



FEEL THE FRUIT

F RUTTARE IS THE worldwide frozen popsicle brand from multinational consumer goods company Unilever. It is a blend of juice or milk with fruit, typically coconut, fashioned into cone-shaped, lickable treats. In São Paulo, Fruttare has discarded its stick and has graduated into a spoonable Granita (a mix of fresh fruit, Fruttare ice cream and other tasty ingredients), dispensed in a lively and colorful shop.

To test the concept, Unilever tapped U.K.-based FormRoom (a sister division of Prop Studios) to design a pilot pop-up that would be rolled out worldwide. Located in São Paulo's Vila Madalena neighborhood, the pop-up, which opened in February and staged for three months, featured a white background and natural wood flooring to accent colorful graphics and details, plus a living green wall to emphasize the fresh fruits and ingredients on display. Suspended from the ceiling were light fixtures with shades shaped like lemons and limes. Both indoor and outdoor seating was available, including colorful hanging fabric chairs. Fruit slices set in backlit resin were on display on the bar front, while a wall behind it featured the Fruttare "FR" logo and an explosion of ice-cream sticks.

Vibrant hues and a fun design that is so good you can almost taste it.

- Vilma Barr

