



JUST GO GREEN



SUSTAINABLE



DURABLE



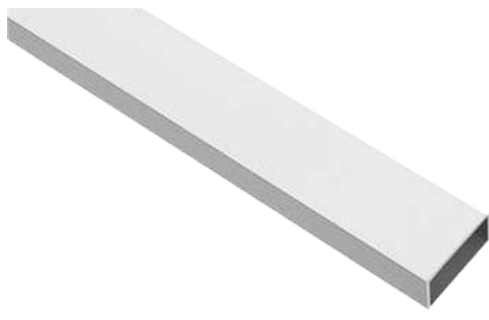
RECYCLED



LIGHT WEIGHT



Water drop like shape hanging lamp.



Aluminium rectangular tubes.



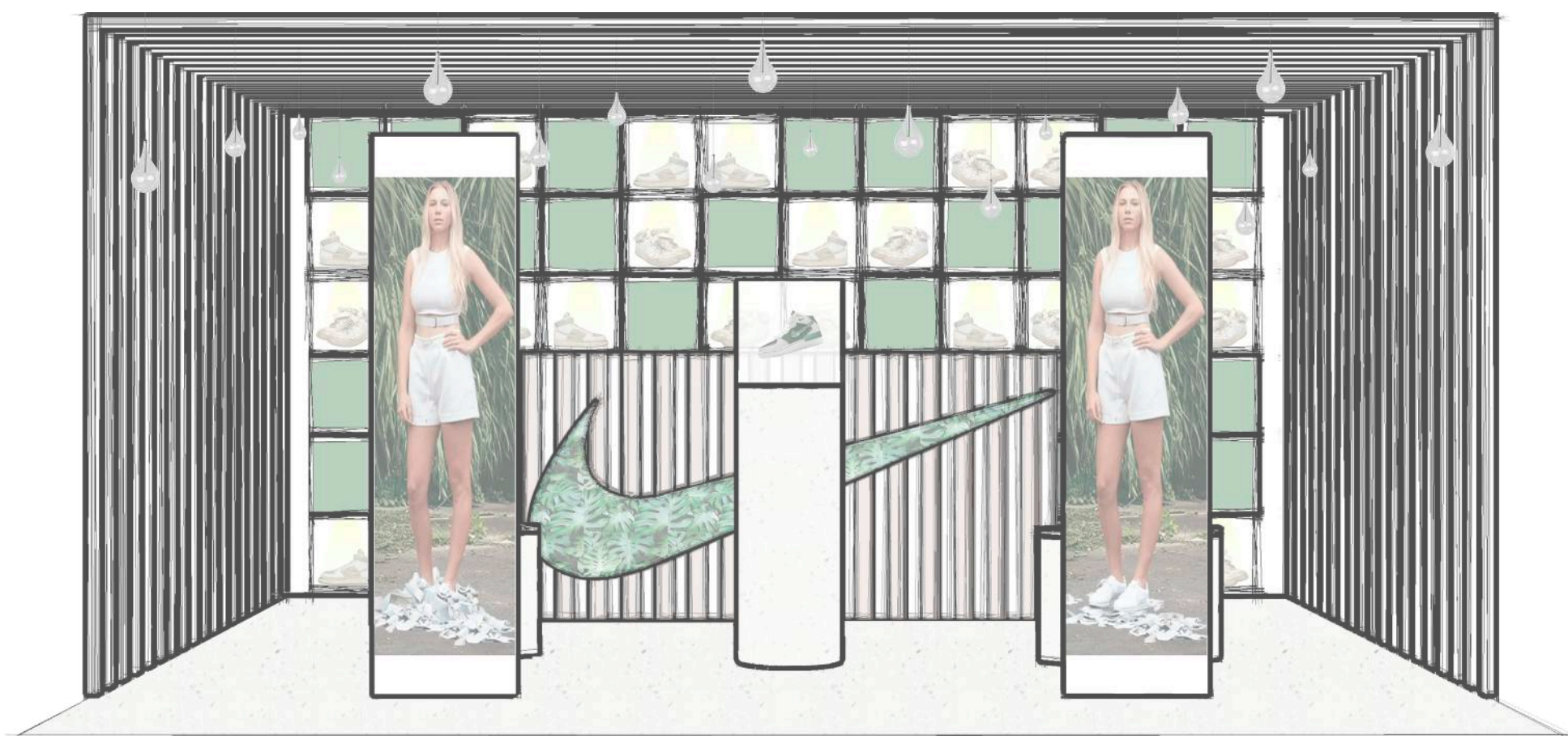
Recycled panels made from waste yoghurt pots.



