

AfterLight

EXHIBITION

ALLISON BURNS & BECKY GMAHLING

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Exhibition Overview

SECTION 1



Exhibition Overview

EXHIBITION BRIEF

GENERAL INFORMATION

Company Name: AFTERLIGHT Activity: PHOTO EDITING Product Category: CREATIVE APPS
Annual Expo Attendance: 114,000 Business Objectives & Trade Show Attendance: INTRODUCE APP, 10,000 PEOPLE PER DAY
Who Are Your VIP Guests And Why? SOCIAL MEDIA REPRESENTATIVES, PHOTOGRAPHERS, BLOGGERS

EXHIBITION INFORMATION

Trade Show Title: AFTERLIGHT Location, Time & Date: CHICAGO CONVENTION CENTER, SEPT 12-17, 2016 10-5PM
Booth Size/Floor Plan: 130FT X 80FT, 10,400 SQ FT Booth Type: ISLAND Exhibition Hall Number: 0-15

ARCHITECTURAL ELEMENTS

Product Stands: 4FT, IPHONES & IPADS, LOGO TABLES VIP: 30 FT X 60 FT, BOOTH BAR STYLE FURNITURE
Storage: COMPARTMENTS IN PRODUCT STANDS Public Space: 80FT X 50FT SOFT BEAN BAGS AND BAR STOOLS
Lighting: OVERHEAD, PRINTED TEXTILE PROJECTIONS. ALL LIGHTING WILL BE SUSPENDED FROM CEILING.

GRAPHIC IDENTITY

Header: APPROXIMATELY 20 GRAPHIC ELEMENTS Backlight/Poster/Banners/Stickers: INTERNAL: LOGO ON INFO DESKS, PHOTOBOTHOS, BAR, CAFE SURFACES. EXTERNAL: BUS AND SUBWAY ADVERTISEMENTS
Screen Area: 1 LARGE SCREEN (VIP WALL)
Other Considerations: 19+ KNOWLEDGABLE STAFF MEMBERS TO WORK THE INFORMATION BOOTHS

