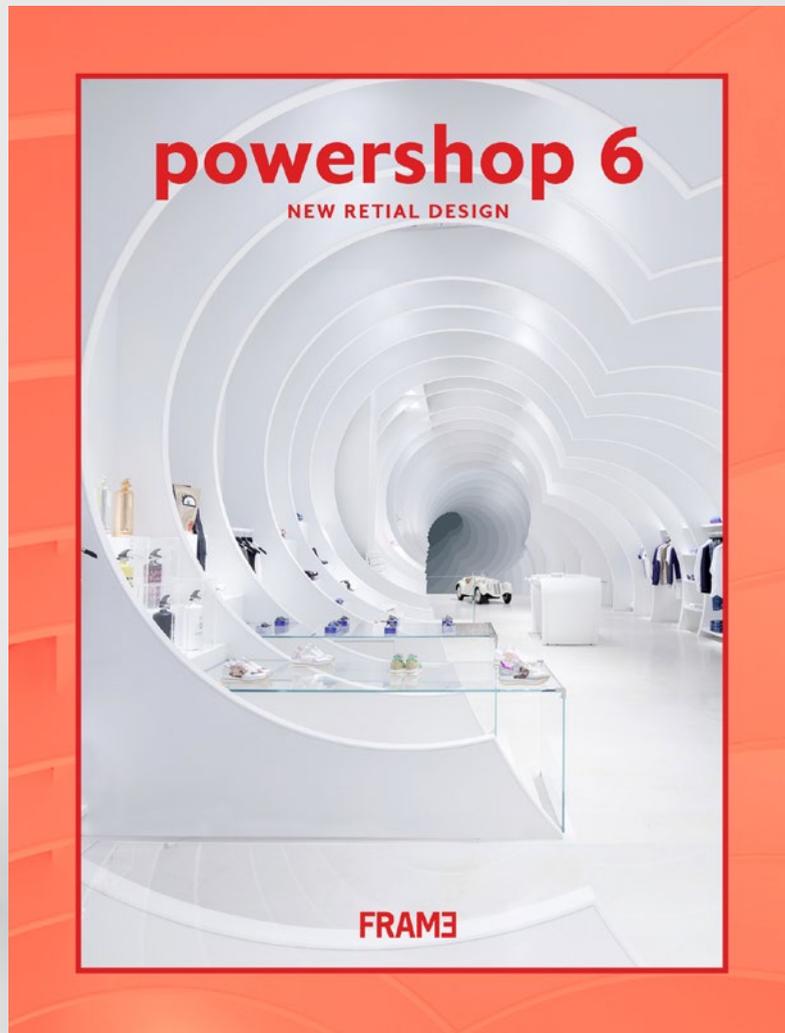


# Call for Entries



Submit your retail designs to be published in the sixth edition of the *Powershop* series!

**FRAME**

## POWERSHOP 6 Retail Design

Frame's *Powershop* series is an exploration of the best in retail design, showcasing interiors that are inspiring, refreshing and alluring. Find out how to be a part of this successful book series!

Featuring 100 projects completed in recent years, *Powershop 6* will capture the current trends in retail design. Project typology will range from pop-ups and luxury fashion boutiques, to supermarkets and gourmet shops.

We want to hear from ateliers and studios whose cutting-edge designs distil the essence of a brand and create a specific atmosphere to meet the client's brief. All submissions will be reviewed and the final project selection will be based on the originality of the concept, innovative approach and unmistakable wow-factor.

Now is your chance to get your top projects in the pages of this compilation of the latest-and-greatest in the retail world!

### BOOK FACTS

**Title** Powershop 6  
**Subtitle** Retail Design  
**Appears** May 2019  
**Language** English  
**Dimensions** 240 x 320 mm  
**Pages** 500  
**Cover** Hardcover  
**Print run** 5000  
**Cover price** €69  
**Distribution** Thames & Hudson, Ingram, Frame  
**ISBN** 978-94-92311-35-1

# Participation

**Powershop 6** will showcase 100 retail projects by designers from across the world. You can choose to have your work featured on two or four pages, depending on the scale of the project, as well as the quality of the images and other publication material.

