

2024 Winners

Structural Challenge:

For the 2024 challenge, students were offered a real-world challenge. AICC partnered with Rocky Mountain Chocolate to put together a point-of-purchase floor display challenge.

Students were asked to create a point-of-purchase floor display that got away from the status quo of floor displays. The customer, Rocky Mountain Chocolate, wanted a new 360-degree shoppable POP floor display for inside their small-format retail stores that was designed to showcase 20-30 packages of varied products. They were looking for something versatile that could feature many of their different packaged products. They also wanted a display that could withstand multiple holidays and seasons so they were looking for something with interchangeable art elements for different seasons.

First Place Structure

- **Cal Poly**
- "Durango Train"
- Isabel Mendoza, Alex Nishida, Crystal Quan, Andrew Reitz, Jessica Wong

Second Place Structure

- **Cal Poly**
- "Candy Cart"
- Alex Lara, Eva Lee, Ian Anderson, Lindsey Lau, Tim Kozine



Third Place Structure

- **Cal Poly**
- "The Chocolate Factory"
- Max Irwin, Yianni Kouretas, Katie Rash, Maggie Willis

First Place Graphics

- **Cal Poly**
- "The Truffle Stack"
- Abby Yee, Evy Nguyen, Julianne Hom, Christian Angulo, Lara Daghlian

Second Place Graphics



- **Cal Poly**
- "Durango Train"
- Isabel Mendoza, Alex Nishida, Crystal Quan, Andrew Reitz, Jessica Wong

Third Place Graphics

- **Cal Poly**
- "Candy Cart"
- Alex Lara, Eva Lee, Ian Anderson, Lindsey Lau, Tim Kozine

Best in Show Winner

The "Best in Show" for overall design was awarded to the entry that masterfully combined aesthetic appeal, functionality, and innovation, setting a new standard for this competition.

- **Cal Poly**
- "Durango Train"
- Isabel Mendoza, Alex Nishida, Crystal Quan, Andrew Reitz, Jessica Wong