

SANDY  ALEXANDER



Shopify

Case Study

Shopify is an e-commerce company for online stores and retail point-of-sale systems. They partnered with the Sandy Alexander to help open Shopify, New York, a space for entrepreneurs to network, create, and start building their own businesses.

Retail

- ▶ VISUAL EXPERIENCE
- ▶ WIDE FORMAT

Challenge

Shopify wanted to create a live space inside a two-story, 8,000-sq-ft space in SoHo which included a café pop-up shop with event and workshops readily available.



Solution

Utilizing the Sandy Alexander's visual experience and wide format capabilities were able to create an engaging environment that reflected the Shopify brand.

► CUSTOM WALLPAPER

Three large wall murals printed on suede wallpaper.

► CUSTOM FABRICATION

Dimensional lettering for Shopify Café utilizing magnetic materials, and a back-lit Shopify sign.



◀ Result

Sandy Alexander produced the graphic elements highlighted on the walls and windows. In combination, our Large Format and Visual Experience (VE) teams handled the project from ideation to installation. As with all Large Format or VE projects, the logos, printed murals, vinyl application and precision color matching aimed to transform the space to match the Shopify team's vision.