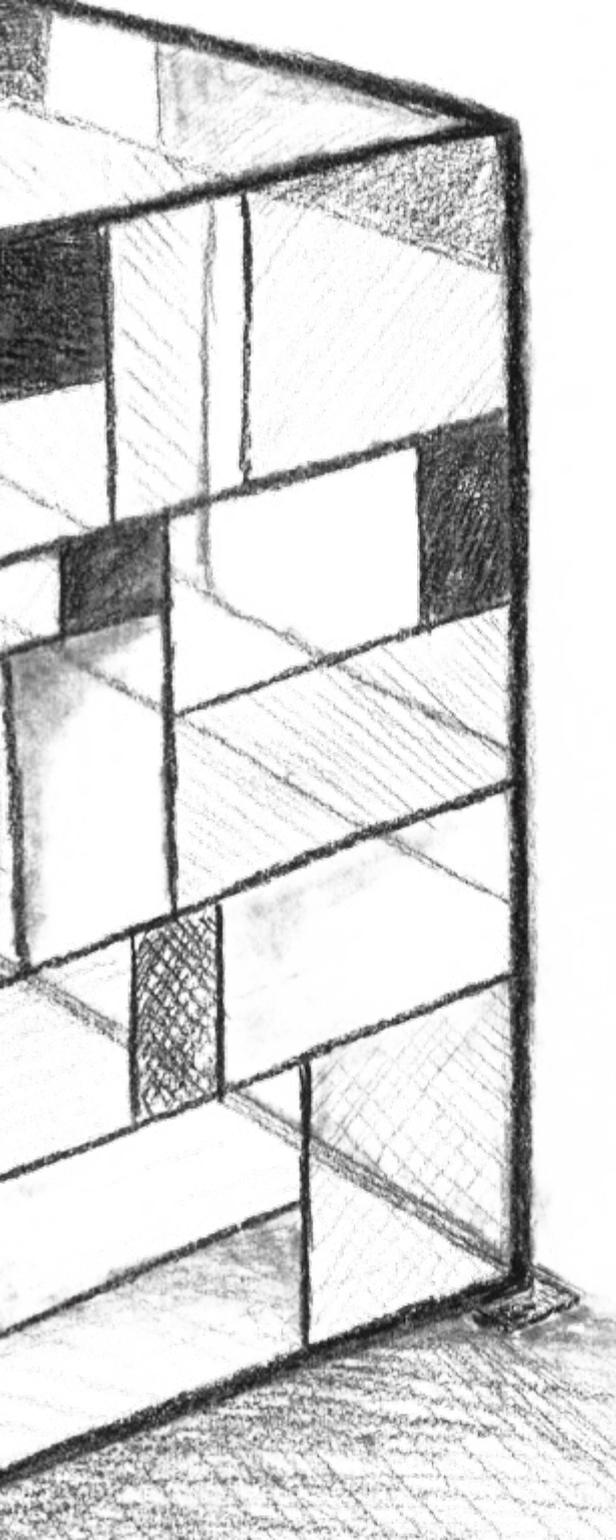
It uses non-hazardous ink that is non-carcinogenic, mutagenic, and non-toxic.

LED technology also increases the printer's capability of producing exceptional image quality with

resolutions true of 600 to 1000dpi. This equipment is available on an extended range of substrates. It can print in a single-pass multi layer process using eight colors and two white inks with print productivity of less than five seconds between boards.

Efficiency is key to Visual Citi, and a move towards sustainability all the more. Melissa Manna, Project Manager at VC adds "With this technology, 3 banners were printed in 30 minutes as opposed to hours."





STEPPING IT UP AT GLOBALSHOP

MARCH 2015. Once again, Visual Citi was proud to exhibit at GlobalShop 2015. This show has always been one of the best ways for Visual Citi to connect with clients.

"We love the challenge of keeping our booth fresh, new and exciting every year. Without fail, we go bigger and better with every show!", said Cynthia Hirsch, Marketing Manager at Visual Citi. VC's booth theme this year was inspired by the work of Piet Mondrian. Different materials and finishes were utilized as booth panels to help achieve a collage effect. The panels consisted of pre-finished maple, Visual Citi Orange painted plywood, brushed silver chemetal, and large format printed graphics.