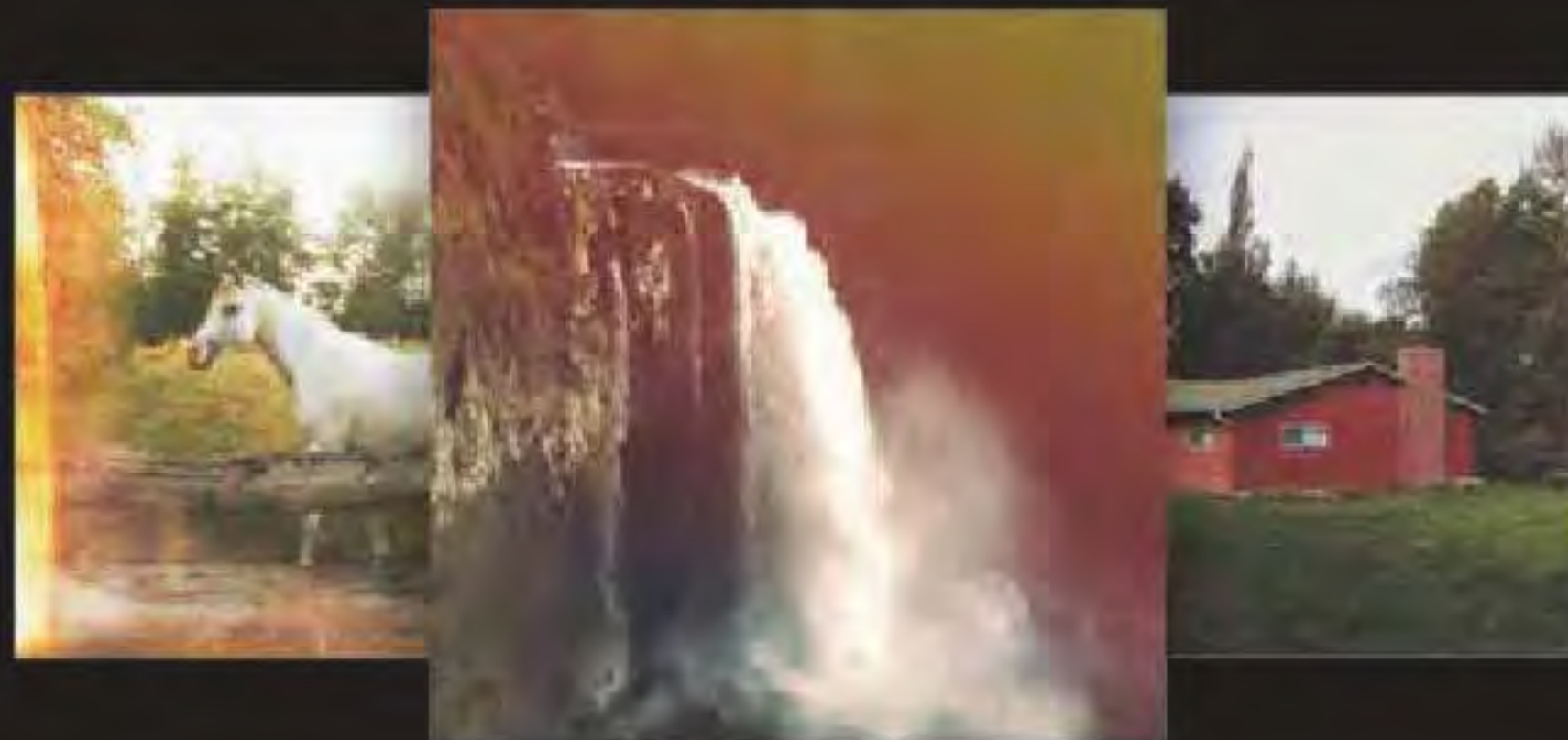


Exhibition Overview INSPIRATION

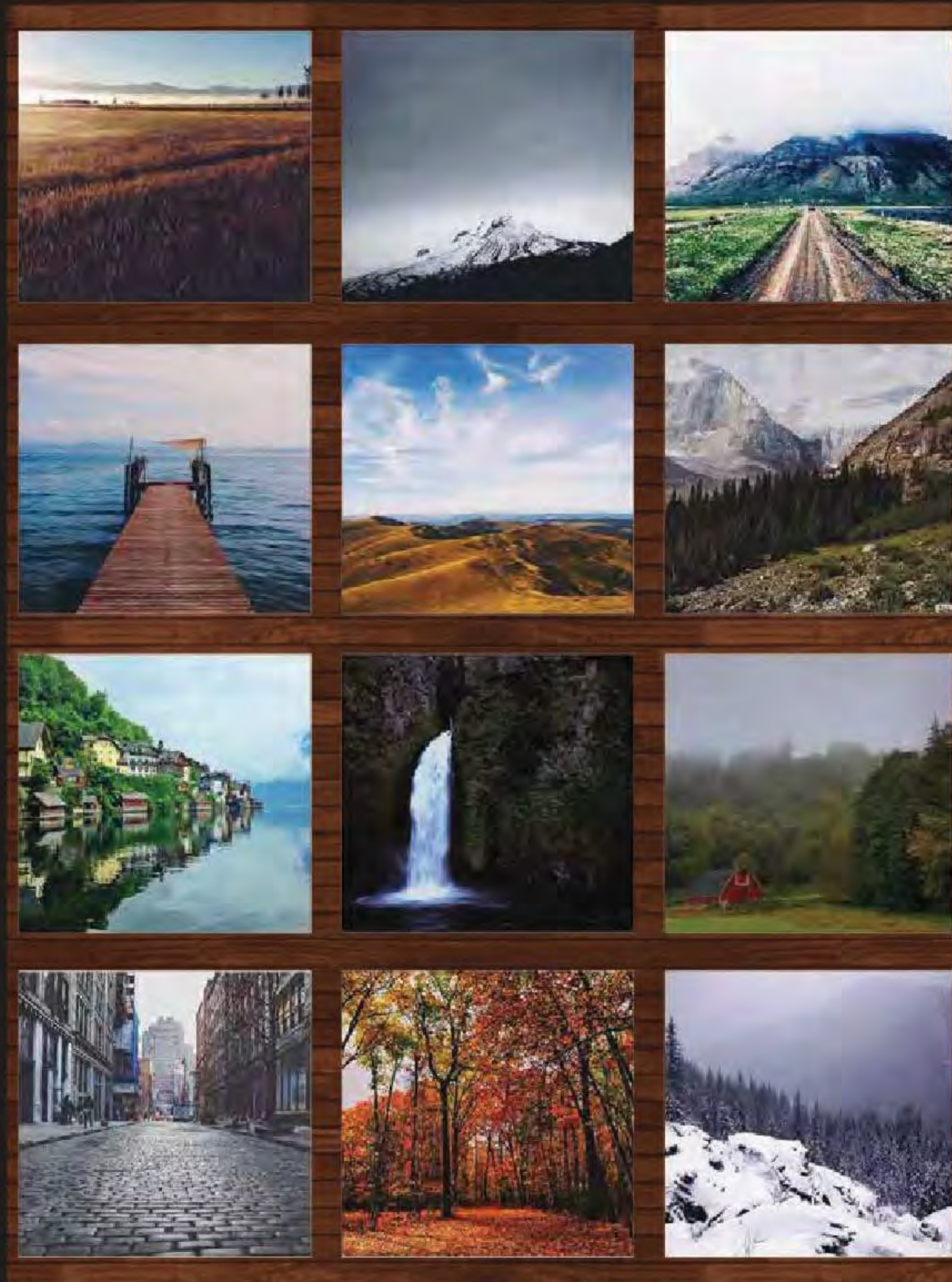
59 UNIQUE FILTERS