Each project will be presented through an engaging explanatory text about the design and a curated selection of stunning photography. The book will be divided into chapters that illustrate current trends on the field. Editorial text and interviews will shed light on the themes covered by the book. An extensive index will present the profile, portrait and contact details of each featured design studio.

A template for providing material will be issued. A PDF of the completed article will be sent for your approval before the book goes to print. Detailed terms and conditions can be found in the Participation Form.

## REQUIREMENTS

- Submitted projects should feature quality design and have been completed between 2016 and 2018.
- Images and other publishable material (drawings, renderings, texts, etc.) must be free of copyright restrictions.
- A maximum of three projects per studio can be published in the book.
- The Participation Form has to be filled out and signed.

## PARTICIPATION FEE

### Option A

2-page article about one project.  
Fee: €795 including:

- 1 complimentary book (inc. shipping costs)
- 40% discount on retail price for extra orders (excl. shipping costs)

### Option B

4-page article about one project.  
Fee: €995 including:

- 1 complimentary book (inc. shipping costs)
- 40% discount on retail price for extra orders (excl. shipping costs)

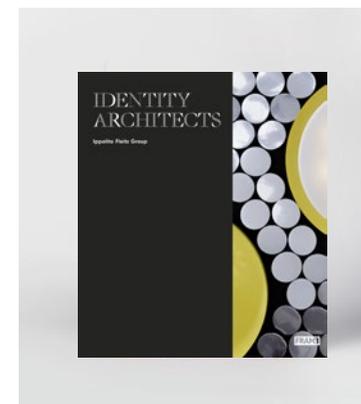
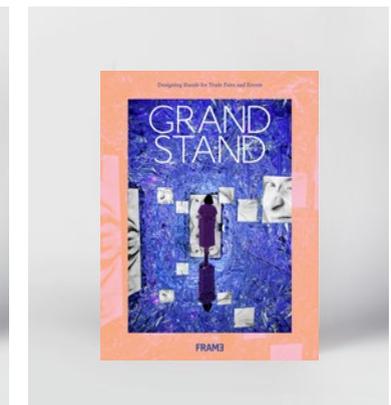
## ABOUT FRAME

Established in 1997, Frame is the world's leading media brand for interior-design professionals. With an aim to empower spatial design, Frame's media channels serve as unique sources for novel approaches to design that lead to meaningful experiences. Best known for *Frame magazine*, Frame has a portfolio of high quality books aimed at design professionals and students, including research-based books, regular series titles and monographs.

Recent titles include *Identity Architects*, *Suppose Design Office*, *Grand Stand 6*, *The Other Office 3* and *New Wave Clay*.



*Frame magazine* is the world's leading interior design publication keeping true to its mission of putting interior architecture on the map.



# Option A

Your project featured on 2 pages

FEE €795 + RECEIVE 1 BOOK

P.1+2



Patricia Partridge

IN-SIGHT

## OHLAB translates a brand's logo into a captivating and functional spatial experience

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004

Fashion

The design allows visitors to inhabit the brand



005

OHLAB

In-sight

# Option B

Your project featured on 4 pages

FEE €995 + RECEIVE 1 BOOK



IN-SIGHT

**OHLAB** translates a brand's logo into a captivating and functional spatial experience

006 Fashion



The design allows visitors to inhabit the brand

007 OHLAB In-sight



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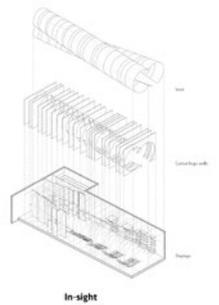
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008 Fashion

