



Heinz Revival

pop-up display design

The collection of pop-up display designed for Heinz aims to recall people's respect for its rich culture and brand history.

HEINZ[®]

EST'D 1869

**TOMATO
EXPERT**



57 VARIETIES

Pop-up store displays

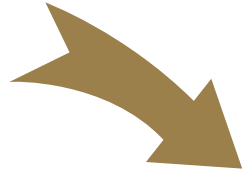
“We have more than ketchup!”



Path of *Heinz*

1869 Started in Sharpsburg, Pennsylvania

1890 Heinz's factory was established in Pittsburgh



Factory Tour!



1896 On the NY railway, the "57 variety" was born

1990 Plastic bottles launched

2003 Everything upside down

Heinz History Center, Pittsburgh





New color, More Pittsburgh





Products & Packaging

Heinz's packaging is so iconic that it has become part of the brand identity.

I decided to keep the original design of the bottles with a small adjustment of the graphic for the collection.



Ketchup



Honey Mustard



Mayo

HEINZ

ESTD 1869 ESTD

**TOMATO
KETCHUP**

57 VARIETIES



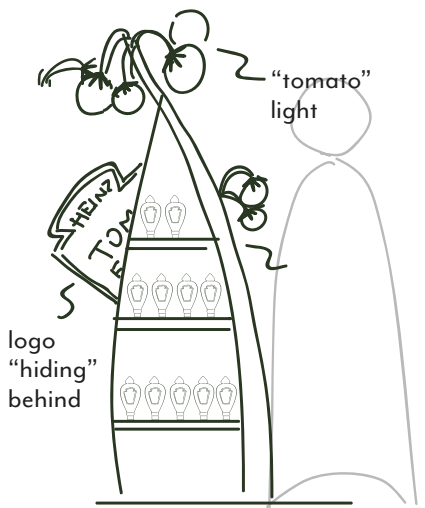
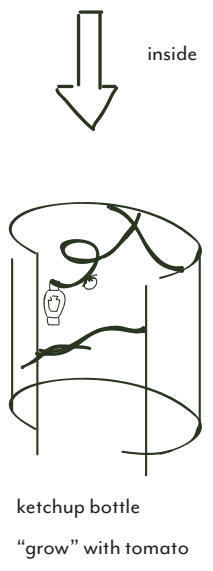
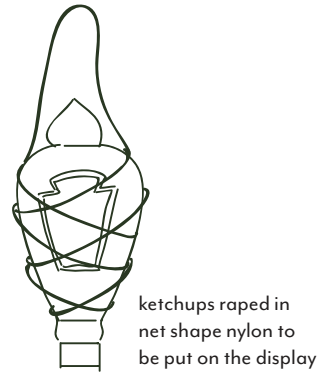
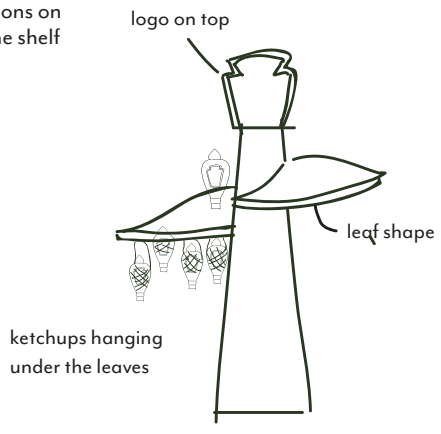
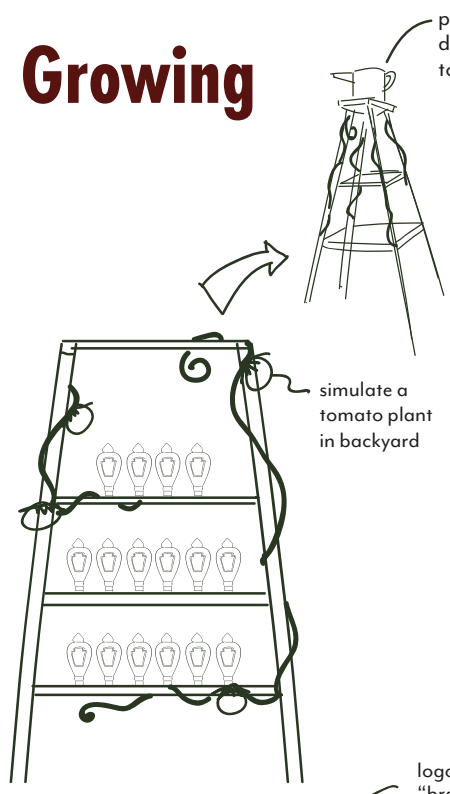
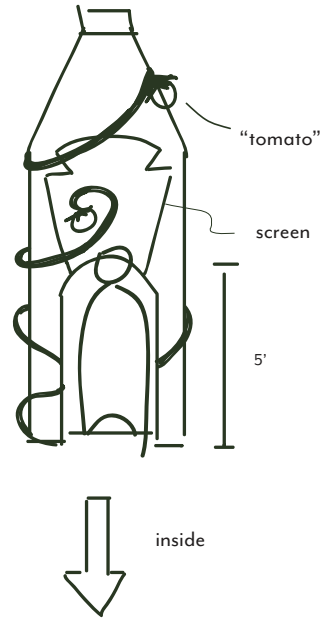
GROWN NOT MADE*

750 ml

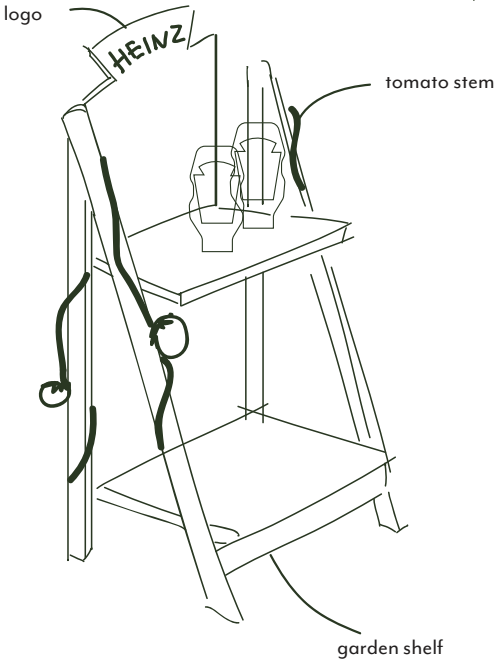
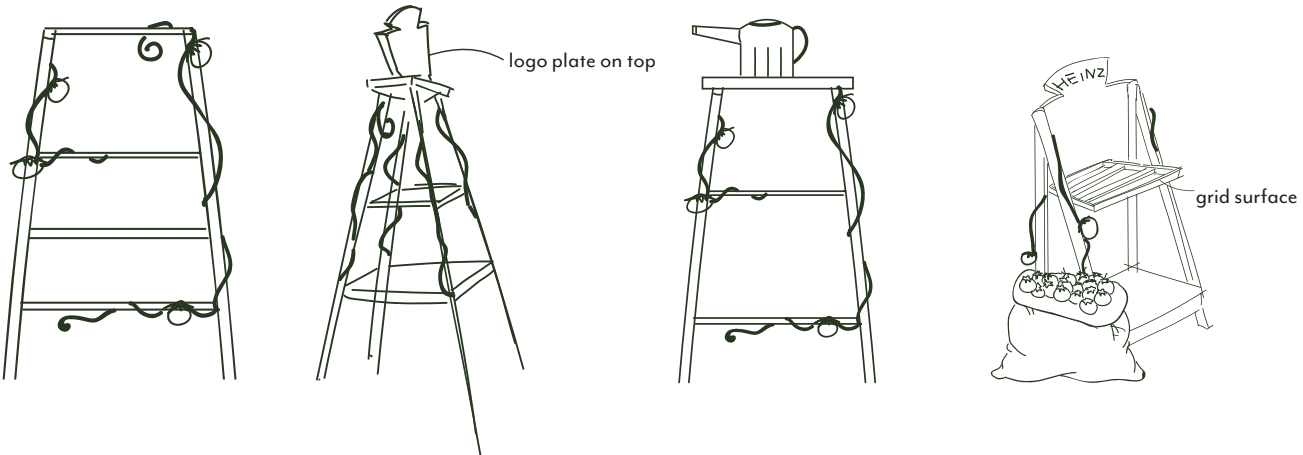
Theme 1: Grown, Not made