66 NATURAL TEXTURES



128 FRAMES



COLORFUL LOGO



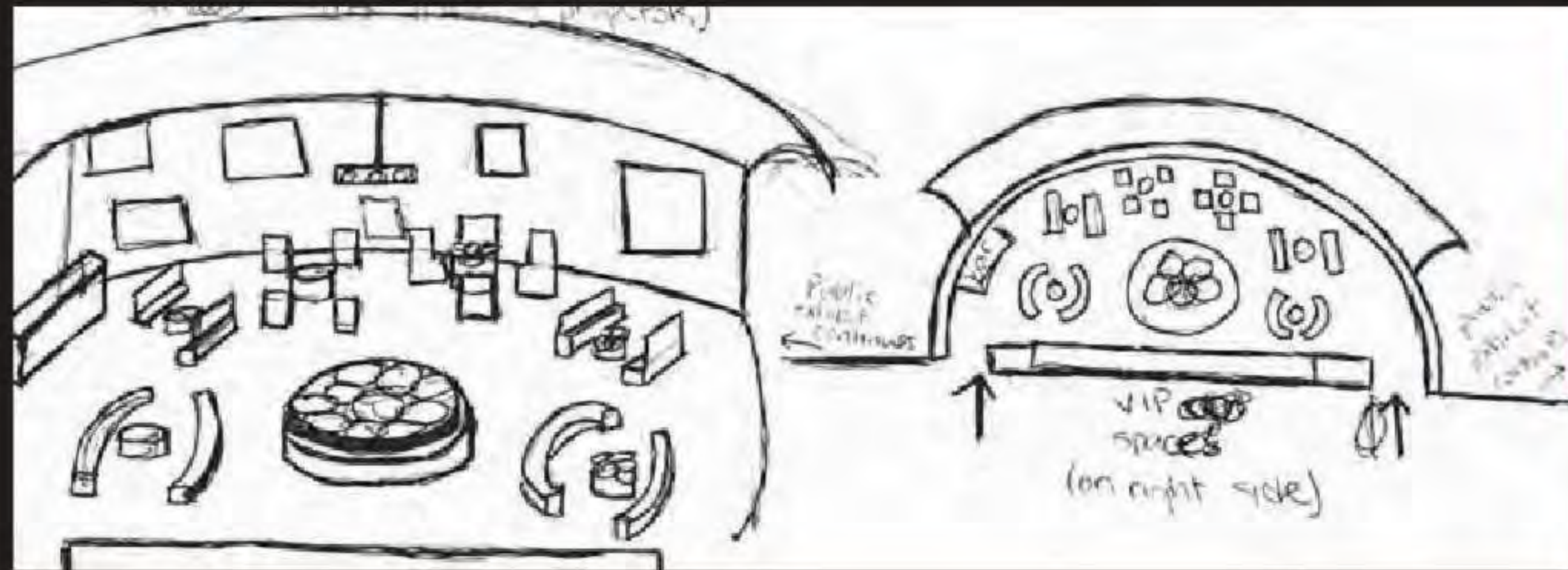
EASE & DESIGN OF APP ITSELF



