

## Popai European Awards 2010



We at **depack architectures commerciales** wanted to measure our creativity and the quality of our products against the very best in commercial architecture. With this purpose we presented a new project at the **Popai awards**\* and received the commission to create the **FAUCHON Paris** boutique for Hong Kong International Airport.

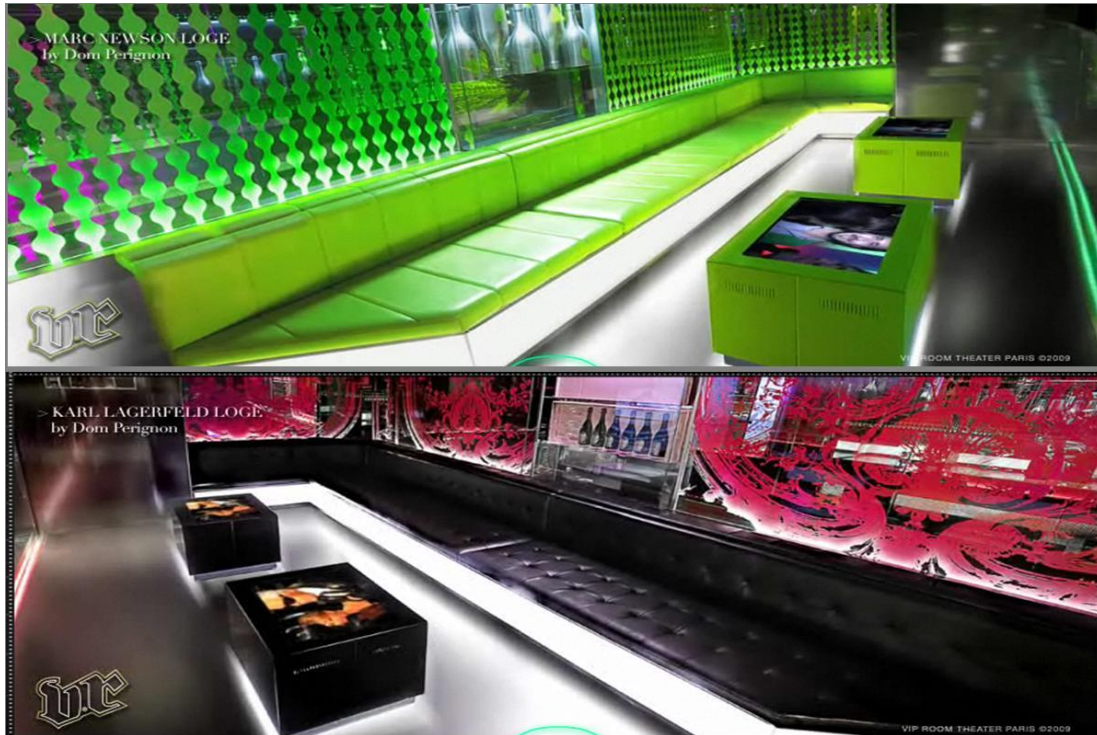
After taking home the European Popai Silver Award in 2008 for our design and construction of an elegant kiosk for the brand Empreinte, this year we were honoured with the European Popai 2010 Gold Award in the 'Point-of-Sale Design and Commercial Architecture' category.

Earning the recognition of this panel\*\* of professionals is an achievement of which our teams are very proud. More than 250 exhibits from 12 different countries were presented as part of the Marketing at Retail show. The jury named depack the winner of the 'Point-of-Sale Design and Commercial Architecture' category.





We would also like to extend our congratulations to Dom Pérignon Creative Services and Moët Hennessy Diageo for their construction of the Dom Pérignon Lounges @VIP Room Paris as well as to Guerlain for their Francs Bourgeois boutique, which won the silver and bronze Popaï awards respectively in the same category.



**Dom Pérignon and Moët Hennessy Diageo for Dom Pérignon Lounges @ VIP Room Paris**



**Guerlain Francs Bourgeois Boutique**

We would also like to thank Fauchon and their teams for the confidence they placed in depack, in allowing us to create their very first Duty Free boutique. We hope it will be the first of many projects we develop together.

\* Popai is an international association for the promotion of point-of-sale marketing (Global Association for Marketing and Retail)

\*\*The panel is made up of over 130 judges (drawn from the realms of marketing, communication and merchandising), who assess the performance of the projects presented against 7 criteria:

- General impact and effectiveness,
- Extent to which the concept is tailored to the product,
- Technical conception,
- Quality of construction,
- How well the design is adapted to the specific environment of the sales point,
- Aesthetics and design,
- Originality and innovation.

