



Visual Creations

rose displays

a division of Visual Creations, Inc.

2026 SHOP! MARKETPLACE LOOKBOOK



rosedisplays.com

THE CONCEPT

COLLABORATION CREATES ENGAGEMENT

A Shared Theme. Distinct Perspectives. One Community.

What happens when a single idea is interpreted through multiple creative lenses?

Born from a shared Speakeasy-inspired concept, this exhibit brought together aligned members of the SHOP! Association—Bluefin, DISE, OpenEye, OPTO, and Visual Creations | Rose Displays to explore how collaboration can transform a common vision into something greater.

Rather than creating a single unified environment, the team embraced two distinct interpretations of the same inspiration. Each partner contributed its unique expertise, perspective, and creative voice, resulting in a space that celebrates both individuality and collective innovation.

At the center of the exhibit, a functioning bar served as the physical and symbolic connection between the two experiences. Like the gathering spaces that inspired the concept, it became a place where conversations began, ideas were exchanged, and visitors could experience the power of collaboration firsthand.

More than a showcase of products and capabilities, the exhibit demonstrated how memorable retail experiences are built when design, technology, content, and craftsmanship come together. It is a reflection of the SHOP! community itself, where ideas are shared, challenged, elevated, and ultimately strengthened through partnership.

In just eight weeks, one idea became something much bigger: a living example of how collaboration creates engagement.



THE EXTERIOR





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The exhibit's exterior evoked the mystery of a classic speakeasy, with rich materials and layered details that drew visitors in from the trade show floor.

Each side offered a distinct take on the theme. One highlighted structure and precision through adaptable displays and retail execution. The other leaned into storytelling with custom fixtures and immersive visuals that built a sense of discovery.



THE INTERIOR





THE INTERIOR

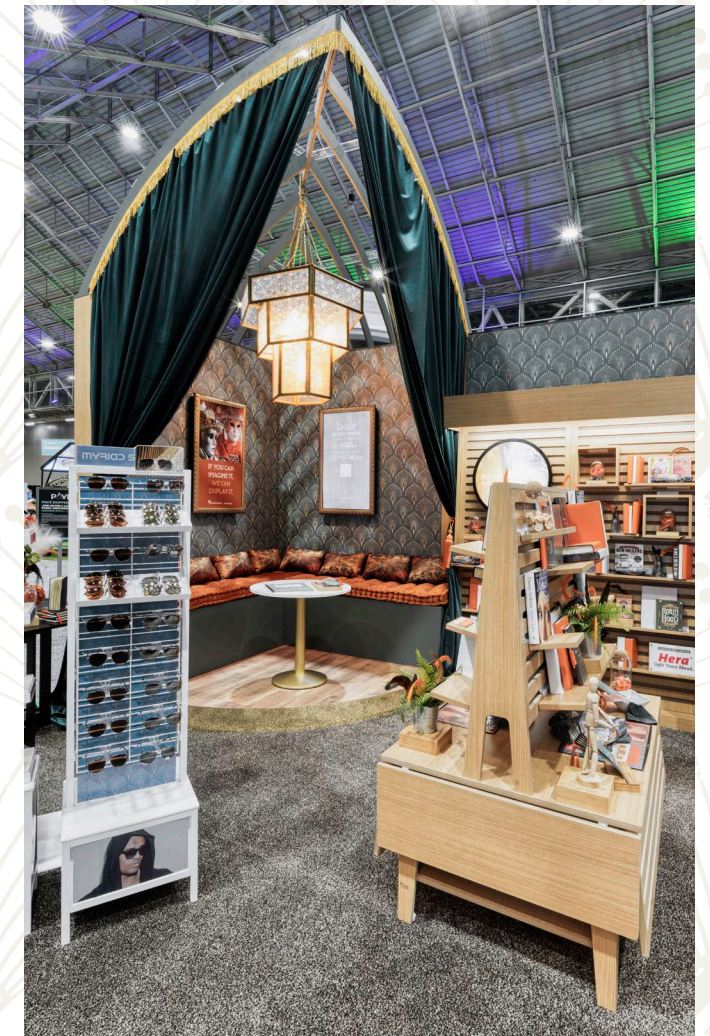
Inside, the exhibit unfolded as an immersive retail-inspired environment where technology, storytelling, and design worked seamlessly together.

A fully functioning bar anchored the space, serving as the heart of the experience and reinforcing the theme of connection. Nearby, a curtained seating nook encouraged intimate dialogue, warmed by a gilded chandelier crafted from components of the Rose Signware™ System.