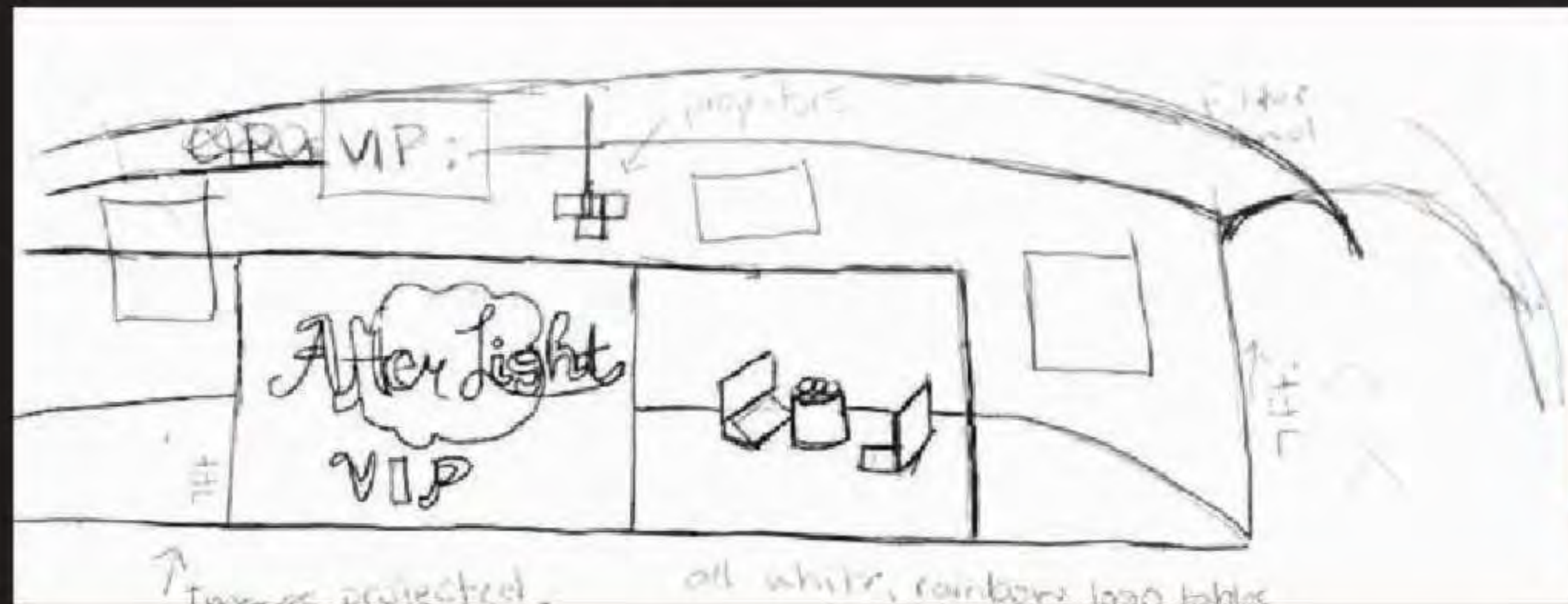
3



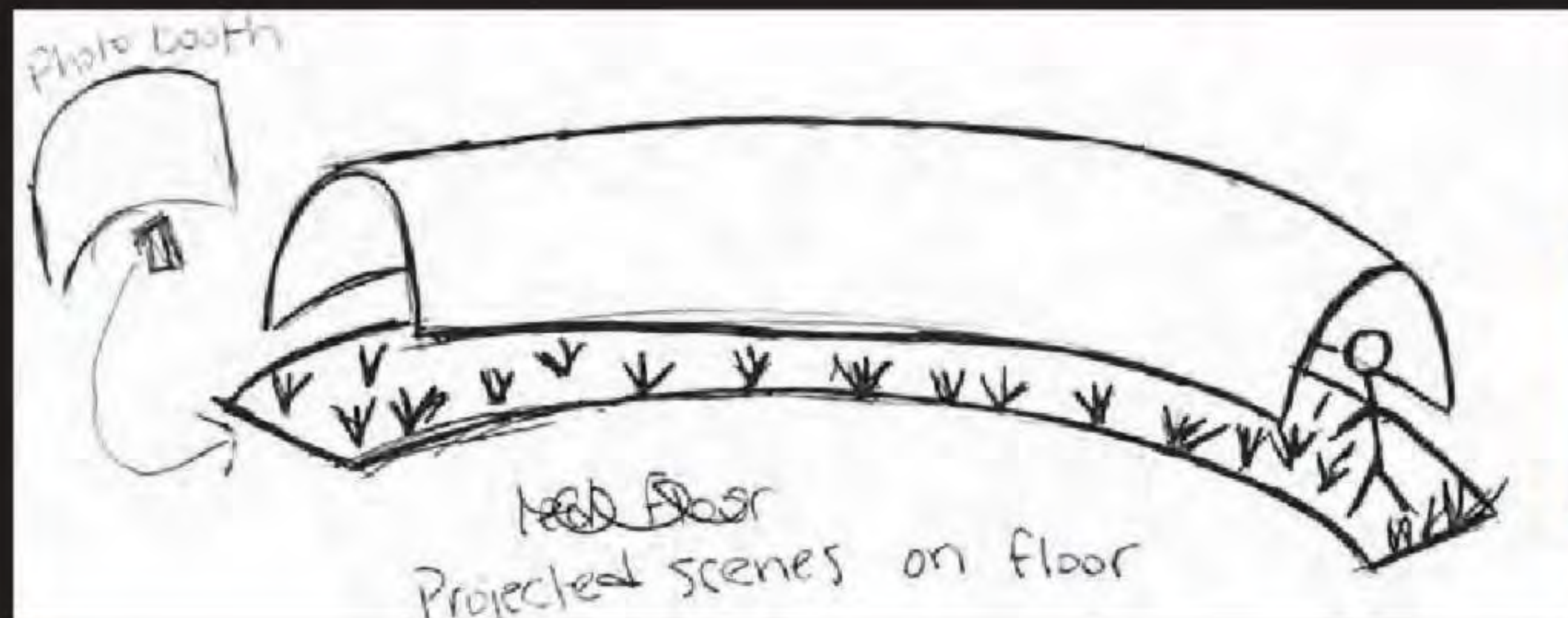
Exhibition Overview PRELIMINARY SKETCHES