Recycled wood panels and slats, treated to get different colors.



Characteristic tropical leaves pattern.

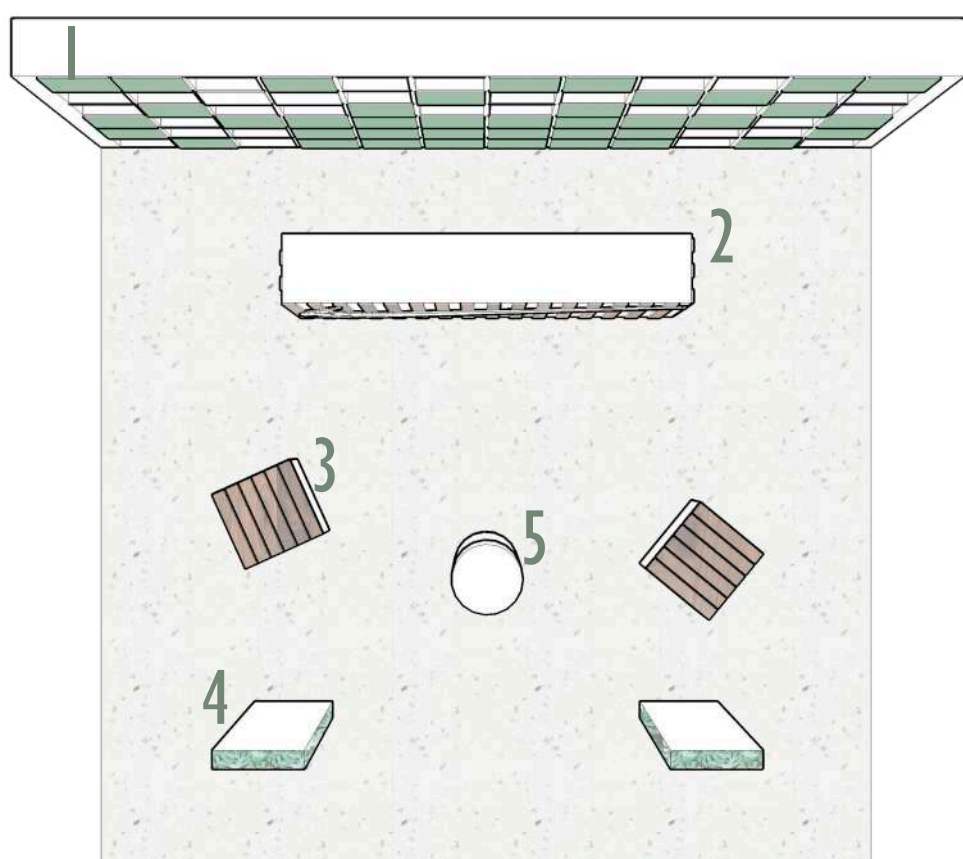
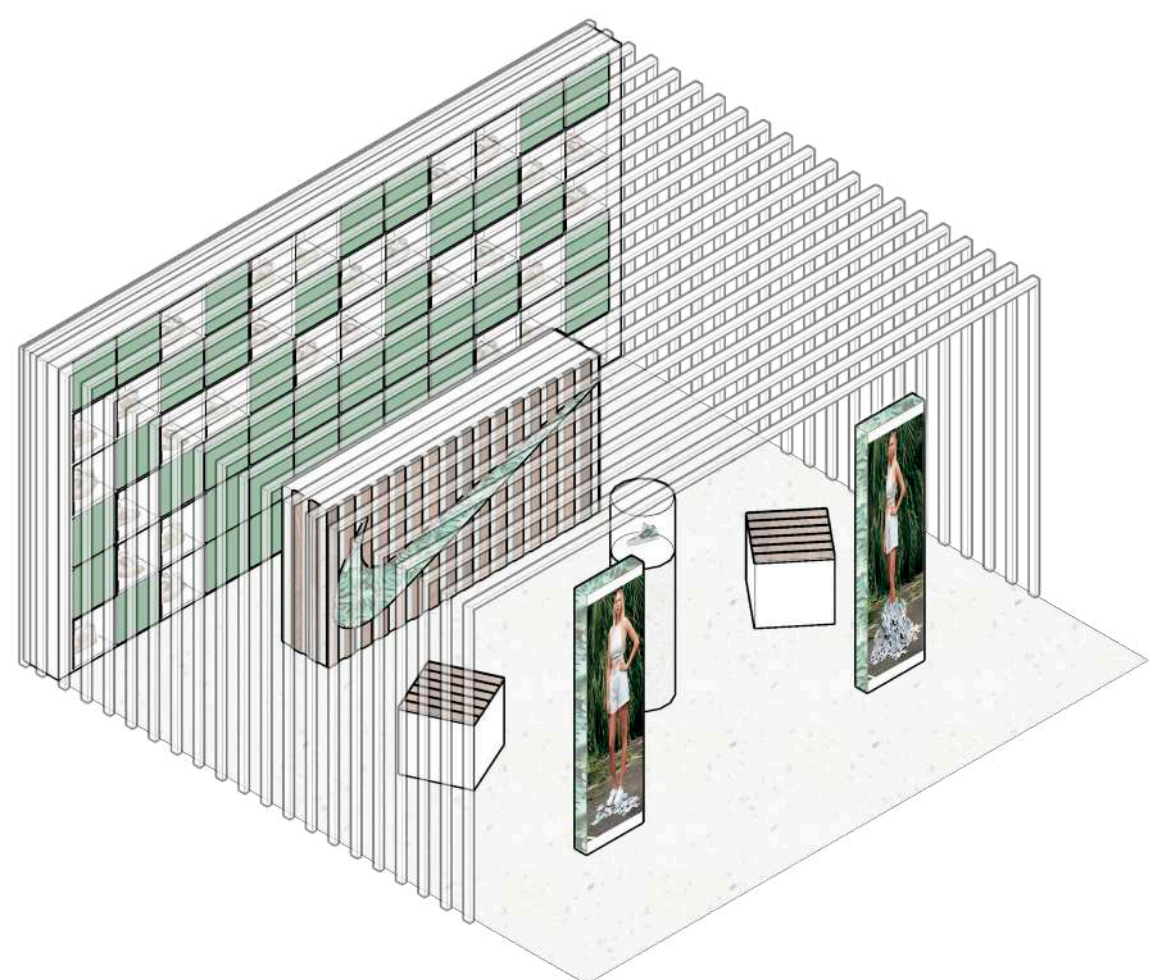


The product exhibited is a new model of the classic *Nike Air Force* sneakers, named *Just Go Green*. It stands out from the past models because it is the first one made from recycled material from old and deteriorated sneakers.

The project is also launched with the aim of reducing the ecological footprint with Nike production, helping to plant new trees in the most affected areas of the world. Therefore, the profits collected with this new model go directly to associations dedicated to help the environment.

The stand distribution is guided by a 5X5 meter grid. It is simple, organized, with the necessary elements and arranged in such a way that the central exhibitor is the protagonist of the whole scenario.

There are 5 main elements that compose the stand: starting from the back, there's a big background shelving that occupies all the back wall, and in front of it there's a long reception desk for the workers. Two cubes for the visitors to sit and try on the sneakers, two screens that show videos and lastly, a central element that exhibits the product.



- 1 Background shelving
- 2 Reception desk
- 3 Benches
- 4 Screens
- 5 Central Exhibitor

The central element has the one and only function of displaying the product. It is cylindrical and extremely simple, with the objective of not taking away the leadership of the new sneaker model.

In order to encourage people to recycle their old Nike Air Force, the deal is that when they bring their old sneakers to the stand, or even to the store, they have a 20% discount to buy the new Nike Just Go Green.