

# Designer's 'big box' store a hit with shoppers

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Local designer Stanley Carroll says his unique take on the "big box" store was such a hit he has another creative pop-up store planned for next month.

Carroll's version, held at the Orange Hall in Old Strathcona last weekend, consisted of a makeshift store made almost completely from found cardboard, gathered over a month or so.

"The fun was trying to find the odd shapes to make it look architectural and add some interest," says Carroll.

The idea was to play on the "box store" idea by creating the opposite — a unique ven-

ue, but made from boxes.

The reaction from customers was great, he adds.

"Sometimes I almost underestimate peoples' desire to try new things," he says.

"People saw the fun of it, and they realized that it was quite a bit of work."

Sales were "significant," he adds.

As a result, he has planned another pop-up store in the same location for Oct. 7 and 8, but it won't be made of cardboard this time.

"That is going to be the next mental, creative challenge," he says.

"I'm still waiting for my 'Eureka' moment on it."

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A pop-up store built with cardboard boxes at the Orange Hall in Old Strathcona provided a weekend venue for Stanley Carroll's designs.