EMPHASIS ON SEATING INTERACTION

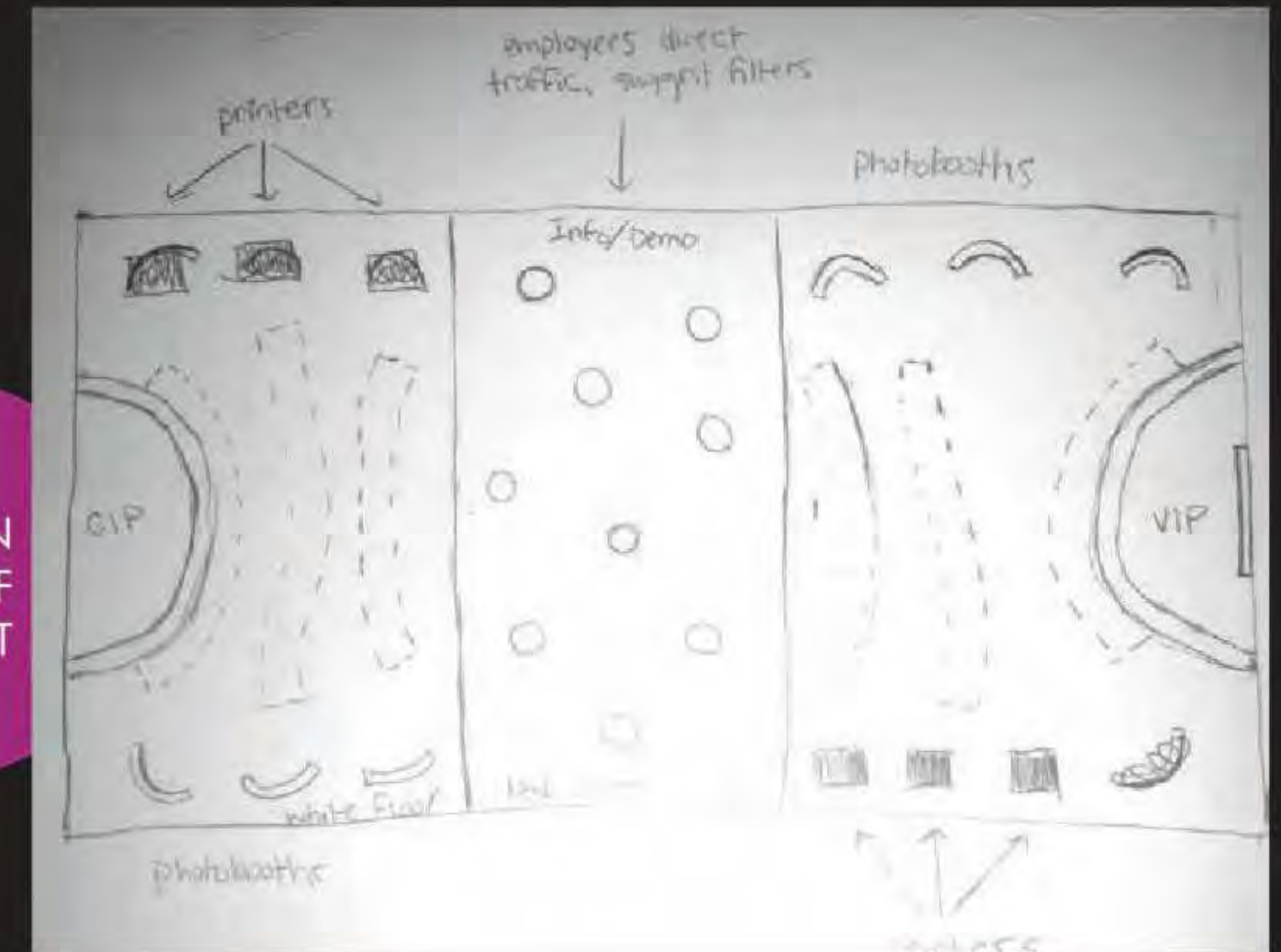


EMPHASIS ON SECTIONED OFF LAYOUT



EMPHASIS ON USE OF TRANSPARENCY

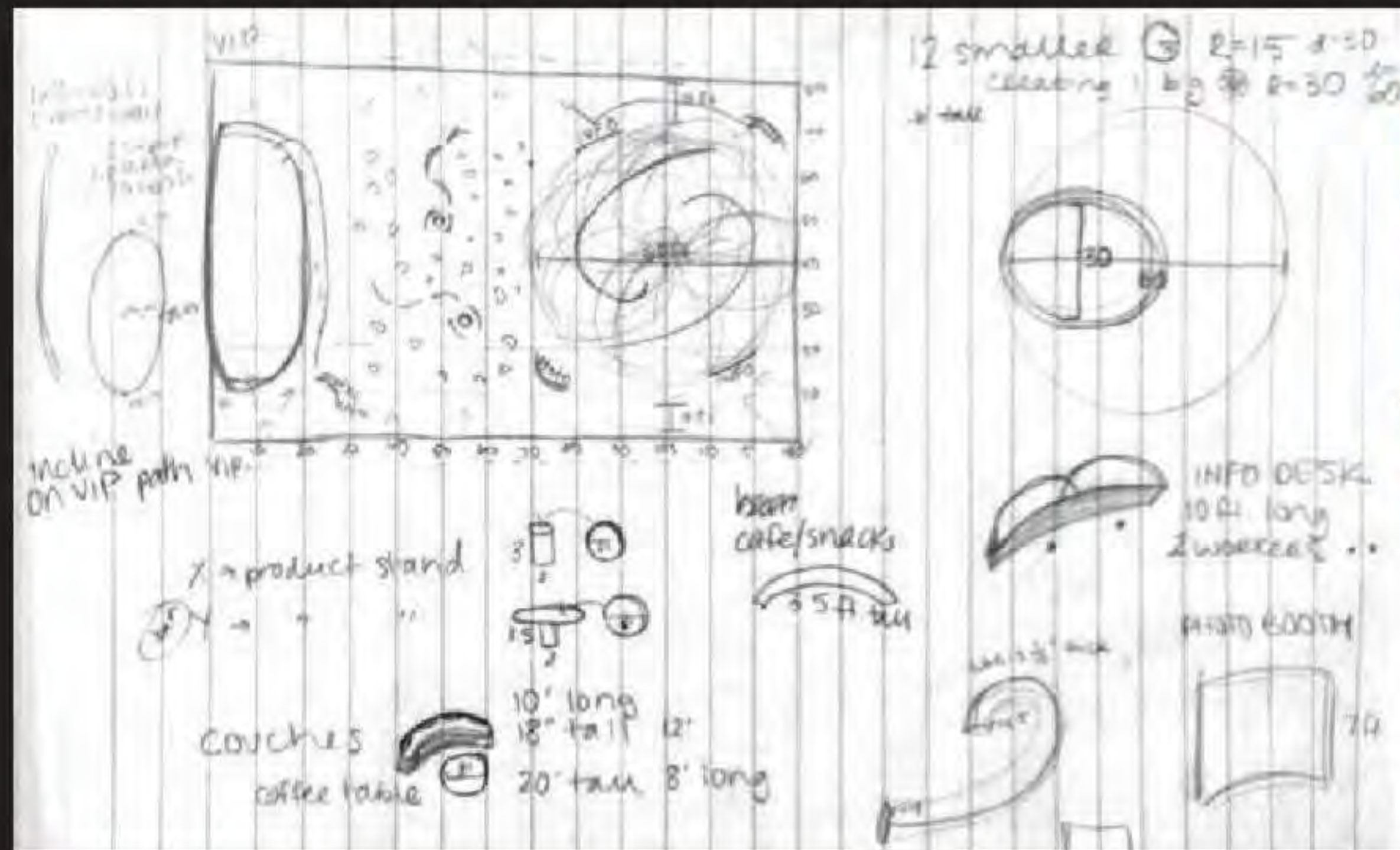