A second floor was added this year for visitors to relax and enjoy a video display of VC's recent projects on custom fabricated charging station benches. Those who came to visit had a birds eye view of the rest of the show and often used it as a way to plan where they would visit next.

Among one of the many well received displays we had an inspiration wall, which featured different printing and finishing capabilities. There was a piece focusing on tone-on-tone printing, using direct print to glossy white vinyl.

To show our chroming capability, we chromed a small wooden palette. Using our angle bit 3D routing machine, we bevel cut a clear plexi frame.

Our holiday themed area of the booth wowed the crowds with a snowflake wall display in Flex neon. While Flex neon can be pricey, it is easier to work with and not as fragile as real glass neon.

Each day of the show we held a raffle for guests to win an Apple TV or iTunes gift card.

The first day of the show was followed by the ARE Design Awards where we had the honor of being the Winners Circle Sponsors. This event was a great way to recognize industry leaders and showcase their work. Visual Citi was excited to be recipients of an award for best window display at Armani Exchange for their Blue on Blue concept. Winners had their photos taken at the Winners Circle and were greeted with giveaway bags consisting of chocolate bars and a customized leather notebook to help keep the inspiration sketches flowing. >>

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PAPER STUD WALL

Wall made of folded cardstock paper laminated with different silver mirror vinyl individually mounted to white sintra.

SHEEP

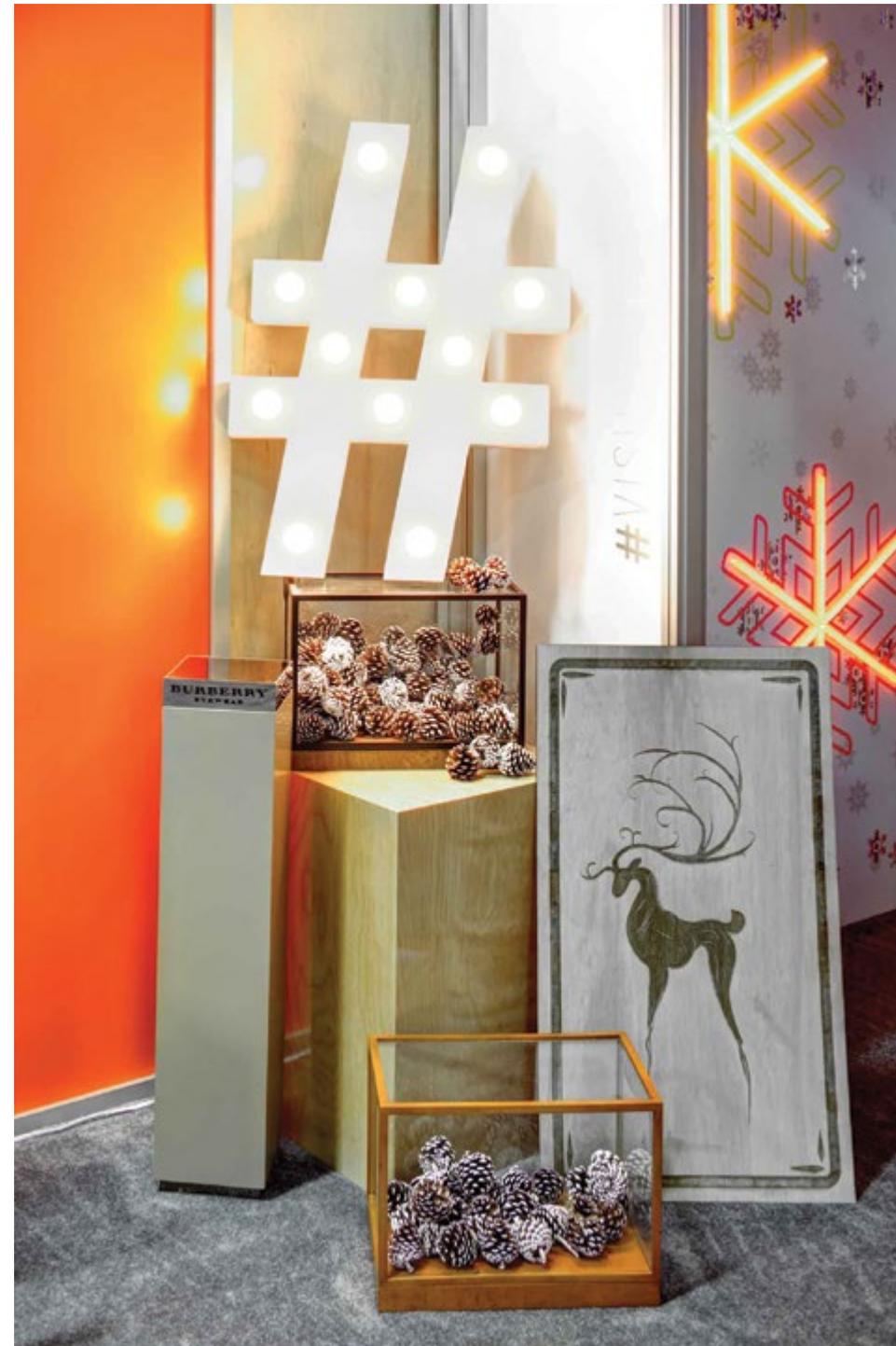
Diecut 1/2" white honeycomb to interlock and form a sheep.

