

Review: StoreXpo 2005

traditional time of year for inspiration in the big apple



Highlights of the 2005 StoreXpo trade show at the Javits included: **a** Trimco's Video Mail, which shoppers can use to send pictures and email messages about specific products; **b** International Visual Corp., an affiliate of Artitalia, displayed its proprietary line of sign holders and custom p-o-p items within a large, inflatable environment; **c** Masland Contract introduced several new flooring collections, including Flashback and Remix;

d Warner Box & Display and its line of accessory pieces; **e** Flair Display Mannequins showed its interchangeable, modular mannequins; **f** ADCO's Good Kidz collection includes youth and lion mannequins; **g** Way-Light, Deko-Light Sticks & Accessories and its colored fluorescent lighting products; and **h** author Joseph Weishar signed copies of his latest book, "The Aesthetics of Merchandise Presentation," at the VM+SD booth.

New York is rich with inspiration and tradition, especially around the holidays. And for this industry, holiday rituals include StoreXpo, the trade show for the visual merchandising and store design profession, held last December at The Jacob K. Javits Convention Center.

Following the decades-old tradition of the winter market in Manhattan, this third annual edition of StoreXpo was presented by VM+SD magazine to bring retailers and designers to the city to immerse themselves in the new visual products on exhibit in the Javits and the showrooms, and the windows and lights of the best time and place of year. And for the second year in a row, StoreXpo co-located with TREX (formerly P-O-P Show/New York), bringing together for two days hundreds of companies and thousands of attendees involved in the design and creation of retail environments and point-of-sale.

VM+SD kicked off this year's event by bestowing its annual crystal apple awards to the 2005 New York Stores of the Year, during a presentation at the annual gala of the

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