

STUDENT DESIGN AWARDS

from Across
the Globe
2019-2020



Student Design Awards 2019-2020

The Shop! and POPAI Student Design Awards aim to inspire and inform the next generation of store designers by offering college-level students a forum in which to share their aesthetic sensibility, design competence and passion for retail planning for diverse retail markets.

In this report, we highlight First, Second and Third place award recipients and the Gold, Silver and Bronze from each participating country. Entries represent first-year to graduate level studies in retail graphic, product and spatial design. The prize-winning entries beautifully illustrate the evolution from creative idea, to concept, to finished design. The innovations in POP, POP-UP, signage, digital and complete in-store installations provide unique insights on in-store marketing, shopper activation and global retail innovation as seen through the eyes of today's students.

Shop! and POPAI wish to thank the member countries, Czech Republic, France, Greater China, Hungary, Japan, Russia and UK/Ireland for making the Student Design Awards available in their countries, and the schools & universities, partners, sponsors and judges for raising the bar on this competition and advancing the retail industry with knowledge, skills and creativity.

And most importantly, huge congratulations to the award recipients. You truly are the future of retail design!

Well done!

Leo van de Polder, MaRC
Shop! | Global Development Director

Note: For in-depth information about an individual entry, reach out to the contact person for each country.

1. POPAI Czech Republic

Student Design Award Winners 2020



MANUFAKTURA



Graphic 2D Design

Partner of Category
Budweiser Budvar

Description:
Beer Tree - Promotional
poster

Student name:
Anna Fischerová

School / University:
Univerzita Tomáše Bati ve
Zlíně/ Tomas Bata
University in Zlín

POP Material Design

Partner of Category
MANUFAKTURA

Description:
Packaging for the brand
Manufaktura

Student name:
Barbora Semanová

School / University:
Univerzita Tomáše Bati ve
Zlíně/ Tomas Bata University in
Zlín

In-Store Communication Campaign

Partner of Category
BEL sýry Czech Republic

Description:
Back-to-school campaign 2020
Wobbler & Display

Student name:
Veronika Kunová, Nikola Křístková

School / University:
Vysoká škola ekonomická v Praze /
University of Economics and
Business in Prague

Contact person POPAI Czech; Daniela Krofianova dkrofianova@popai.cz

2. POPAI France

Student Design Award Winners 2019



POP-UP Design

Partner of Category
MATTEL

Description:
POP-UP store temporary

Student name:
Manon Grange of obtained

School / University:
The Lyon design school, LA
MARTINIERE

GOLD

POP-UP Design

Partner of Category
MATTEL

Description:
POP-UP store temporary

Student name:
Alicia Moret

School / University:
The Paris design school, EN
SAAMA

SILVER

POP-UP Design

Partner of Category
MATTEL

Description:
POP-UP store temporary

Student name:
Kenza Bouzidi

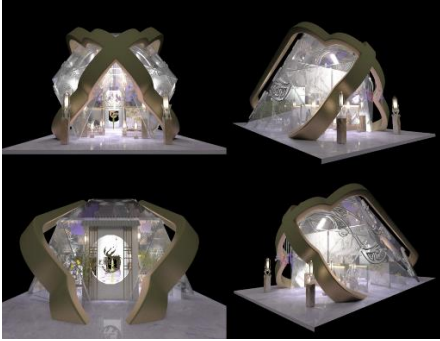
The Lyon design school, LA
MARTINIERE

BRONZE

Contact person POPAI France; Sandrine Jean sj@popai.fr

3. Shop! Greater China

Student Design Award Winners 2020



POP-Up Store Design

Partner/sponsor
Laofengxiang Jewelry

Description:
Pop-Up Store

Student name:
Zhu Xiaohan

School / University:
Shanghai Art & Design Academy

GOLD

POP-Up Store Design

Partner/sponsor
Laofengxiang Jewelry

Description:
Pop-Up Store

Student name:
Wenxi, Qui Xiaojing,
Zhang Tianxiang

School / University:
Guangzhou Academy of Fine Arts

SILVER

POP-Up Store Design

Partner/sponsor
Laofengxiang Jewelry

Description:
Pop-Up Store

Student name:
Fan Wenhui

School / University:
Shanghai Art & Design Academy

BRONZE

Contact person Shop! Greater China; Morena Luo morena@shop-gc.com

4. POPAI Hungary

Student Design Award Winners 2020

Display System

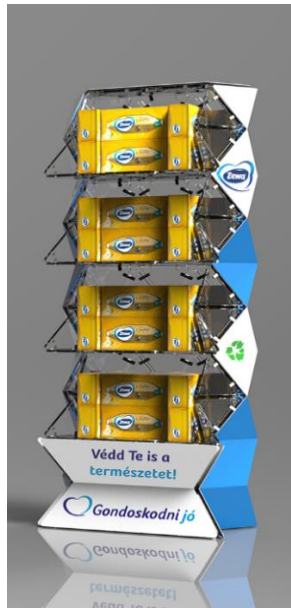


Partner/sponsor
Zewa
Budapest University,
Technology & Economics

Description:
Modular and sustainable
display system

Student name:
Dávid Gál

The Construction Award



Display

Partner/sponsor
Zewa
Budapest University,
Technology & Economics

Description:
Display with paper &
wood construction

Student name:
Márton Manó Berényi

**Professional Audience
Award**



Display

Partner/sponsor
- Zewa
- Budapest University,
technology & economics

Description:
- Display focus on
Hygiene

Name student:
-Bálint Kövér

Jury winner Hygiene!



Display

Partner/sponsor
- Zewa
- Budapest University,
technology & economics

Description:
- Display from recycled
material

Name student:
-Ádám Gábor Teket

Jury winner Sustainability!