Emphasize the nature feature of Heinz's products

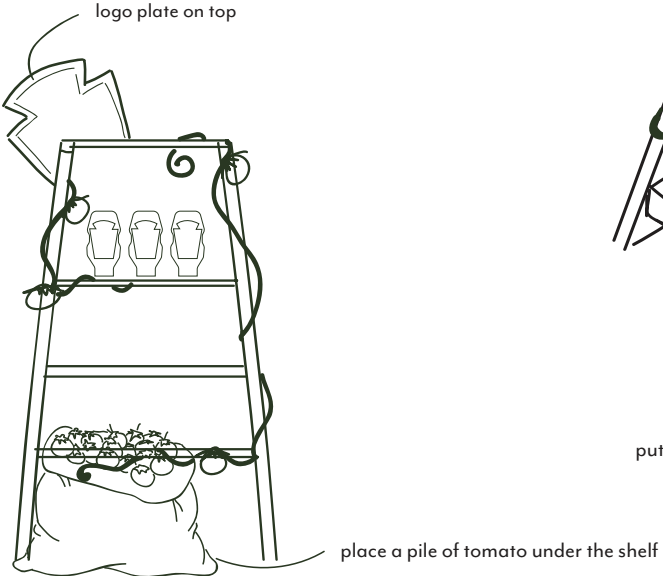
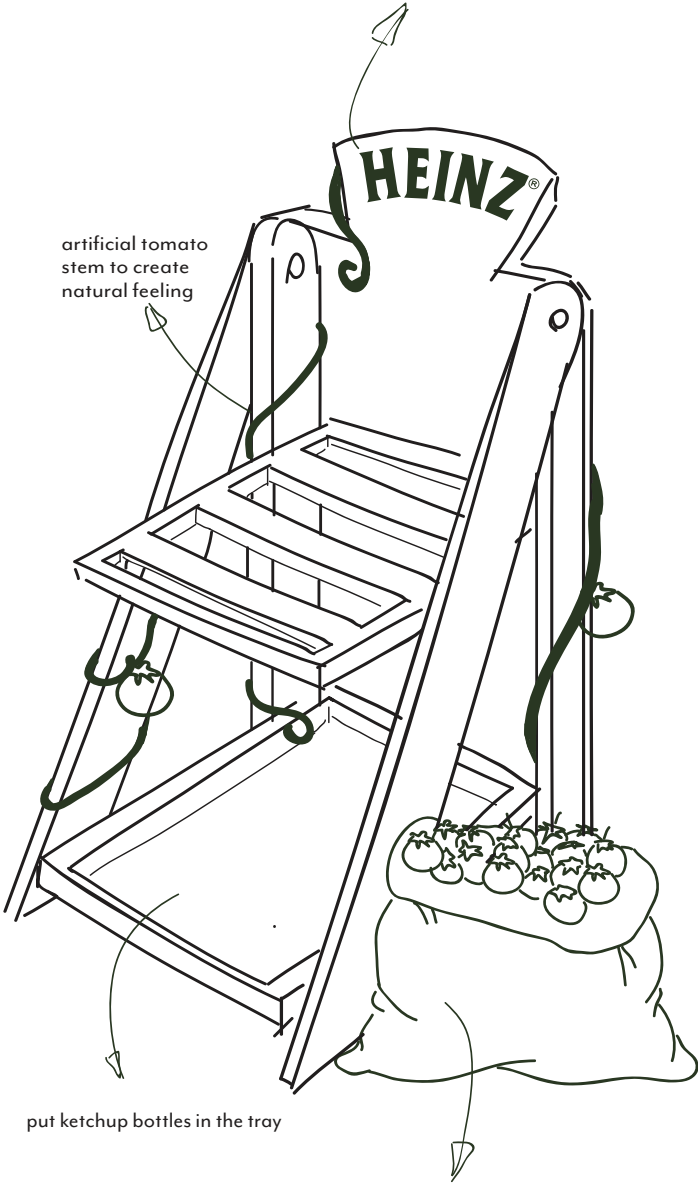
Concept of Growing



Details



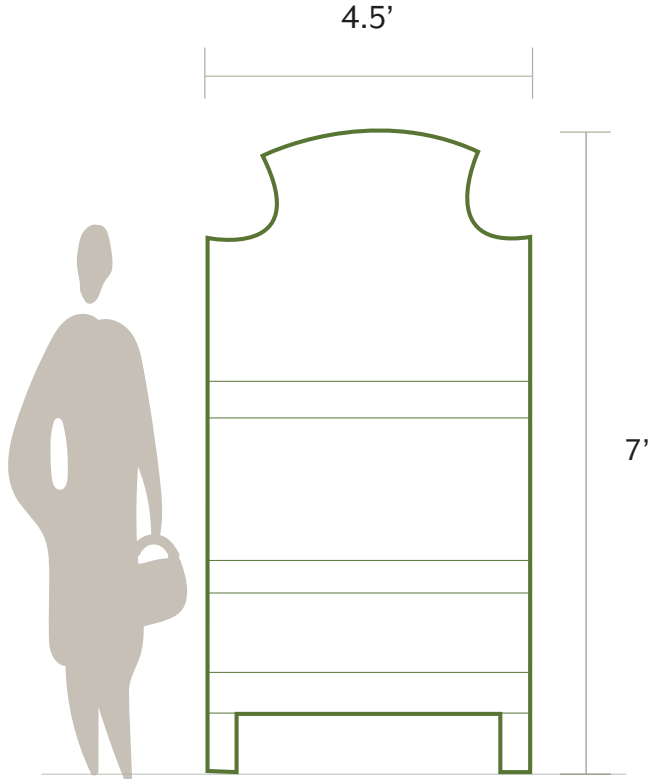
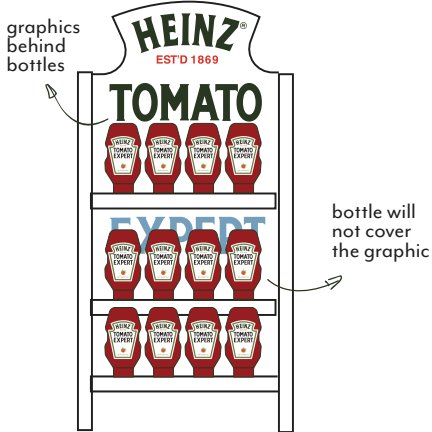
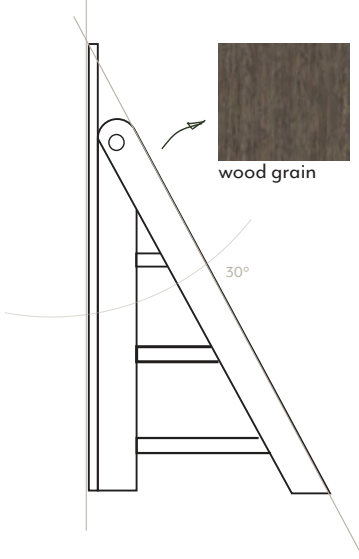
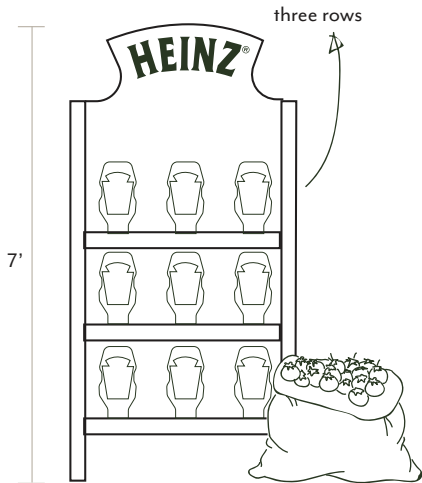
Heinz logo engraved



