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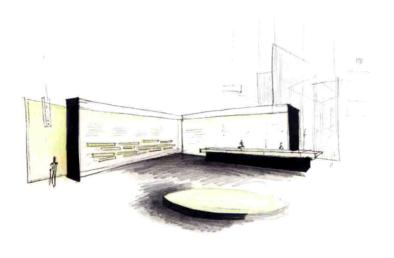
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Affordable Exhibition Design

常州大学山书馆藏书章

Affordable Exhibition Design

Francesc Zamora Mola



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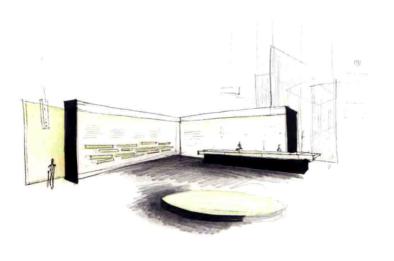
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A good design is crucial for the success of an exhibition stand, which is ultimately made to impress. Needless to say, there are many other decisive elements that contribute to this success, but form, layout, and visuals are all very important. Particularly for trade events, where stands need to make a strong impression, exhibitors know that a striking stand is as important as the product displayed.

Professionals who specialize in the design of exhibition stands take into account factors that drive their decisions throughout the design process. For instance, the choice of materials depends on answering questions such as: How fast can the stand be assembled? How easy should it be to manipulate? And how much material is disposed of at the end of the event? While it is true that renting a modular stand is a convenient and in most cases more affordable option for a temporary need, a custom-designed stand offers the possibility of a unique solution limited only by imagination and budget.

A custom design may not be as affordable as a generic modular stand, such as those available from global suppliers of exhibition and display equipment, but it is the ultimate solution to convey brand and marketing philosophies and strategies. More and more exhibitors who attend different fairs during the course of a year

or repeatedly attend the same fair every year choose the option of investing in an exhibition stand that can be reused. Exhibitors rely on the effectiveness of their stands to attract new prospects and customers and to help them stand out from their competitors. The way the graphic information is presented is essential in the process of attracting and holding the visitors' attention, and eventually delivering the desired messages.

And so exhibitors turn to designers who know the technical processes to fabricate a functional stand, have a sensible understanding of media art, and possess a great amount of creative talent.

A stand is considered successful when it has fulfilled its function at the time of the exhibition and is remembered when the show has ended. The conceptual idea and the quality of the construction contribute to the fulfillment of this objective, along with materials, lighting, colors, graphics, and the presentation of the products or services. While the budget limits the range of possible materials and construction solutions, designers take it as a challenge in producing highly visual designs. The stands included in the book demonstrate that the best stand designs are not necessarily expensive. "Projektpilot" by D'ART DESIGN GRUPPE and "Cardboard Cloud" by Fantastic Norway are proof



that astonishing results can be achieved with common materials such as cardboard tubes and boxes.

Also, a number of the stand designs presented in this book include considerations of sustainability. While developing the design concept, the aesthetic appearance, and the functional aspects of the stand, designers integrate sustainable principles early in the design process to determine the environmental impact of the stand during its construction, use, and disposal. This ensures that the design satisfies the requirements without too much excess of materials. A successful stand considers the 3 R's from its conception: reduce, reuse, and recycle.

Lighting consumes a lot of energy, but it is essential in exhibition halls. While stands need to be appropriately lit, selecting energy-efficient lights allows their designs to be more environmentally friendly. Similarly, reducing waste by using materials that can be reused or recycled, maximizing the use of prefabricated stand parts, and reducing the on-site construction of new materials not only saves money but also allows for quick installation and dismounting processes.

Many of the stands featured in the book have been designed with components that, in most cases, will be reused. The stand that Haag Wagner designed for the Swiss Society of Engineers and Architects effectively captures the connection with the construction industry and responds to the client's requirement to have a stand for long-term use that also expresses a sustainability concept. Another clear example of a successful stand that has fulfilled its function at the time of the exhibition and found a new use outside the context of the trade fair event is "Jenga'em." A modular piece designed by Dylan Kwok and Yuko Takagi turned stand for the 2007 edition of the Finnish Biannual Furniture Fair, Jenga'em found its new home at the Goethe Institute Helsinki right after the exhibition.

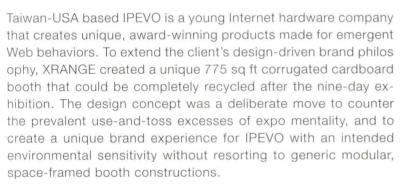
Even before an event starts, there is a lot of activity in the exhibition hall, and this repeats again at the end, when dismounting begins. All of this is so that for a few days the stands will look their best for presentation to visitors.

The exhibition designs featured in this book have been specifically chosen for their innovative designs, effective visual communication, affordable construction costs, environmentally-friendly elements, and ability to impress clients. Their images and descriptions can be used as inspiration for your exhibition designs.



