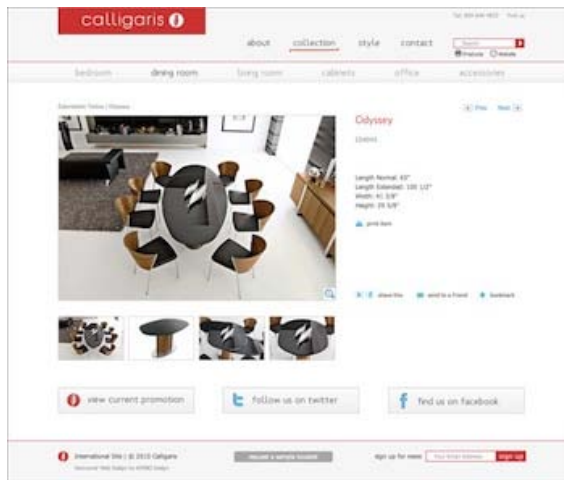


NEWS

19 October 2010

KIMBO Design creates online home for Calligaris

VANCOUVER—Website design agency KIMBO Design created the online home for the Calligaris furniture store in Yaletown, Vancouver, following a chance meeting between the designer and store owner at a party, says KIMBO principal and creative director Kim Pickett.



KIMBO developed the site and social media strategy for Calligaris

To design the site, KIMBO took the Italian furniture manufacturer's brand and pushed it one step further, says Pickett. "Taking the furniture image and highlighting it in the company's signature red was one of the design elements we came up with for the site."

Organizing more than 100 products and their accompanying images was the biggest challenge in creating the site, says Pickett. "We needed to organize the site in a way that made sense but was also usable," she says. "That is why we included a search bar in addition to the drop down menus so products can be found easily using one of the two options."

Mank Sans was chosen for the titles and main navigation of the site because it is a close match to the Calligaris logo with a bit more edge, which fits the overall design, says Pickett. Contact: Kimbodesign.ca, Calligarisstore.ca