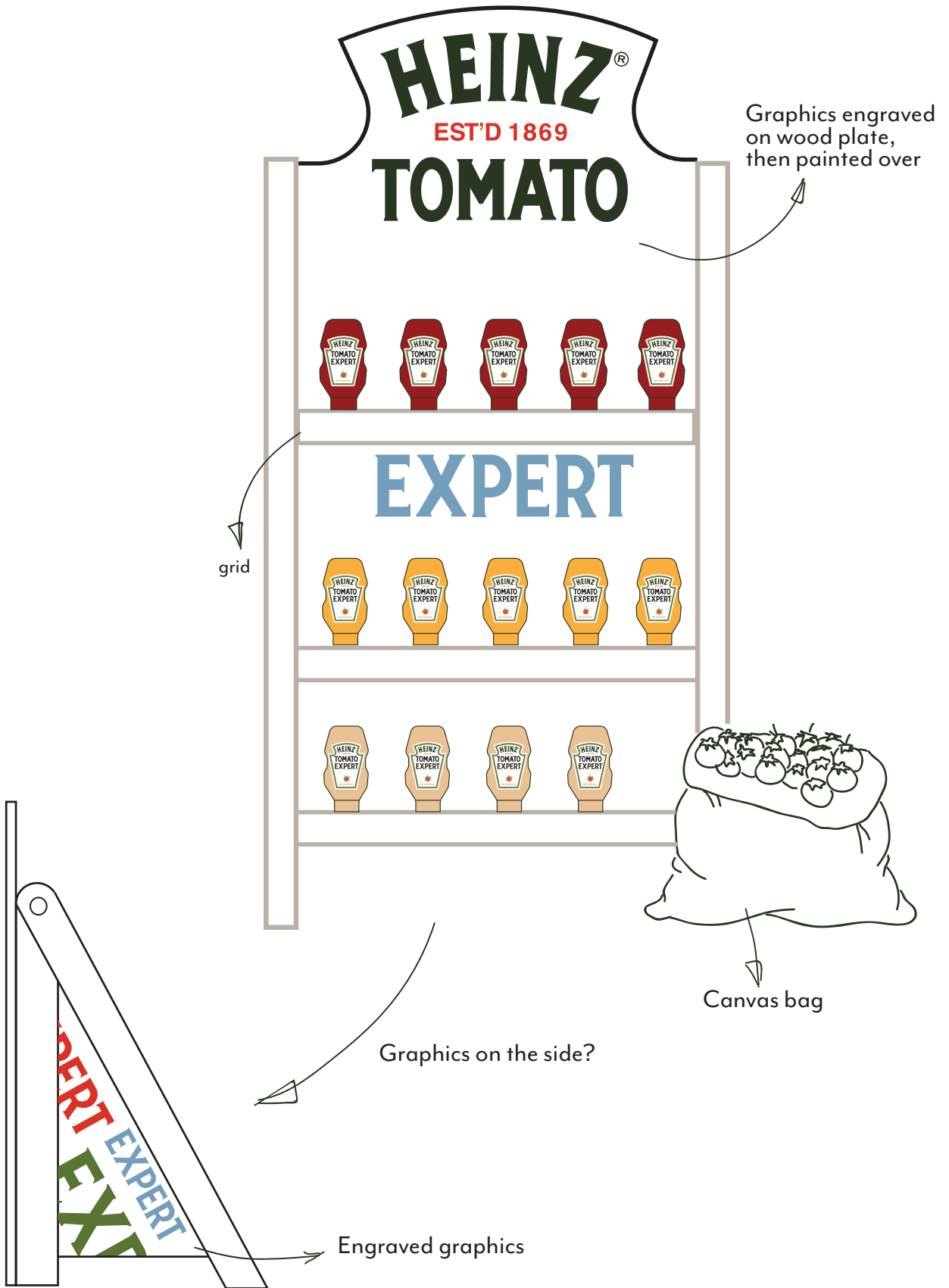
put ketchup bottles in the tray

real tomato from Heinz farms

Market shelf

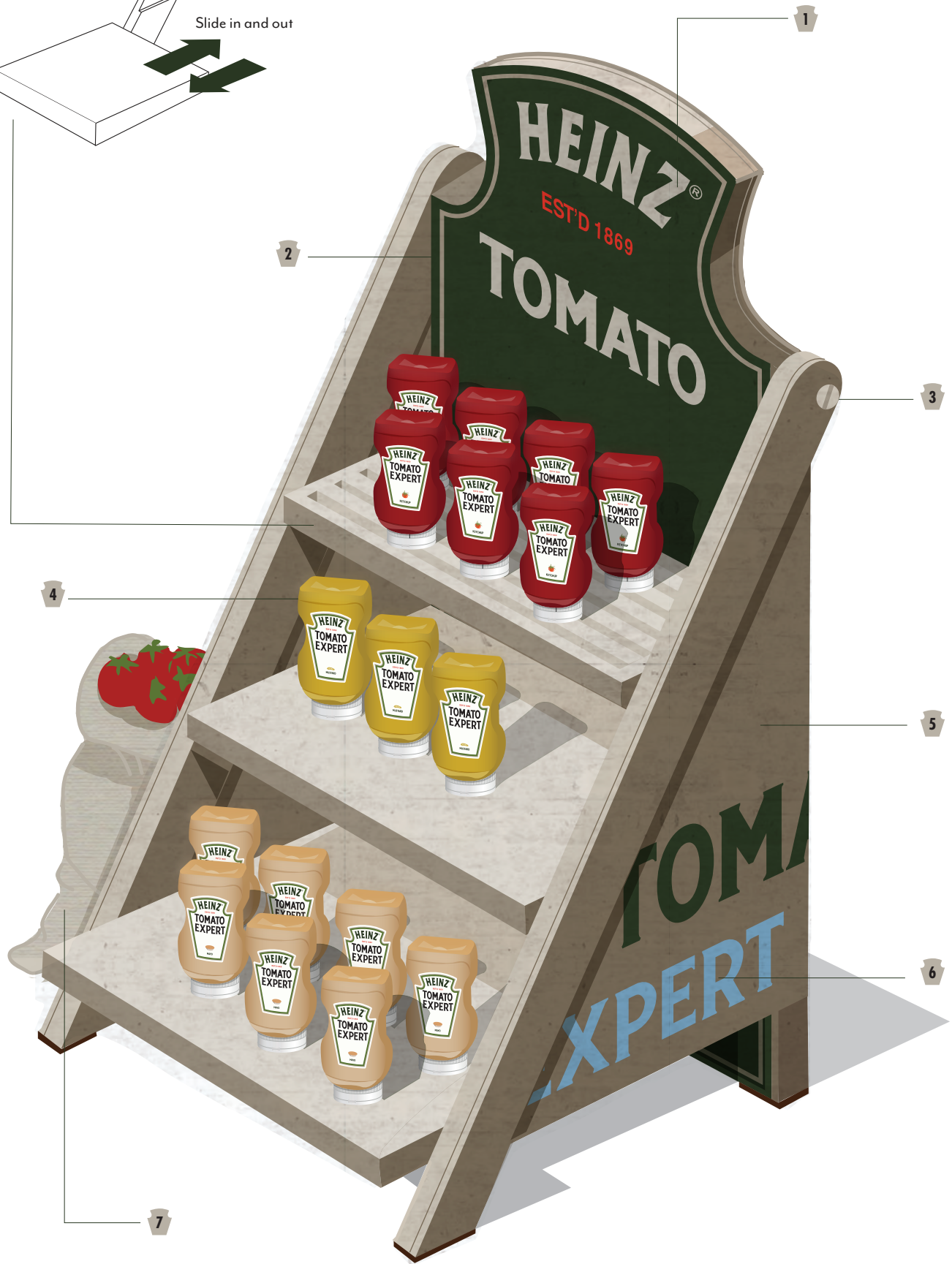
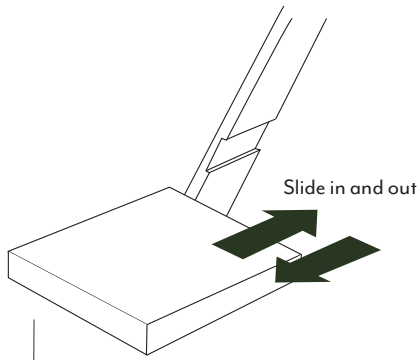


size & scale



In a natural market

- 1 *Heinz logo*
- 2 *Text engraved on wood*
- 3 *Fastened by wood screws*
- 4 *Different layers can be used to place different flavors*
- 5 *Side panel made of wood*
- 6 *Painted graphics*
- 7 *Real tomatoes on side*