EMPHASIS ON USE OF TECHNOLOGY



EMPHASIS ON CIRCULAR TRAFFIC FLOW

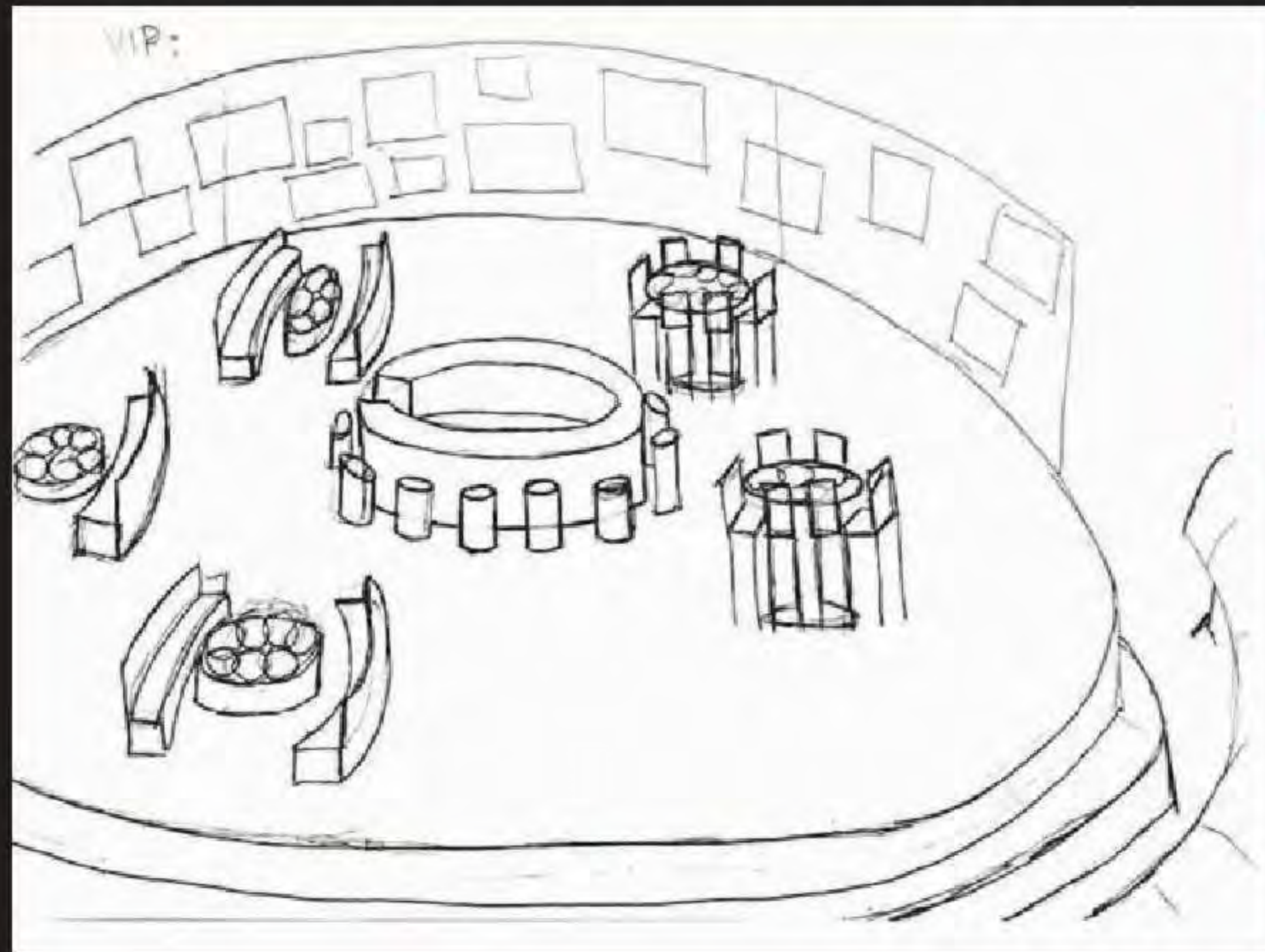
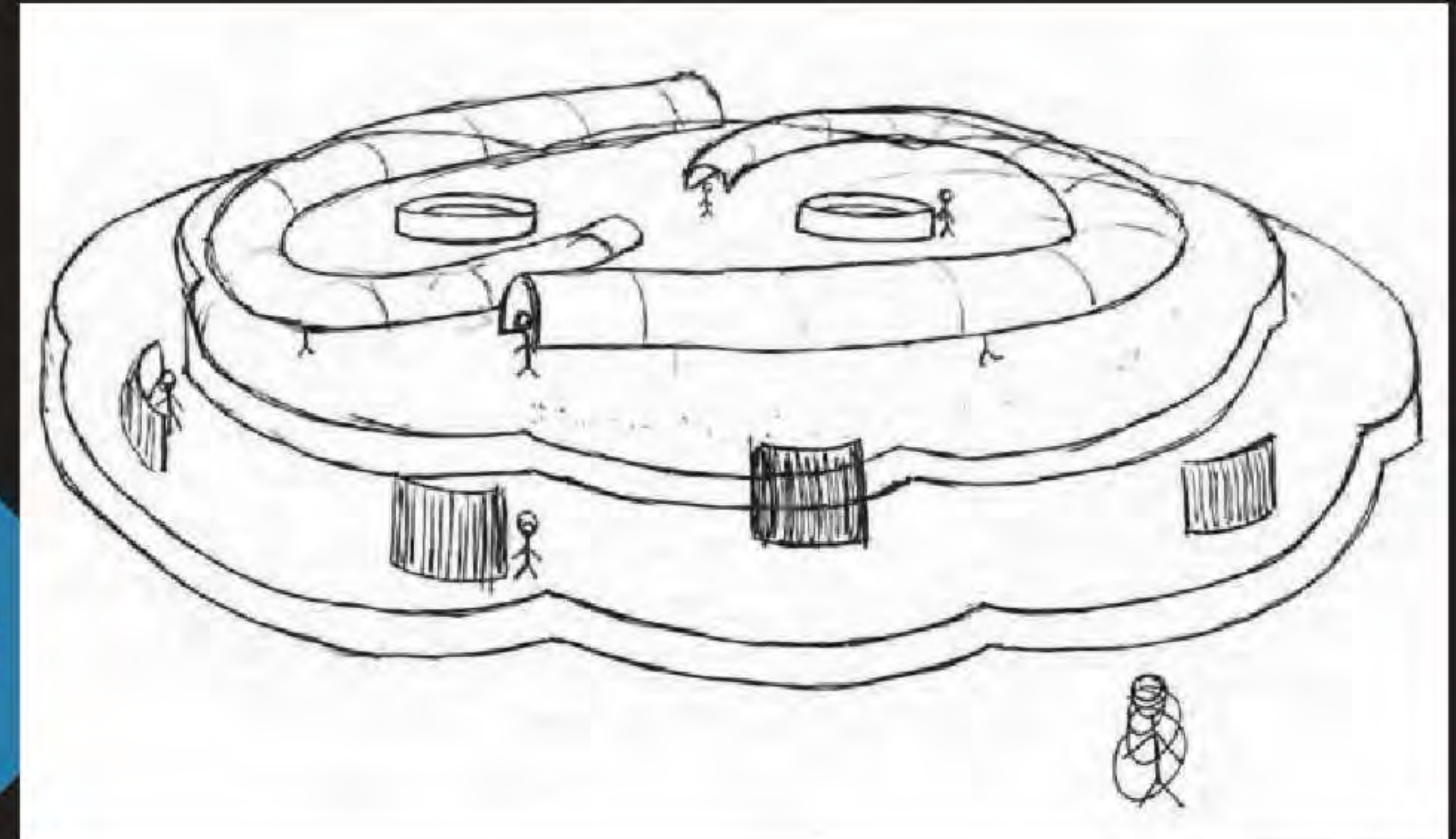