Contact person POPAI Hungary, Ildiko Kátai, ildiko.katai.popai@gmail.com

5. JPM Japan

Student Design Award Winners 2019-2020



POP In-Store

Partner/sponsor
Shiseido Co, Ltd

Description:
POP

Student name:
Kana Ohira (Ms)

School / University:
Tokyo Metropolitan Vocational
Skills Development Center

GOLD

POP In-Store

Partner/sponsor
Zojirushi Corporation

Description:
POP

Student name:
Keiya Kitamura

School / University:
Tougane Vocational Training
Center

SILVER

POP In-Store

Partner/sponsor
Coca-Cola

Description:
POP

Student name:
Noriaki Yamaki (Mr)

School / University:
Tokyo Metropolitan Vocational
Skills Development Center

SILVER

Contact person JPM Japan, Kohei Tsumori, tsumori@jpm-inc.jp

6. POPAI Russia

Student Design Award Winners 2020



POP

Partner/sponsor
MARS > Brand Korkunov

Description:
POP

Student name:
Alexandra Builina

School / University:
Moscow State Stroganov
Academy of Design and Applied
Arts

WINNER

POP

Partner/sponsor
MARS > Brand Korkunov

Description:
POP

Student name:
Elizaveta Shabalina

School / University:
Moscow State Stroganov
Academy of Design and
Applied Arts

2nd Place

POP

Partner/sponsor
MARS > Brand Korkunov

Description:
POP

Student name:
Maria Demianova

School / University:
Russian State University
Im. A.N. Kosygina
(TECHNOLOGIES.DESIG.ART)

3rd Place

Contact person POPAI Russia, Anna Lebedeva, pr@popairussia.com

6. POPAI Russia

Student Design Award Winners 2020



POP

Partner/sponsor
MARS > Brand Korkunov

Description:
POP

Student name:
Alexandra Kornienko

School / University:
Plekhanov Russian University
of Economics

2nd Place, Judged by Mars

POP

Partner/sponsor
MARS > Brand Korkunov

Description:
POP

Student name:
Stepan Smirnov

School / University:
Moscow State Stroganov
Academy of Design and Applied
Arts

3rd Place, Judged by Mars

Contact person POPAI Russia, Anna Lebedeva, pr@popairussia.com

7. POPAI UK/Ireland

Student Design Award Winners 2020

POP-Up Design

Description:
POP-Up, Simple

Student name:
Gurjit Choda

School / University:
Ravensbourne

GOLD



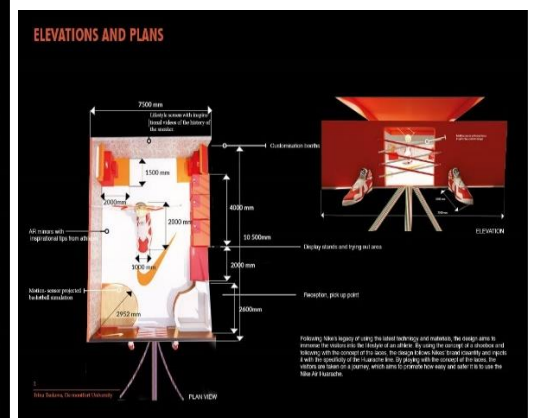
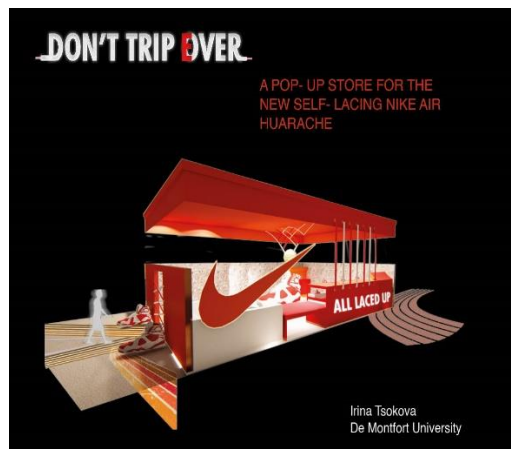
POP-Up Space

Description:
Don't trip over a pop-up space
for Nike Air Huarache

Student name:
Irina Tsokova

School / University:
De Montfort University

SILVER



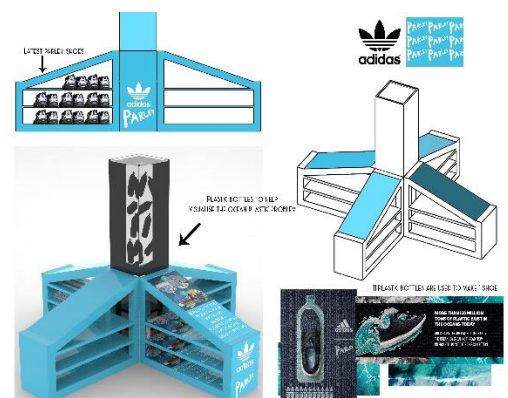
Large Display

Description:
Adidas Parley
Reduce, Reuse, Recycle, Repeat

Student name:
Anvam Nagpal

School / University:
Ravensbourne University

BRONZE



Contact person POPAI UK/Ireland, Phil Day, phil@popai.co.uk

Thank you to all students, schools, partners, Shop! and POPAI member countries who made this report possible.

**For information on Shop! Global Insight projects, contact
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About Shop!



Shop! Environments Association (shopassociation.org) is the global trade association dedicated to enhancing retail environments and experiences since 1956. Shop! represents companies and affiliates worldwide from 23 countries. The association brings value to the global retail marketplace through our industry leadership, research programs, education and networking events.

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