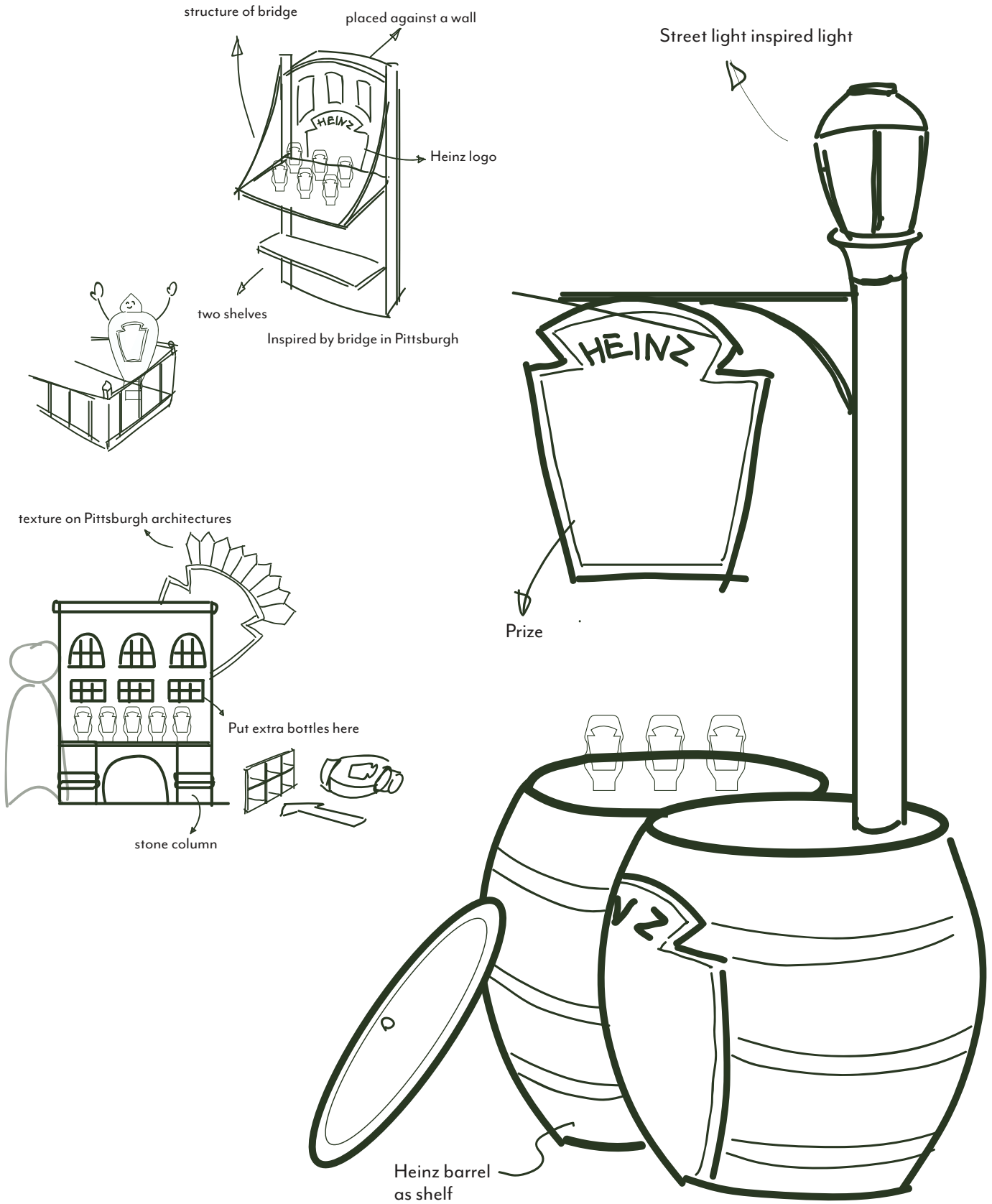


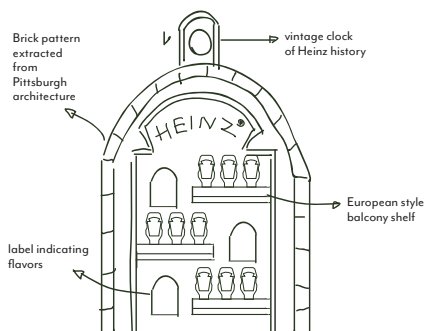
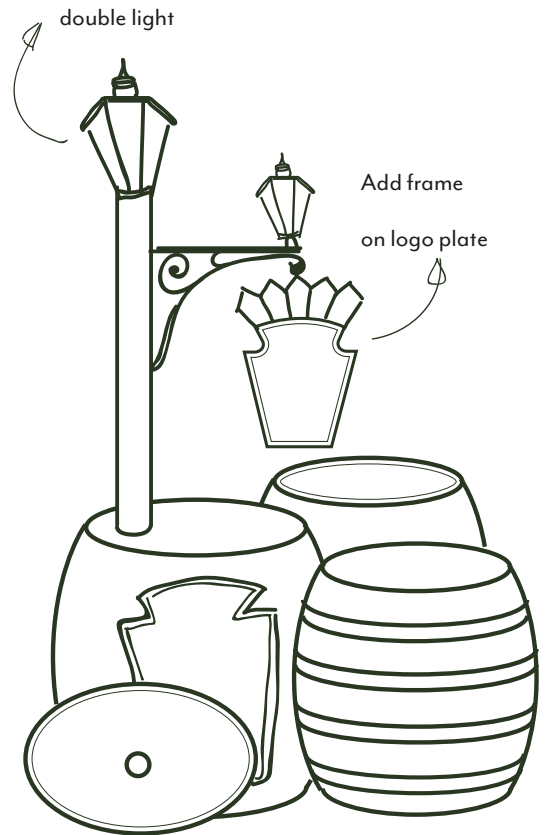
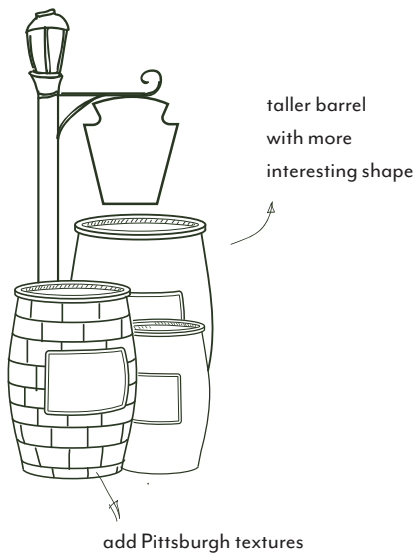
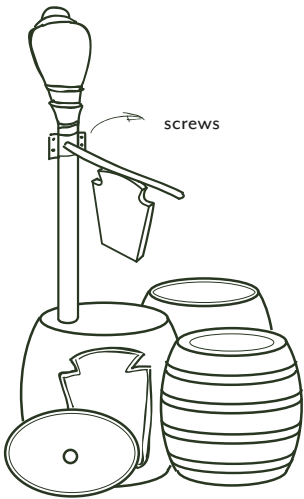
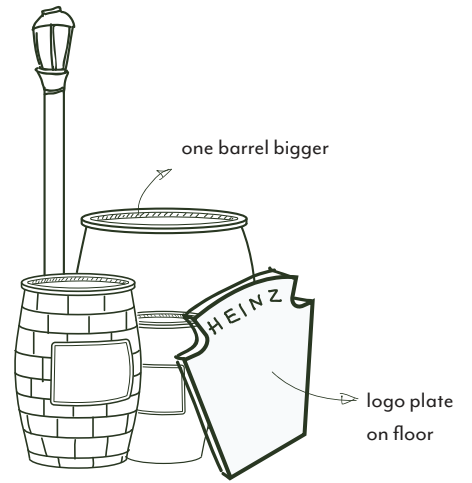
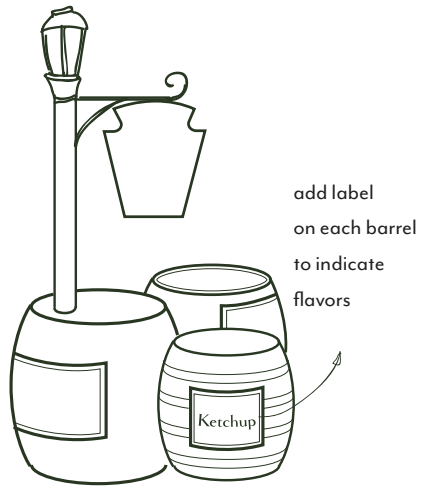
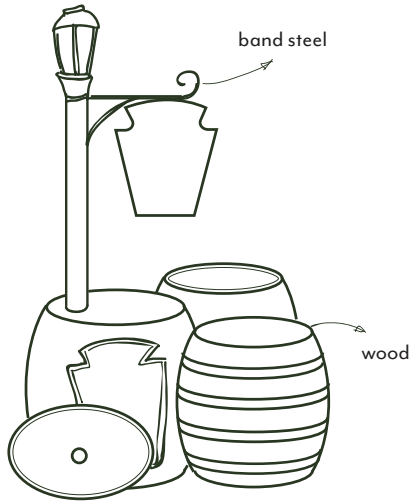
Theme 2: Back to the city

Incorporate Pittsburgh's architecture style

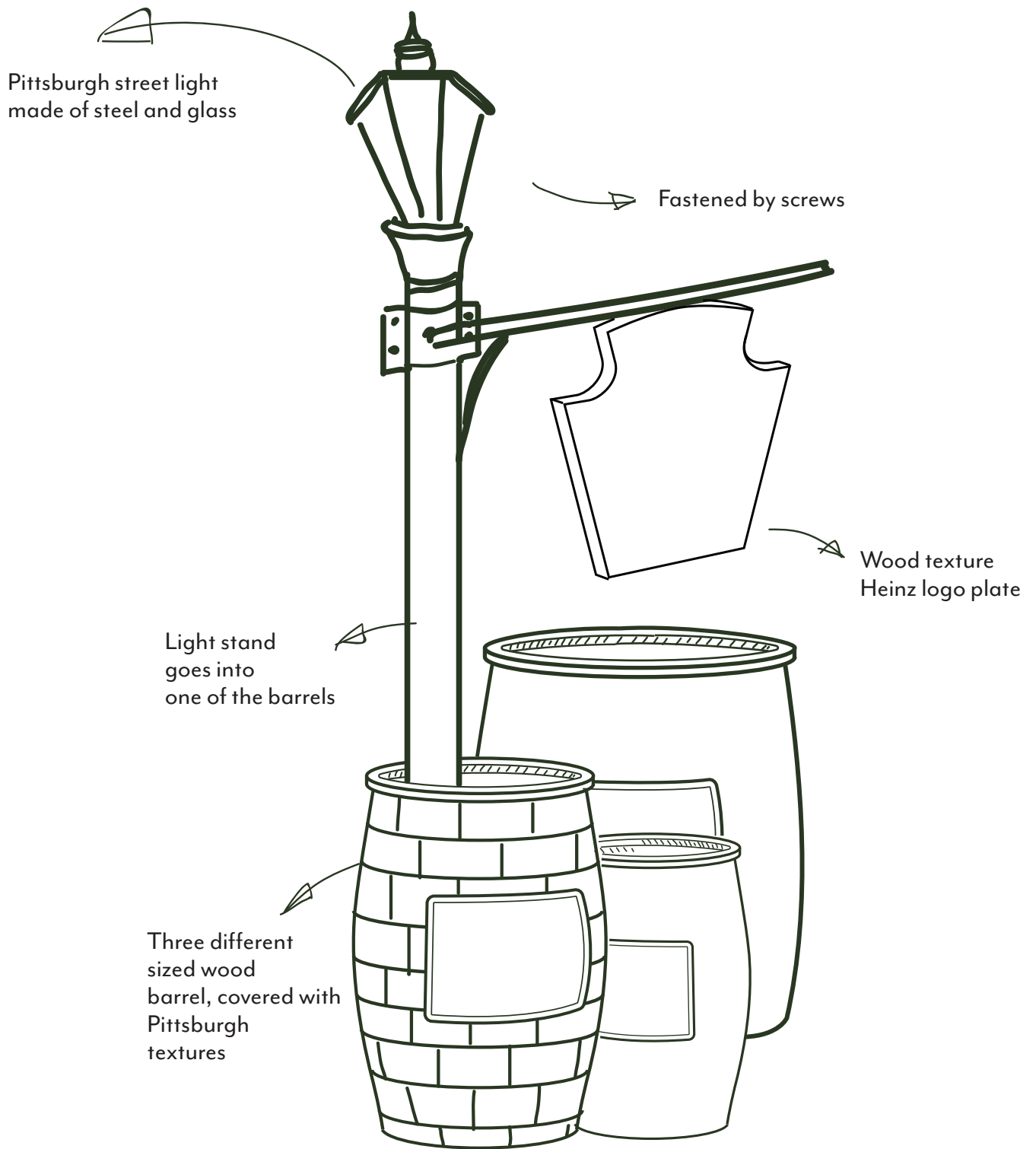
More Pittsburgh

In order to fit Pittsburgh and Heinz History Center, textures and architecture style are incorporated in the display.

