

# Kingsmen's constructed Barbie® Shanghai Flagship Store receives Gold Award at Event Design Awards 2009, USA



Designers: **Slade Architecture, AD Incorporated, Chute Gerdeman**  
Builders: **Kingsmen, EDG, King Glass Engineering**  
Client: **Mattel**

The first ever Barbie® Store in Shanghai received the Best Retail Environment Gold Award at the 2009 Event Design Awards in USA. Organized by Red 7 Media, the award honors excellence in experiential design across events, exhibits and environments.

The 35,000 square foot Barbie® Shanghai Flagship Store holds the world's largest and most comprehensive collection of Barbie dolls and licensed Barbie products, as well as a range of services and activities for Barbie fans and their families. Working with New York-based design house, Slade Architecture, Kingsmen Shanghai fabricated and installed the fixtures of the six storey flagship store.