GOLD TREE

Diecut 1/2" white honeycomb and laminated with gold mirror vinyl to interlock and form a tree.

PENGUIN

Black and white graphic directly printed on 1/8" plywood to create body. Arms made with 1/8" white plexi and laminated with black vinyl.



HASHTAG MARQUEE

Raw finished MDF ply, routed to hashtag shape.

ARCHIVAL CASES

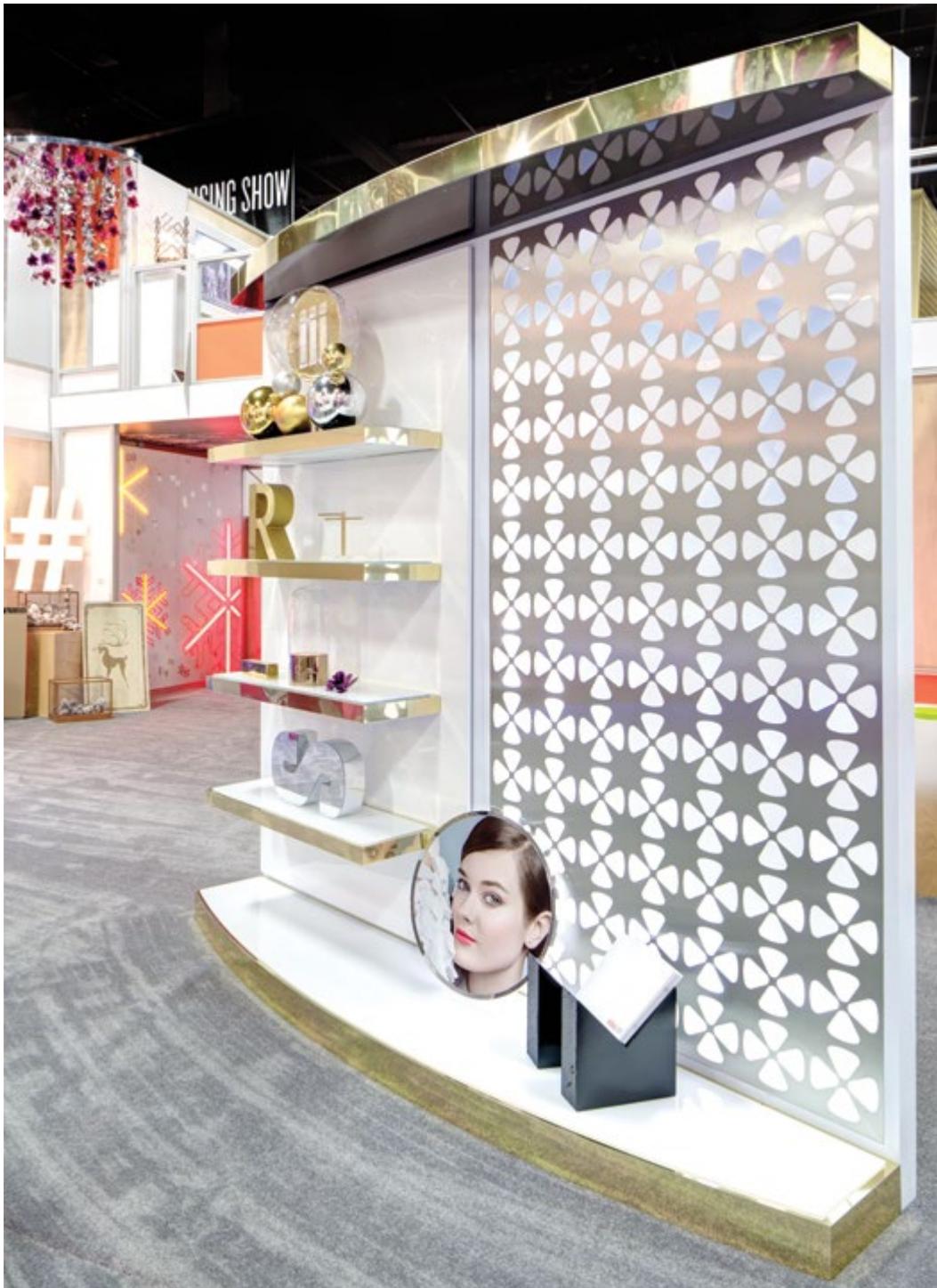
Display cases constructed with metal and stained wood.