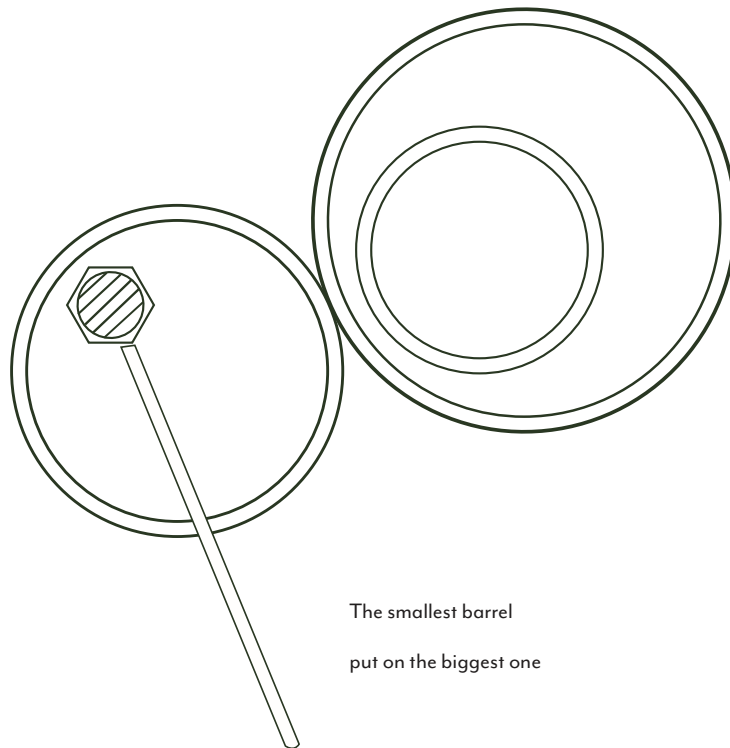
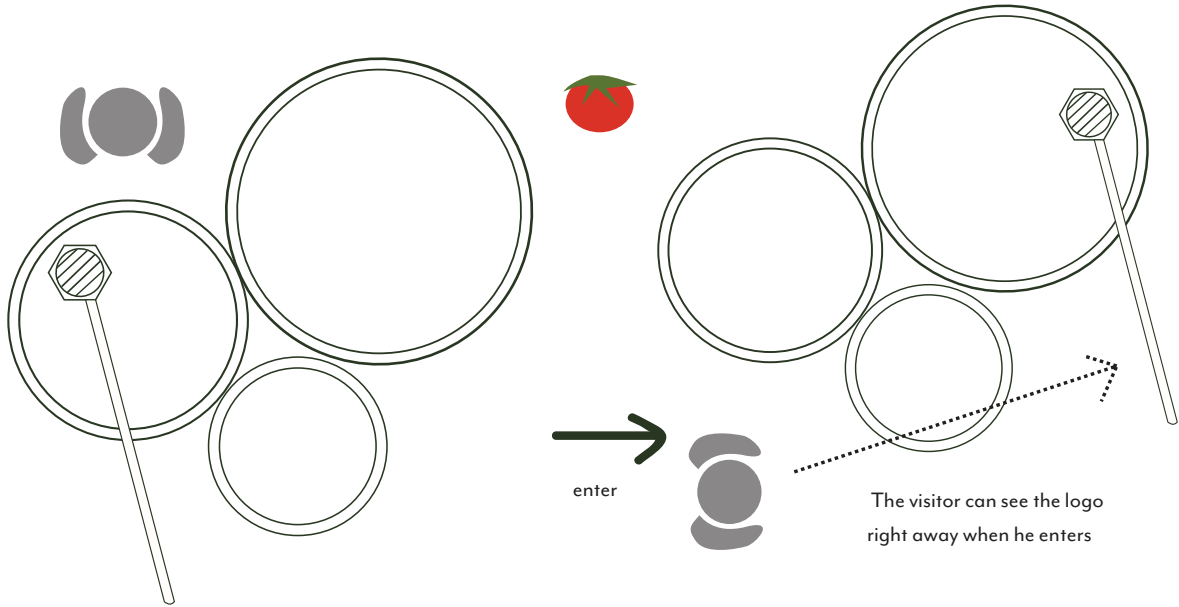