IPEVO Cardboard Booth

Taipei, Taiwan December 1-9, 2007



Recycled corrugated cardboard was used as structure, surface finish, and display settings in order to convey a high level of coherence and finesse to the booth despite the rough and pliable nature of the material. To further minimize waste, hollow structures were used for greater material efficiency and structural rigidity. "Base pallets" with a 1-ton load capacity formed the structural floor and stage while stacked lighter-weight "stand pallets" formed the main display islands for the products, with their slotted structure doubling as storage for flyers. Life-size cutout user scenario "stories" complemented the products as backdrops.

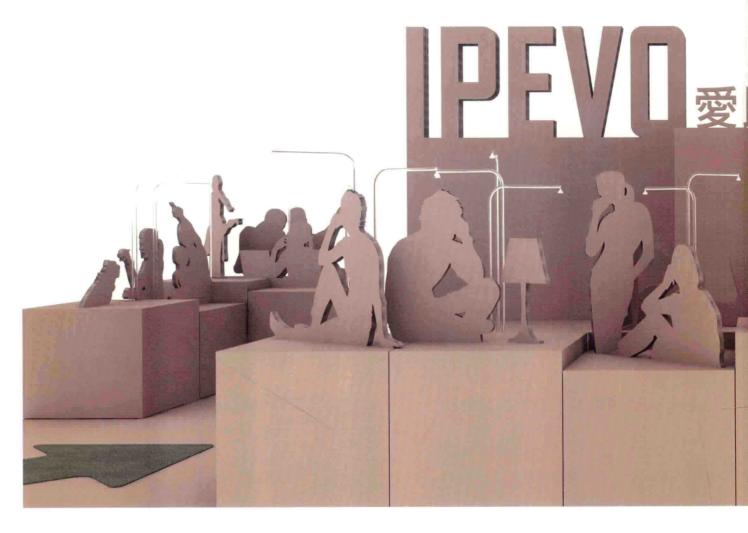


@ Marc Gerritsen

Show: 2007 Taipei IT Month Expo Category: Trade show detail

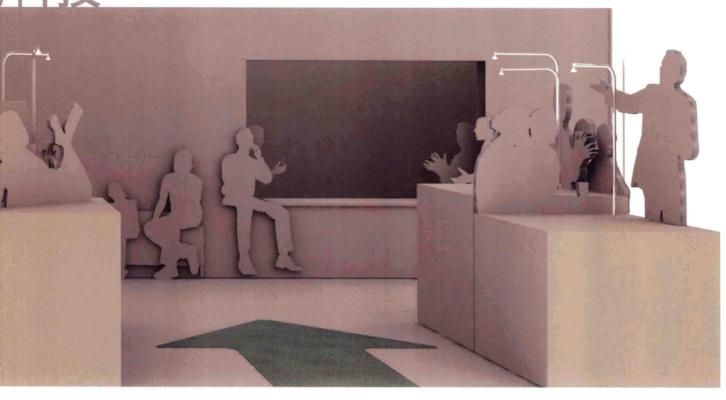
Designer: XRANGE Client: IPEV0 Area: 775 sq ft

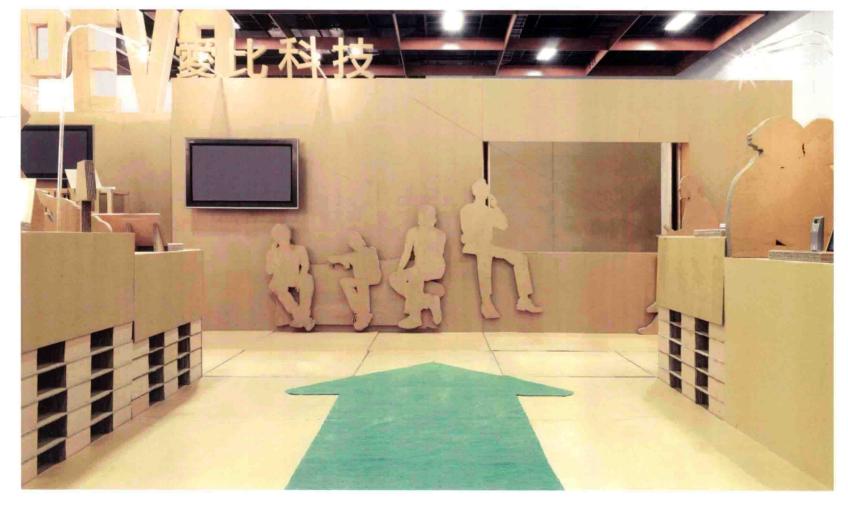
Cost: **\$10,000**





科技











The display islands were lightweight hollow core pallets that allowed easy running of sizable cables and storage of printed material. The life-size silhouettes suggest scenarios: conferencing, meeting, presentation, leisure, away from the computer, etc.