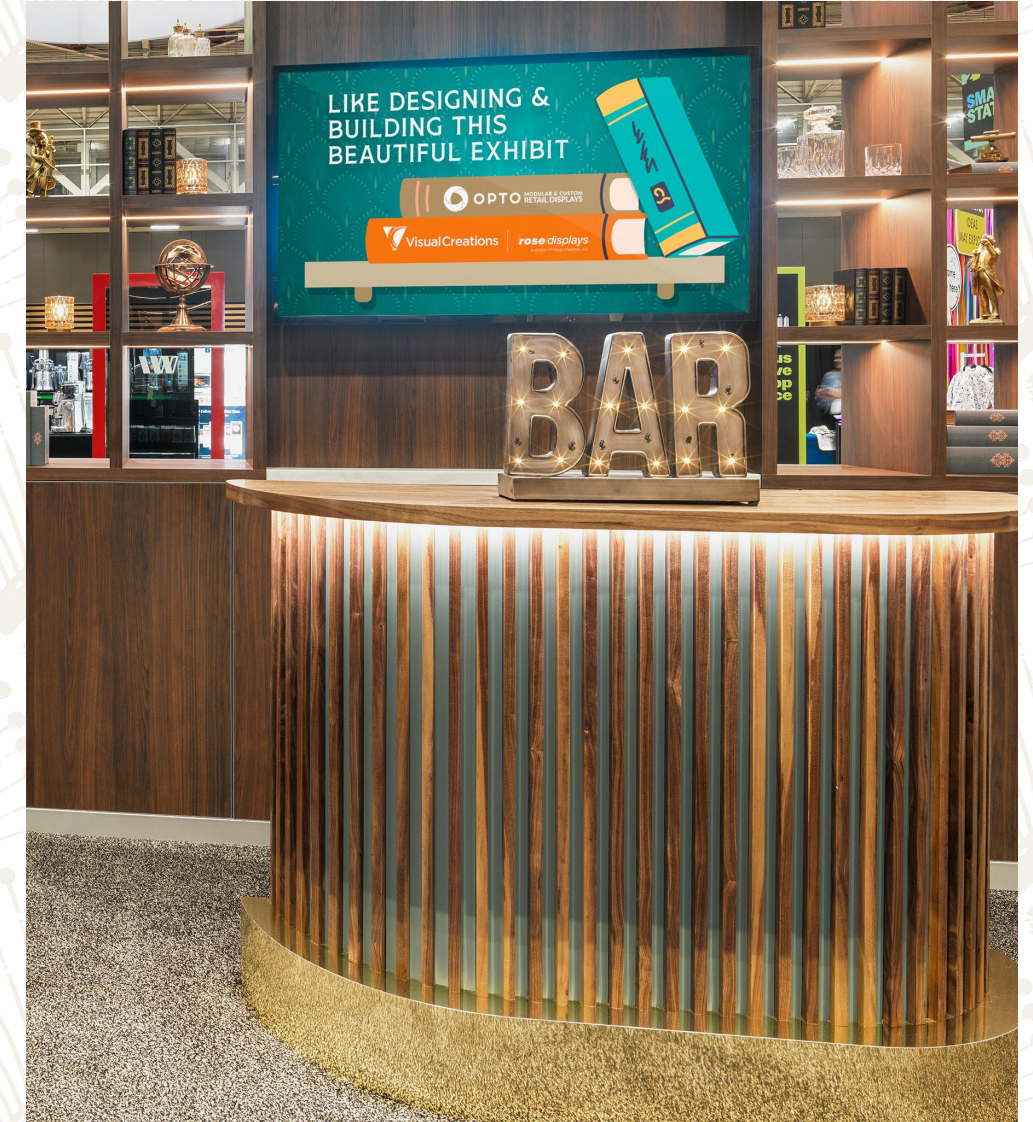
Interactive elements rewarded curiosity throughout. In one hidden moment,

removing a book from a shelf triggered a concealed sensor, revealing dynamic digital content and nodding to the secretive spirit of traditional speakeasies.

Digital displays, integrated technology, and custom fixtures demonstrated what becomes possible when systems, storytelling, and design are built together. The result was an environment that balanced precision with emotion and innovation with human connection, proving that the most memorable retail experiences are made collaboratively.



PARTNERS





THE BEST
EXPERIENCES
AREN'T BUILT ALONE



WE CREATE CUSTOM FLOOR TO CEILING DISPLAYS FOR THE **BEST IN-STORE EXPERIENCE.**

Visual Creations, together with our signware division, Rose Displays, creates the physical moments where brands come to life. We design and manufacture custom fixtures, millwork, POP displays, and signware systems that command attention, guide the shopper journey, and transform retail environments into engaging experiences.

Built on trusted partnerships, we deliver fully integrated, end-to-end solutions — from bold creative design and precision engineering to prototyping, agile manufacturing, custom fulfillment, nationwide installation, warehousing, and ongoing program support — all operating from our 360,000+ square-foot campus in Pawtucket, Rhode Island.

With more than 20 years of expertise, we combine innovation, craftsmanship, and operational discipline to deliver scalable, cost-effective solutions that elevate brands, engage shoppers, and drive performance from concept to install and beyond.





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