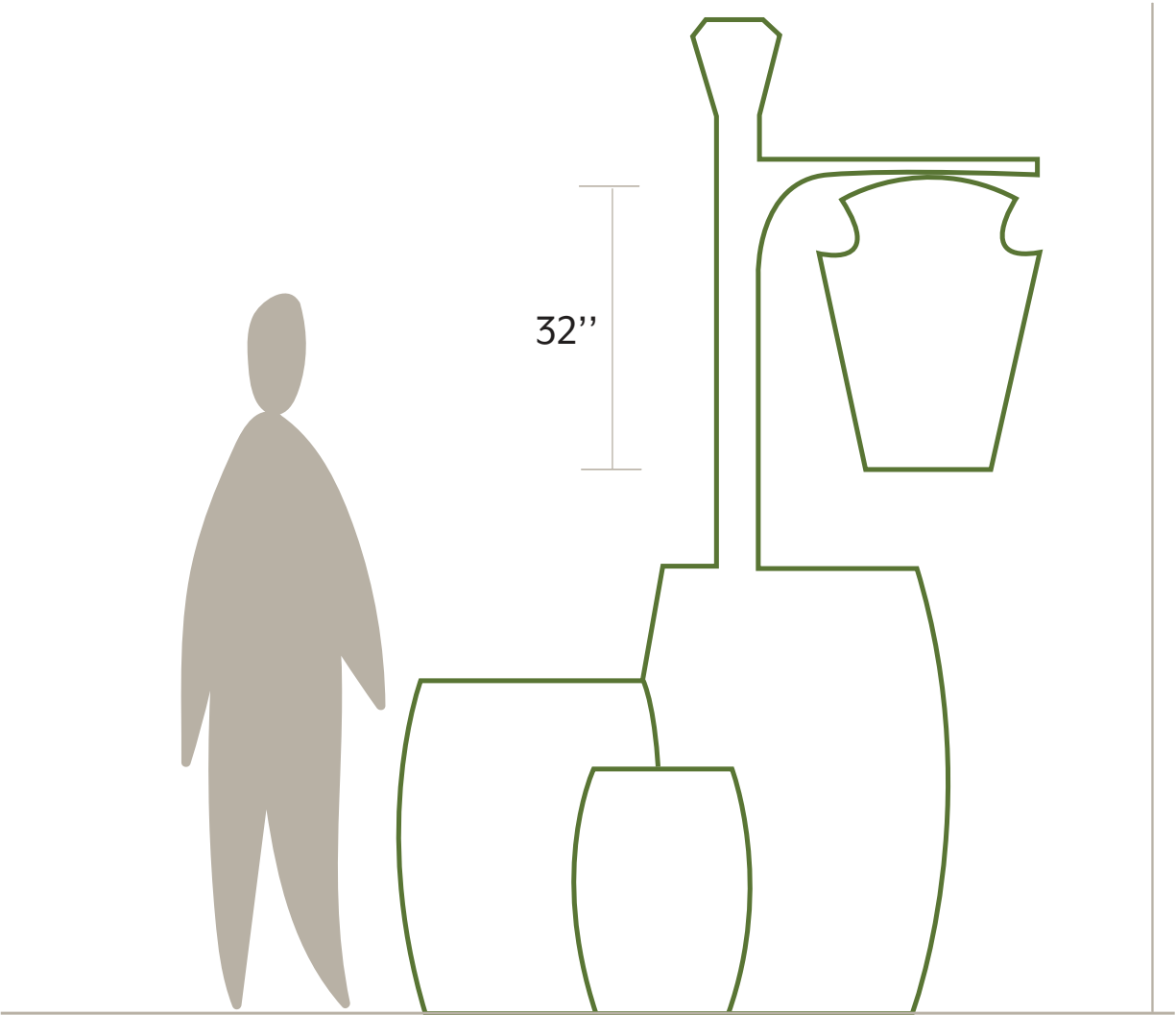
Details



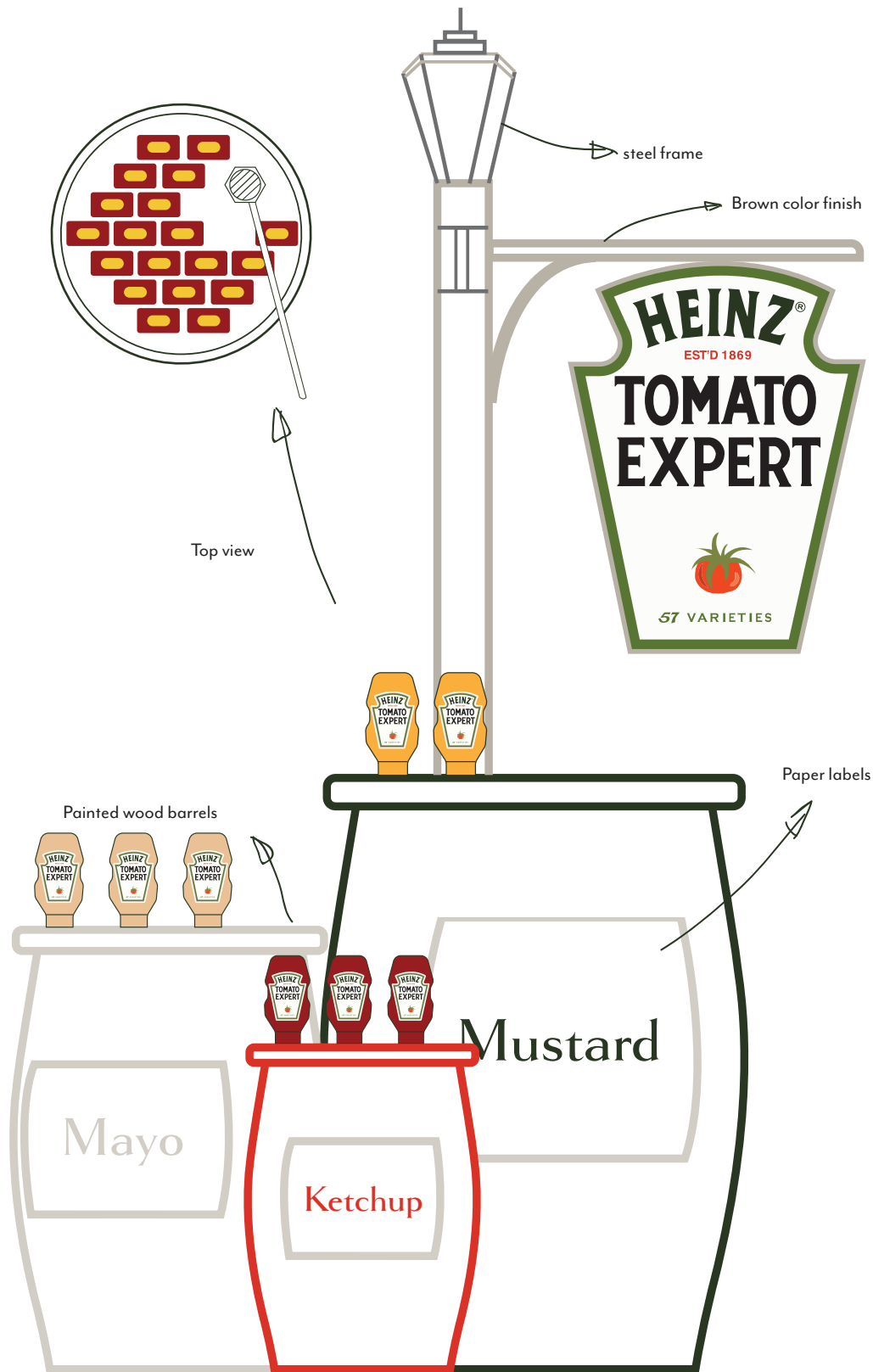
Top view exploration



With scales in mind

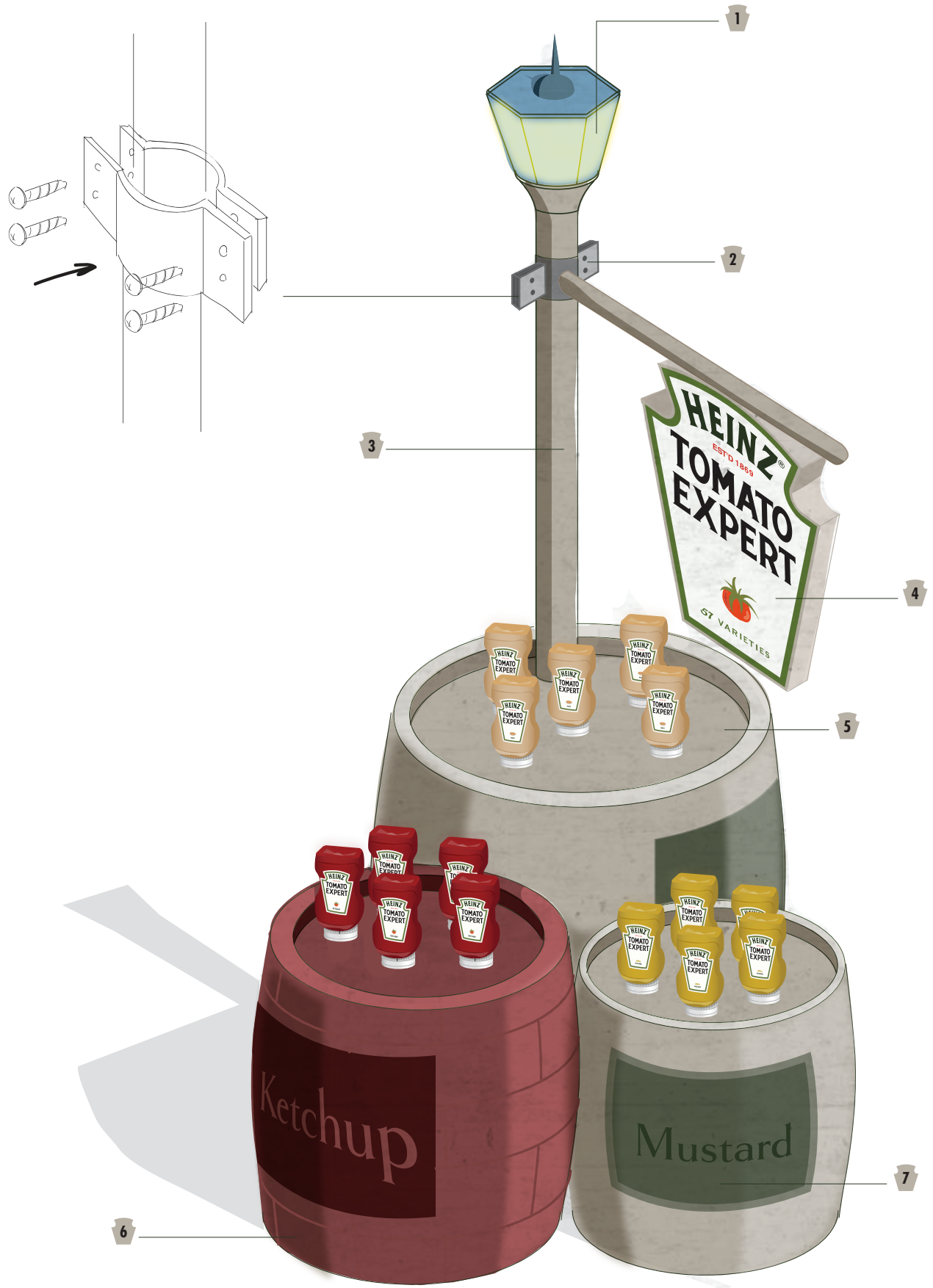


size & scale



Ketchup stand in Pittsburgh

- 1 *Made of glass, the frames are painted steel*
- 2 *Fastened using four screws*
- 3 *Wood post*
- 4 *Wood plate with two identical labels glued on two sides*
- 5 *Indent to provide room for ketchup bottles*
- 6 *Three painted wooden barrels*
- 7 *Labels painted directly onto the barrel*

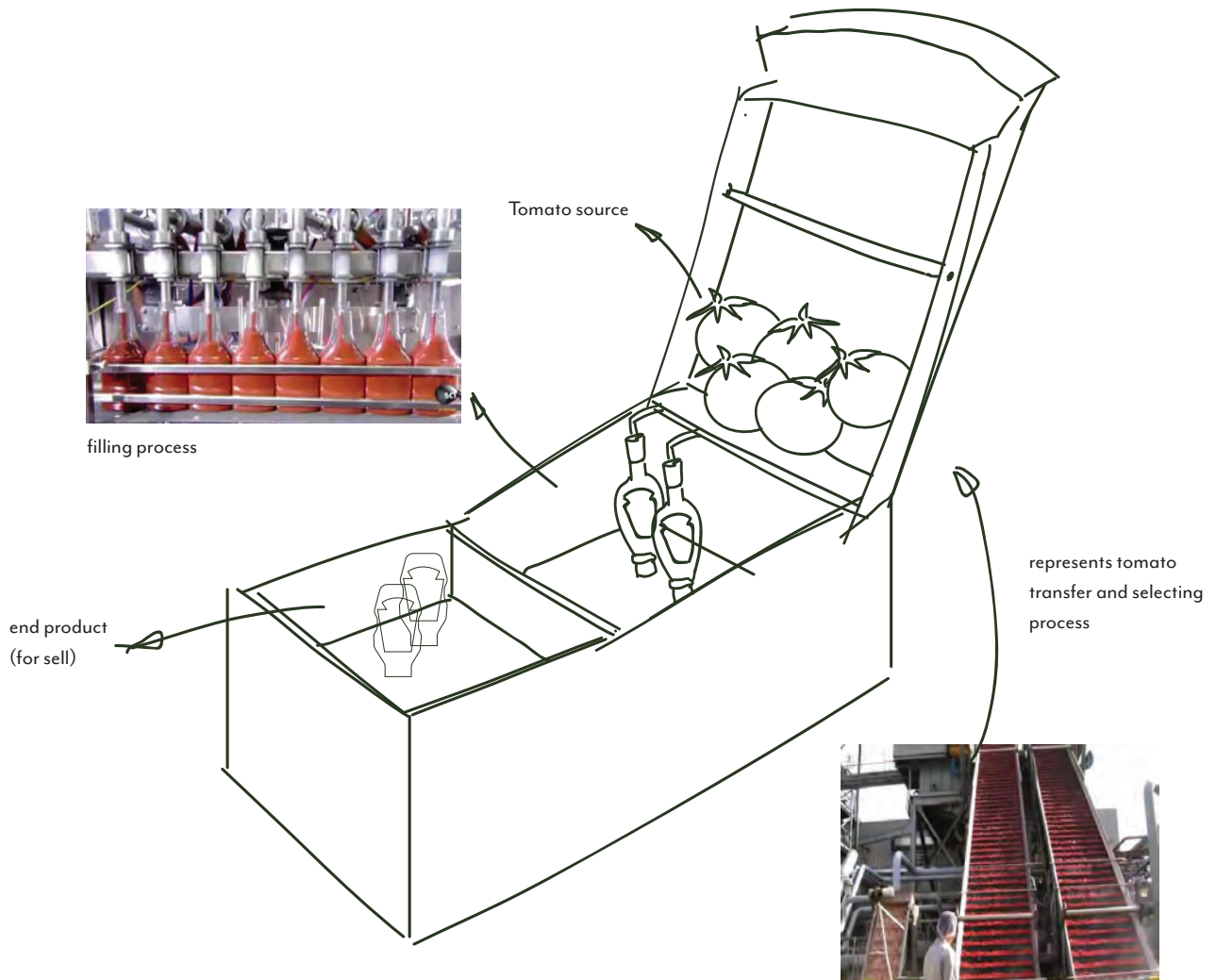
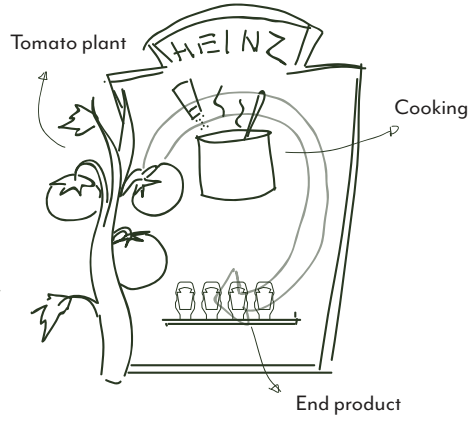
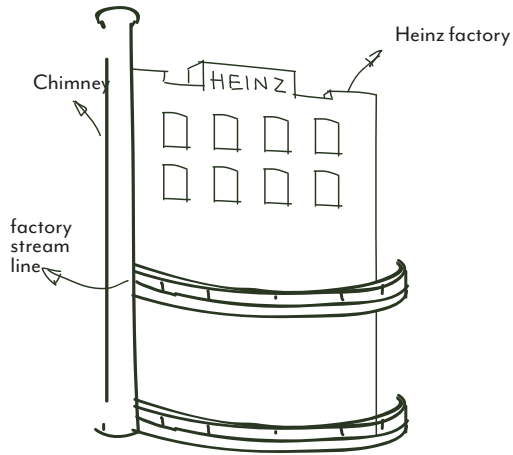