**A wide range of uses, from product exhibition to storage and sitting, are all perfectly integrated in the design**

009 OHLAB



# Global Distribution

**Powershop 6** will be sold in bookstores worldwide via the extended networks of Thames & Hudson, Ingram and Frame. The book will also be sold directly through [frameweb.com](http://frameweb.com), as well as at international trade shows where Frame exhibits each year. These include such prestigious design events as:

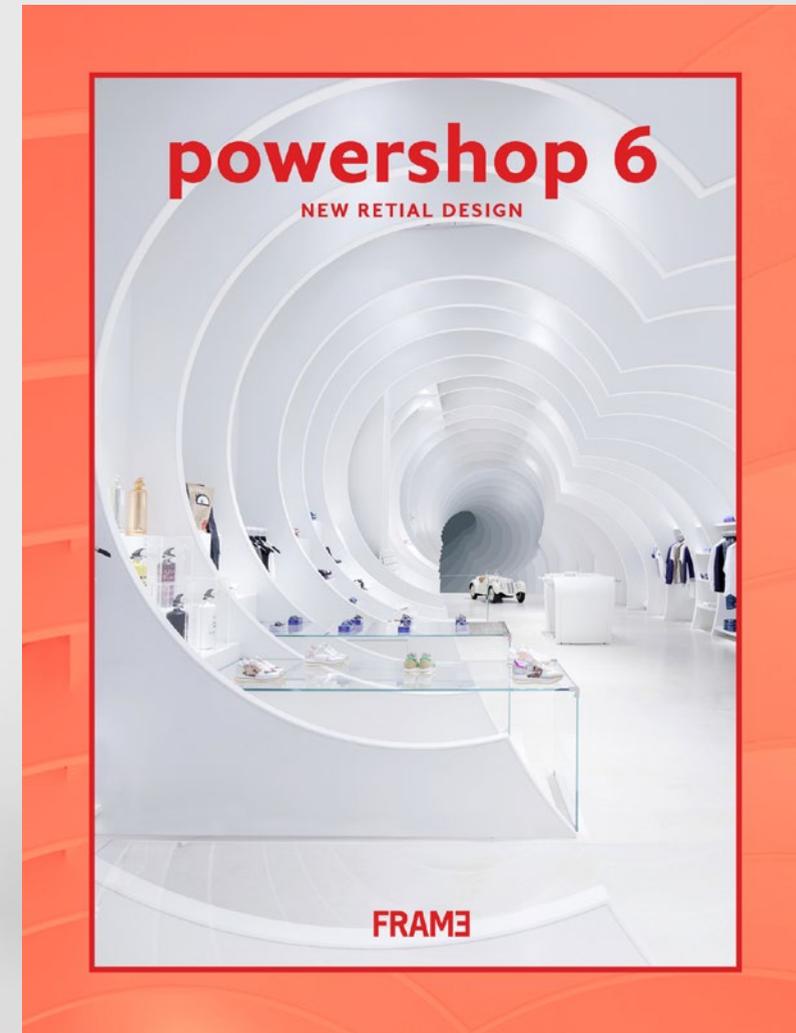
- Dutch Design Week, Eindhoven, the Netherlands
- EuroShop, Düsseldorf, Germany
- Frame Awards, Amsterdam, the Netherlands
- Frankfurt Book Fair, Frankfurt, Germany
- imm, Cologne, Germany
- Orgatec, Cologne, Germany
- Salone del Mobile, Milan, Italy
- ... and more

**Powershop 6** will be purchased and used as a source of both information and inspiration by designers, architects and a wide range of people with an interest in design and interior architecture, trendsetting ideas, branding and communication. To make sure the book reaches relevant decision-makers, Frame will carry out an intensive marketing campaign aimed at leading brand and design managers active in the retail industry.

## Questions?

Email us at [books@frameweb.com](mailto:books@frameweb.com)

# Powershop Series



This book series features outstanding and inspirational retail environments from across the globe. It is the definitive reference tool for professionals of the architecture and design community, featuring cutting-edge design for commercial spaces.

