



BLUE SHOES

SHREVE, CRUMP & LOW, BOSTON



SHREVE, CRUMP & LOW'S "Blue Shoes" window display melded countries, customs, generations and artforms. Inspired by the traditional Dutch delft blue tiles of 17th and 18th Century Holland, Lucy-Ann Bouwman, creative director, Sightgeist Design, created modern-day platform pumps painted with images and scenes beloved to the retailer's Boston home.

One platform depicted Boston Harbor's famous U.S.S. Constitution warship, while another shoe featured a painting of the "Make Way for Ducklings" sculpture in Boston's Public Garden. Vintage and semi-precious jewels and brooches adorned the footwear, while delft china added to the setting.

CLIENT Shreve, Crump & Low, Boston
 DESIGN Sightgeist Design Inc., Boston - Lucy-Ann Bouwman, creative director; Christina Zwart, Marleen Bos, design team
 OUTSIDE DESIGN CONSULTANT Lighting Services Inc, Stony Point, N.Y.
 PHOTOGRAPHY Chris Akelian, Boston



WATERFORD BALLET

MACY'S NORTH, CHICAGO

Marshall Field's proudly introduces an exclusive new collection designed by Jim O'Leary for Waterford Crystal. The Waterford Ballet bone china, crystal stemware and giftware collection was inspired by classic art forms that embrace a modern attitude and lifestyle.

To promote the collection, Marshall Field's has created a playful and elegant ballerina statue made with pieces of the new collection. The ballerina's tutu spans 6 feet diameter, weighs 200 pounds and is created with 121 plates from the Waterford Ballet collection--a combination of bread and butter, salad and dinner plates.

THE DELICATE MACY'S Waterford Ballet window installation, celebrating the launch of a new Waterford china line, wowed judges for its beauty and drama. In the single window, actual Waterford plates were used to create a custom tutu that was fitted to a graceful mannequin poised atop a base of rose petals. Ballet slippers hanging from pink satin ribbons encircled the dancer, while subdued lighting spotlighted the merchandise skirt.

CLIENT Macy's, Chicago -- Amy Meadows, senior manager, windows and events marketing; Jamie Becker, ovp, visual marketing
 WINDOWS and Events marketing team
 OUTSIDE DESIGN CONSULTANTS Kinc Inc., Chicago
 PHOTOGRAPHY Susan Kezon, Chicago