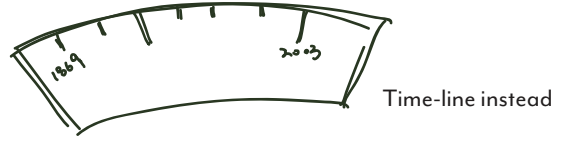
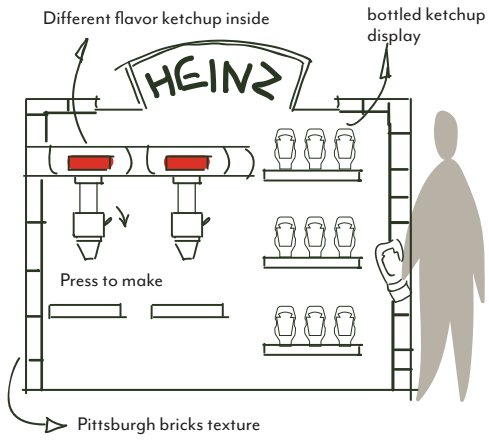


Theme 3: Take a factory tour

Enable visitors to experience part of the factory tour in the display area

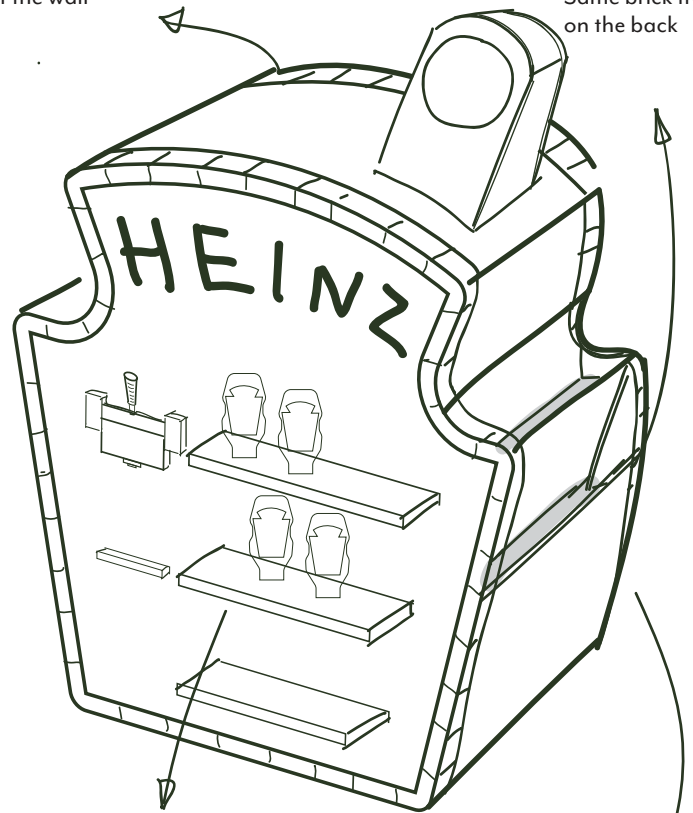
In-store factory



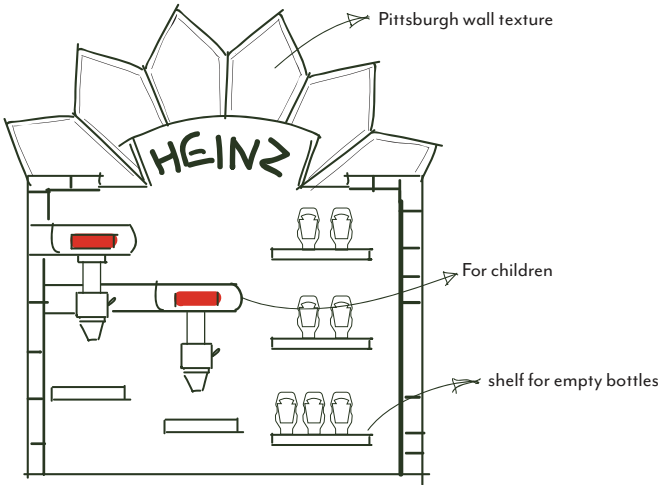


back against the wall

Same brick frame on the back

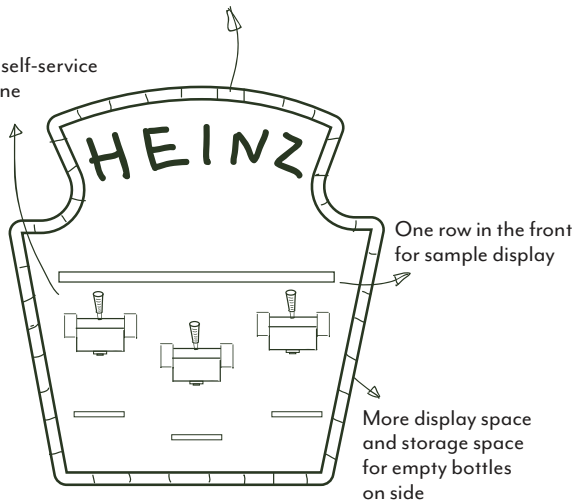


empty bottle on the front panel

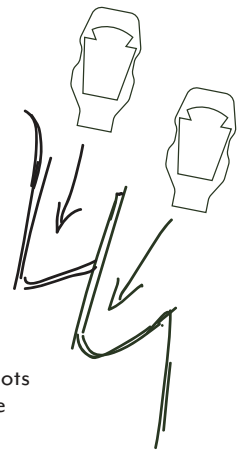


Brick frame around logo panel

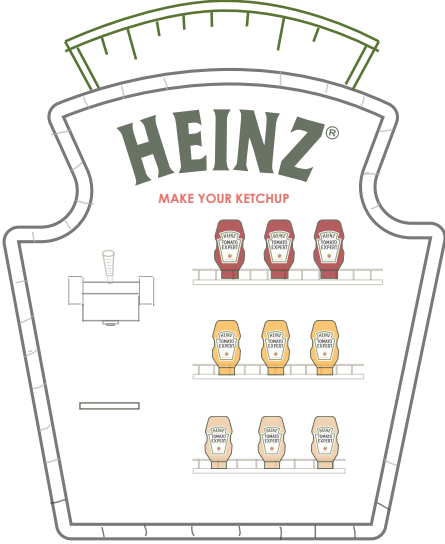
Three self-service machine



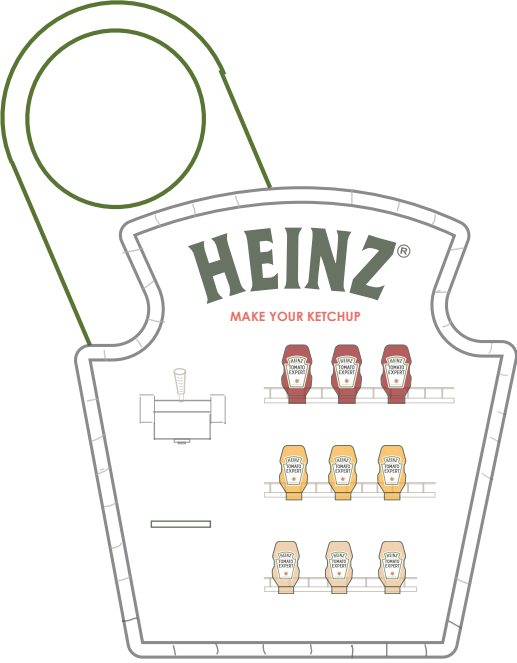
filled bottles in the slots two rows on one side



