



The system's aluminium frame is completely hidden by seamless panels.

## MODULAR POP-UPS

Image 4 serves clients the easiest pop-up installation system around

Despite economic ups and downs, the pop-up store market is healthy. Clients are hot on temporary in-store brand experiences, which allow them to make a short-term connection that hopefully lasts well after the doors close.

No exhibit partner has attempted an exhibit-based pop-up solution. Until now. New England's own Image 4 has joined forces with Protean and is taking the latter's reForm system to market as a turnkey, floor-to-ceiling pop-up store solution.

ReForm is an aluminum wall extrusion system that combines sound architecture, great aesthetics, and an ease of use that should put it on any pop-up designer's radar screen. "It comes from an architectural design background, not a temporary or trade show background. It is a load-bearing system and the design concept creates some very unique end user features," says Image 4 president Jeff Baker.

The big difference from typical aluminum extrusion wall systems: When the panels are assembled into the framework, the extrusion is completely hidden, resulting in a seamless, flat wall surface—there is no lip or perimeter to the frame. "When you clad the system you have a wall that is of visual aesthetic quality that you could put it into a retail situation and you'd think it was finished drywall," Baker says.

With reForm, you clip the panel to the face of the extrusion with a retaining clip, and it becomes load bearing in sheer and in torque. Since the panels clip into place, no disassembling is needed to switch panels out.

The system's initial design parameters were for it to have a high aesthetic value,

be load bearing, and feature a simple install and removal process. Panels snap in and out of extrusion retainer with a special tool, and it takes about a minute to install a four by eight panel, and 15 seconds to remove one.

ReForm was developed to skin out from existing white walls without damaging structures or buildings. This is especially helpful when dealing with historic buildings or when creating temporary retail environs—the building itself doesn't even have to be seen by customers.

Time and cost savings are also part of the package, as the time needed to install a temporary pop-up goes from four to six weeks on site with traditional materials, to two days with the system.

Construction waste is also reduced to almost zero, so costs and environmental impact are minimized.

"This is not the right product for every retailer, but if you need to create a store with a high design aesthetic very quickly or need to be in and out of a location very quickly, this is a good solution," Baker says.

There are plenty of options for cladding the system, which gives designers a lot of room to create custom looks. Half-inch fire retardant MDF, die bond materials, BNN iconic routed panels, embedded acrylic panels, Sintra, plywood, and laminates are all on the table. Drywall and sheet rock do not fit the system, however.

The cladding can receive any design aesthetic, including paint, wet or dry apply wall covering, print, or graphics.

It's a very green solution, as well, thanks to the fact that the extrusion is a 100-percent recycled component. It can be reused, and can be down-cycled for later use. The cladding can be as environmentally sustainable as the design team chooses it to be.

"Everything we're already using for green building can be used as long as the retaining clips can be attached to it, and it has self-standing rigidity," Baker says.

And it's green, baby. ReForm also eliminates around 60-percent of construction waste in a typical project—not too shabby. ■

