



Movado Herald Square - 2013.

Contegiacomo and Associates worked with The Movado Group to develop a shop-in-shop concept for their Macy's Herald Square location in New York City.

In this option a traditional display case configuration is maintained. The consumer is drawn in to the shop by an ever-changing ethereal light wall. Carved into the light wall is a concentration of plasma screens with computer graphics, and floating glass boxes housing watches that appear to be suspended in space.