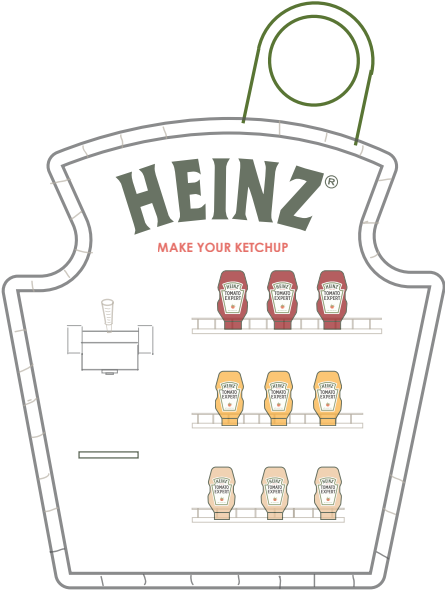
Making it more fun



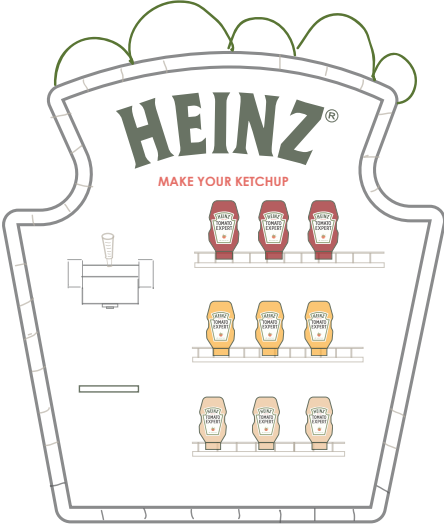
Time-line on top



Clock across top and side

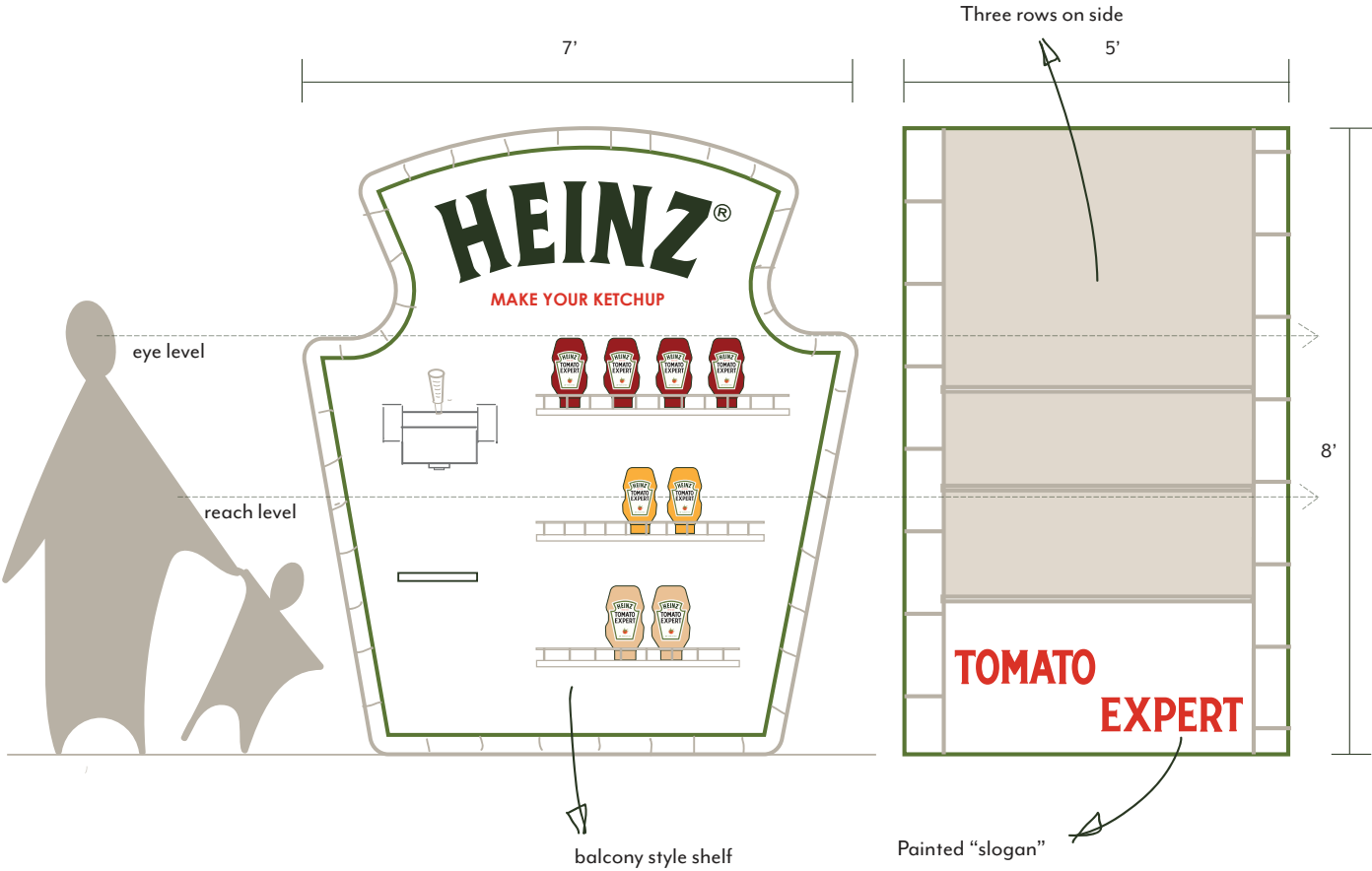


Clock on top



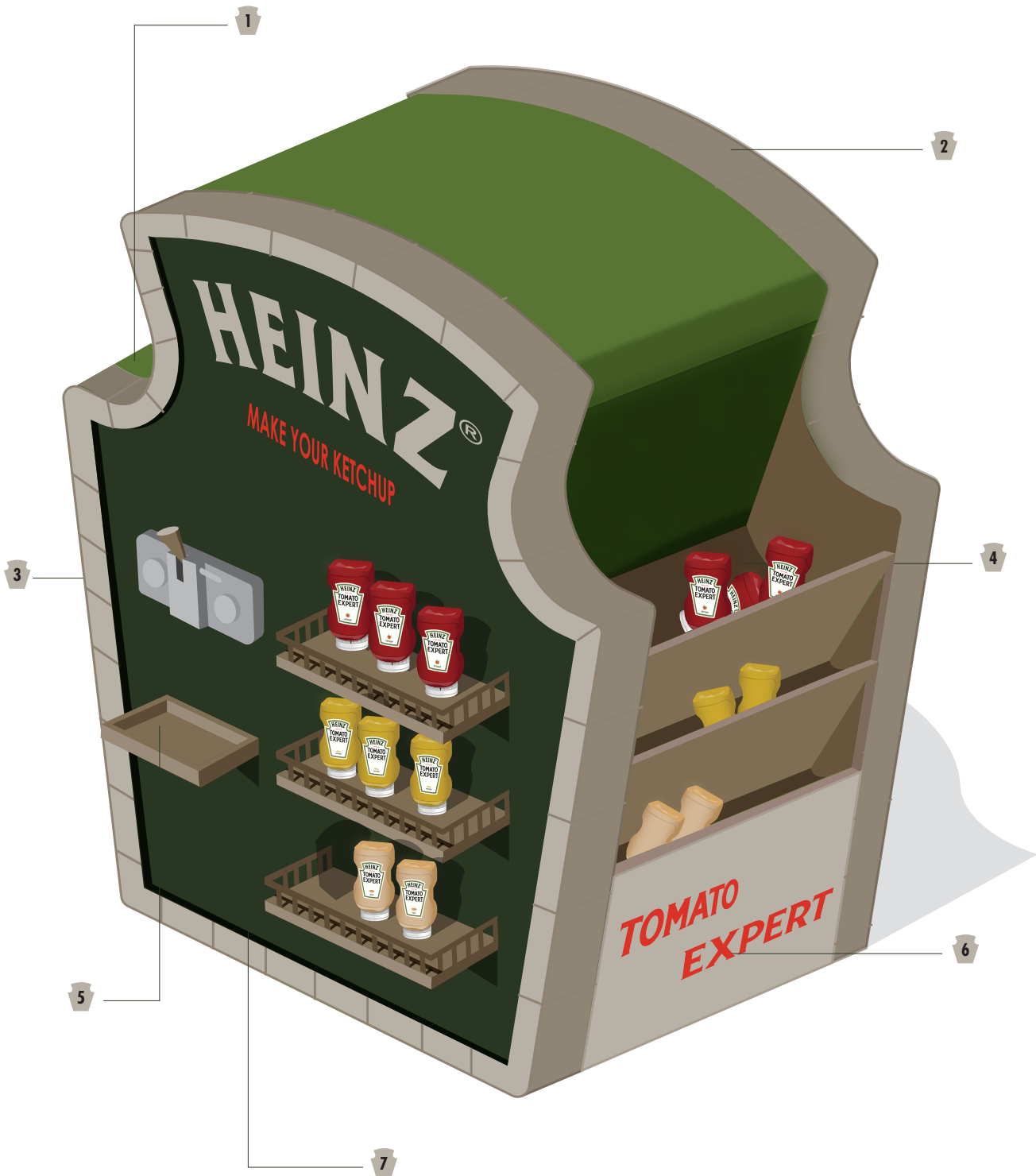
Event bubbles

A fun experience for all



Self-serving ketchup

- 1 *Same structure as the other side*
- 2 *Brick frame (made of painted foam)*
- 3 *Stainless steel ketchup dispenser*
- 4 *Wood tilted shelves on both side*
- 5 *Tray to keep the floor clean*
- 6 *Balcony style shelf (screwed onto the main body)*
- 7 *Brand identity (painted on the wood panel)*



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EST'D 1869

**TOMATO
EXPERT**



57 VARIETIES

“Enjoy the experience with Heinz!”