BURBERRY PEDESTAL

Painted 6-sided MDF riser with gold mirror acrylic framing on top and sides. CAD cut black vinyl logo placed to front. Bottom kick covered with gold mirror acrylic.

WOODEN REINDEER

Etched artwork on reclaimed wood.



SHELVING UNIT

Wooden fixture laminated with white acrylic, and braced with gold and black accents. Left wall composed with four modular shelves made with white plexi tops and gold trim. Right wall wrapped with LED to illuminate a multi-layer decorative panel.



CATHEDRAL CEILING

Flatbed printing directly on foam core.

SNOWFLAKE WALL

MDF wall laminated with a 3-layer print on kaleidoscope vinyl to show different graphic opacities. Flex neon lighting mounted to routed channels on the wall's surface.

PAPER SNOWFLAKE

Diecut plastic, folded and shaped to a snowflake.

SNOWFLAKE TABLE

Diecut 1/2" white foamcore to create snowflake base to support 1/4" clear plexi top.



Greg D'Aguzzo, Visual Citi
 Melinda Mora, MAC
 Neenah Sheikh, Visual Citi
 Abbas Devji, Visual Citi
 Debra Catalano, MAC
 Scott Green, Visual Citi

THE AFTER PARTY. On the second day of the show, VC had the honor of co-hosting a party with Kingsmen, Axis Global and Bernstein Display at the Border Grill in Mandalay Bay. The party was a huge success, with over 300 guests loving the outdoor patio, sun and fresh air! The location was ideal as it was located just a short walk from the exhibition hall. The timing of the party also

worked out perfectly, as it didn't interfere with dinners or night plans, drinks, appetizers and conversations were flowing freely. The food at Border Grill was truly exceptional. Stay tuned... We have already started planning next year's party, see you then!



VMSD.
 Kaileigh Peyton,
 Carly Hagedorn,
 Murray Kasmenn,
 Patricia Sheehan,
 Steve Duccilli



John Santore, Toys 'R' Us
 Suzanne Sallata, Toys 'R' Us



Mark Badwhar, Kingsmen
 Laura Harsch, Macy's



THE HOLIDAY

LET'S START PLANNING

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