

POPAI
STUDENT DESIGN
AWARDS

2024

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creators of award winning p-o-p



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Key Dates

Entries open
from
**23rd October
2023**

Entry
deadline
**31st May
2024**

POP AI Student Design Awards has gone from strength to strength. In 2023 we had entries from 9 universities and colleges across the UK & Ireland.

POPAI is the association for retailers, brand owners and design agencies – we're all about the shopping experience in-store!

We publish research, organise conferences, industry awards, training seminars and best practice programmes to benefit our members.

What is POPAI and the Student Design Award?

POPAI STUDENT DESIGN AWARDS 2024



POPAI Student Design Award **Winner** 2023
Jakob Timerdahl

Each year we run a competition for students to submit their retail design concepts for judging by top brands and their design agencies.

Entries over the years have been to an excellent standard with highly developed presentations; each one being considered winning entries for different reasons.



GOLD 2023

Jakob Timerdahl | Ravensbourne University London



GOLD 2022

Millie Rees | De Montfort University



GOLD 2021

Jessica Holmes | De Montfort University



GOLD 2020

Gurjit Choda | Ravensbourne University London



GOLD 2019

Sarah Hickin | De Montfort University



GOLD 2018

Bhavisha Chavda | De Montfort University

Why enter?

Employability

Future employers will be looking for real-life experience on top of your qualifications – our awards will give you just that!

Industry Experience

Entering the POPAI Student Design Award will give you invaluable experience of how the retail design industry works and how to get your talents noticed by top agencies.

Stand out

Adding work like ours to your portfolio will help you stand out from other graduates looking to work in the design industry.

Land your first job

Over the last 10 years, seven winners of our awards have gone on to work in our industry...!

Work with industry leading designers

We provide a network of mentors who can walk you through the professional design process and how to make your work as good as it can be!

What can be entered?

Good news! You don't have to produce any prototypes, one-offs or models - we're after visual concepts and your thinking behind them!

We are looking for amazing design concepts submitted alongside a short case study in one of the following categories:

Cosmetics

Make-up, fragrances, hair care items

Fashion

Clothing, footwear, sports, jewellery, and apparel

Entertainment & Leisure

Technology, toys & gaming, cinema, and other leisure activities

Food & Drink

Consumable items

Entries are typically a freestanding unit, shelf-based displays, pop-up shops or whole store takeovers examples of which can be found in the Entry Guide.

Your brief (same for all categories)

Design a "wow" piece of in-store display or store concept to promote a product or range of products in any of the categories above.

How to enter

The Student Design Award is open to any student in Higher Education (or even in F.E).

Entering the POPAI Student Award is easy, just follow these six steps.

1

Choose your category

2

Visit shops!

Some of the best research is first-hand.

3

Create your concept

Be clear from day one about the “why?”

4

Visit popaistudent.design to start your entry

5

Answer the questions

Don't forget to upload your images

6

Submit your entry

Good luck!

Contact the POPAI office if you need any help:

tel: 01455 613 651

email: info@popai.co.uk

Entry deadline 31st May 2024

Cosmetics



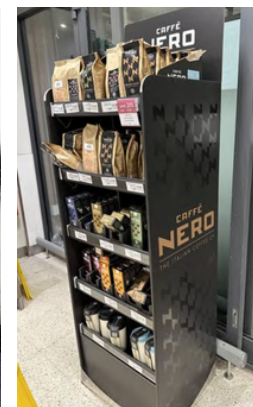
Fashion



Entertainment & Leisure



Food & Drink



Your brief

Design a 'WOW' in-store display to promote a product or range of products in any of the following categories; Cosmetics, Fashion, Entertainment & Leisure, Food & Drink.

Points to consider

- Display format and store position
- Who is the shopper?
- Product messaging
- Product guides and tips
- Interaction and experience
- Testing/trialling the product
- Link to social media and online presence

Your entry needs to include

- Visuals of your design with sizes and design details
- An explanation of what you have done and why

Entries are typically a freestanding unit, shelf-based displays, pop-up shops or whole store takeovers examples of which can be found in the Entry Guide.

What you have done and why

Why you chose the product to display
What is the display made of?
Who is it targeted at?
What type of stores would it go in?
Lifespan in-store?

Judging day

Your entry is required to be submitted as per the POPAI Student Design Awards entry deadline **31st May 2024**.

In Summer 2024, shortlisted entrants will give a 5-minute 'Dragon's Den' presentation of their designs to our panel of industry judges before being announced at our Shopper Seminar in July.



The winner of the POPAI Student Design award will receive **£1000** and be invited to the POPAI Awards Dinner to collect their trophy.

Resources

Mentors

We can give you physical and remote access to a network of top retail designers across the country - they'll help you understand how the industry works and also how to produce a great design and the thinking behind it!

In-store Images

Trawl through our library of 21,000 in-store images accessible from our website.

POPAI Awards

We have a wealth of award-winning case studies for you to get your teeth into for inspiration and to understand the design rationale behind them.

The logo is a white, scalloped-edged badge centered on a dark grey background with a repeating pattern of small, dark grey circles. The text inside the badge is as follows:

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