Exhibition Overview REFINED SKETCHES



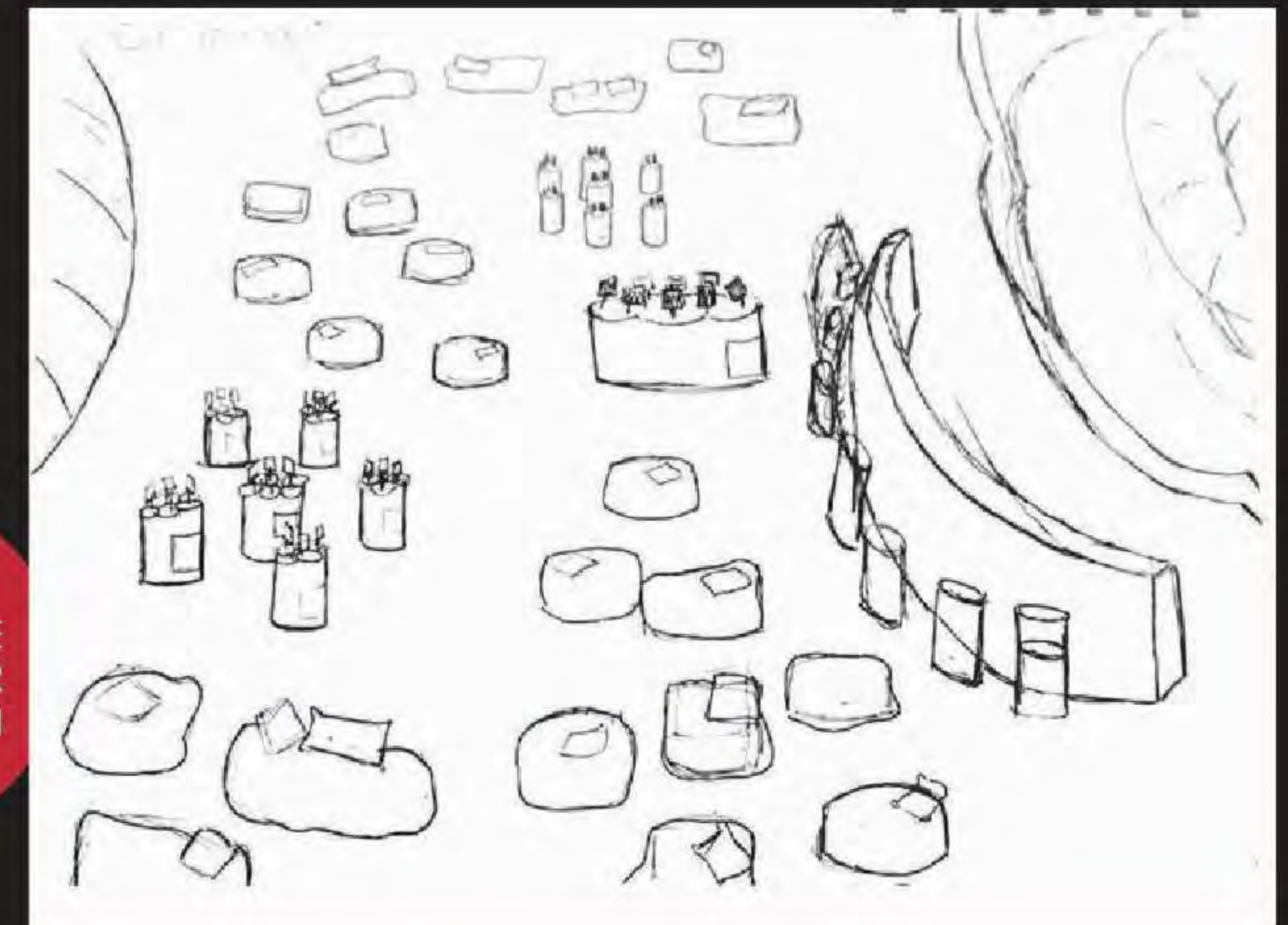
EFFECTIVE USE OF FLOOR SPACE

OPEN ATMOSPHERE
CIRCULAR MOTION



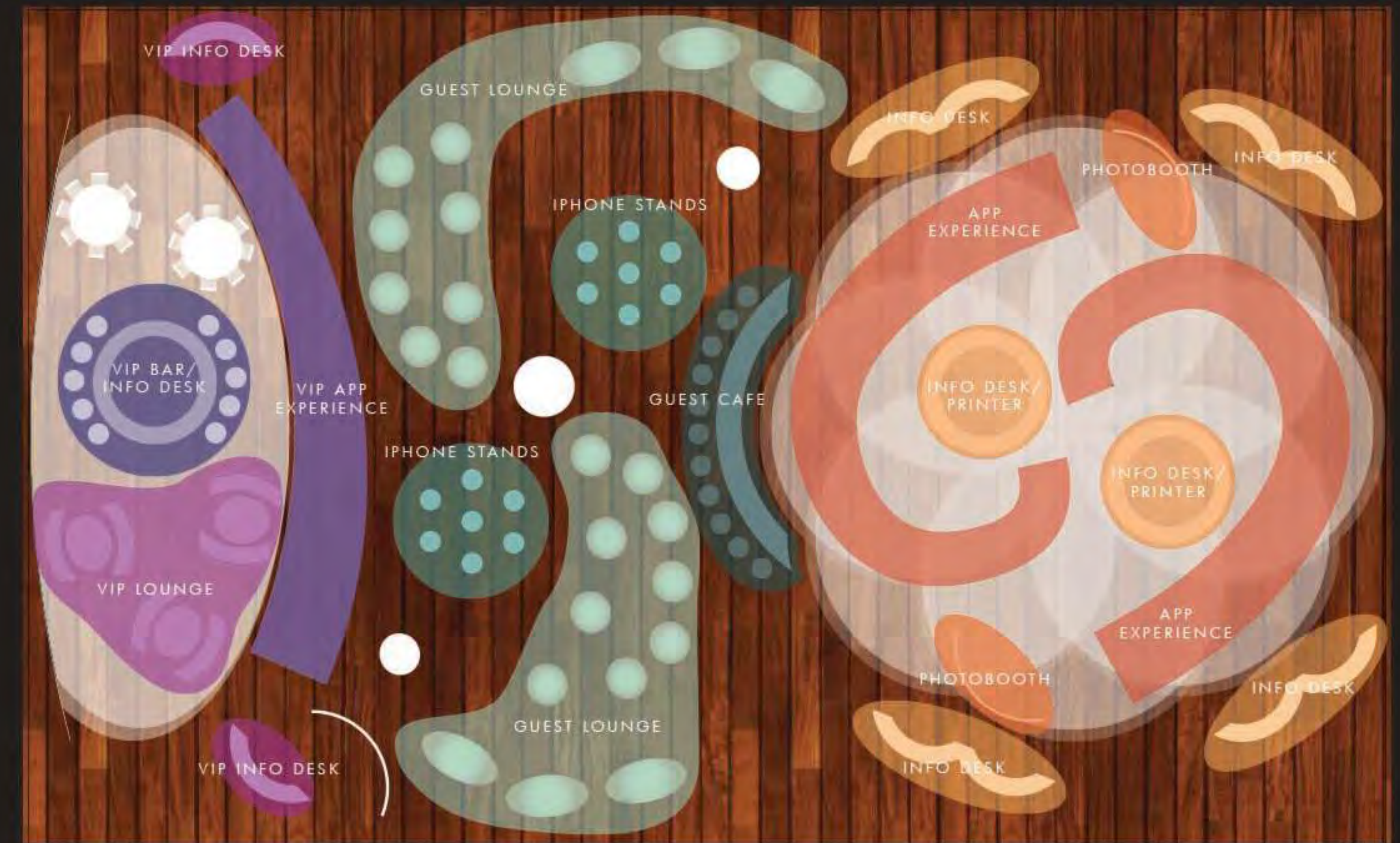
COLLABORATIVE SEATING IN VIP

COMFORTABLE LOUNGE FOR APP INTERACTION



Exhibition Overview FLOOR PLAN

OUR MAIN GOAL IS TO *Compartmentalize* THE EXHIBTION SPACE IN A WAY THAT ALLOWS FLUID TRAFFIC.



THIS SEGMENTED FLOOR PLAN SHOWS THE THREE MAIN SECTIONS OF OUR EXHIBITION:

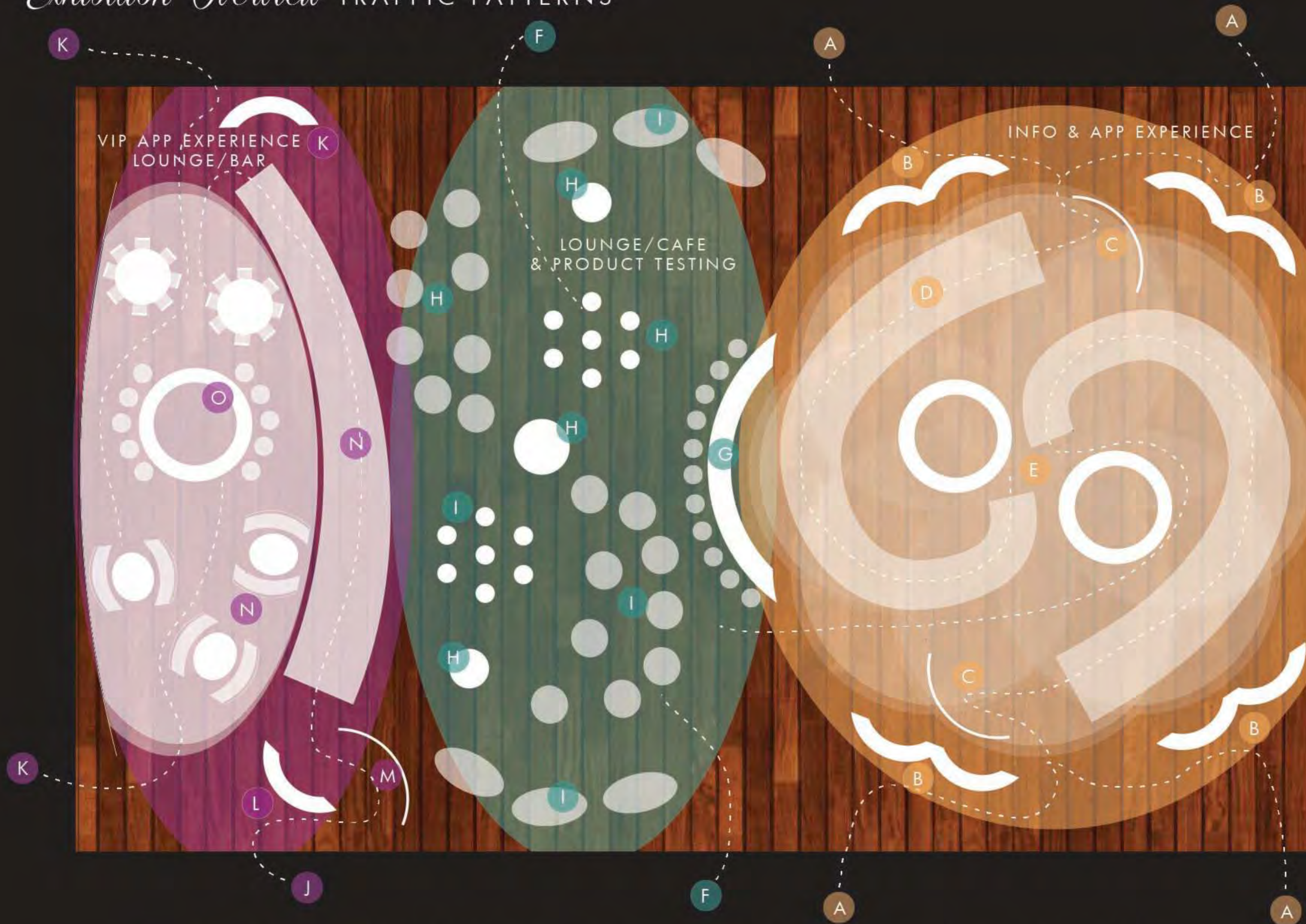
- 1) INFO/APP EXPERIENCE
- 2) LOUNGE/CAFE & PRODUCT TESTING
- 3) VIP & CIP

EACH AREA CONTAINS FURNITURE AND STRUCTURES THAT ALLOW FOR SMOOTH TRAFFIC PATTERNS TO OCCUR.

THIS DETAILED FLOOR PLAN SHOWS HOW EACH SECTION IS DIVIDED UP AND HOW ITS MAIN PURPOSE IS IMPLIMENTED (IE: LOUNGE AND PRODUCT TESTING INCLUDE BEAN BAGS AND IPHONE STANDS SO GUESTS CAN INTERACT WITH THE PRODUCT IN A COM-FORTABLE SPACE)



Exhibition Overview TRAFFIC PATTERNS

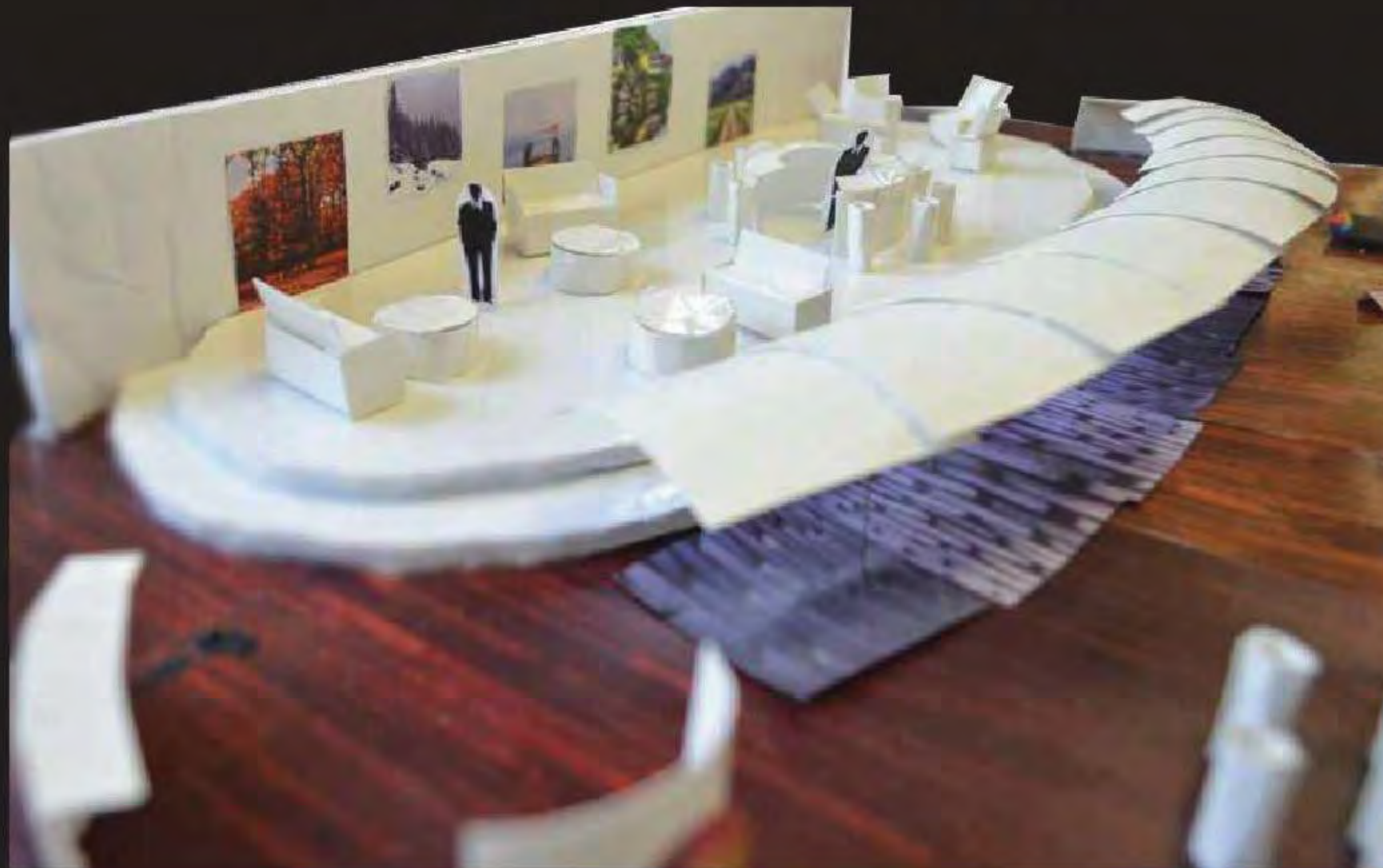


- A** GENERAL ENTRY IS ENCOURAGED AT NE AND SE CORNERS
- B** GUESTS ARE GREETED AT INFO DESK AND INSTRUCTED TO DOWNLOAD APP
- C** TAKE PHOTO IN PHOTOBOOTH
- D** ENTER APP EXPERIENCE
- E** EXIT EXPERIENCE, PRINT PHOTO AND DIRECTED TO LOUNGE
- F** GUESTS CAN CHOOSE TO SKIP THE EXPERIENCE AND JUST LOUNGE
- G** BAR STYLE CAFE
- H** BAR HEIGHT IPOD/IPAD TABLES FOR PRODUCT TESTING (MADE FOR QUICK INTERACTION & LESS LEISURE)
- I** BEAN BAG AND COUCH SEATING FOR GUESTS TO LOUNGE WHILE EXPLORING THE MOBILE APP
- J** VIP/CIP ENTRY ENCOURAGED AT NW AND SW CORNERS
- K** VIP/CIP CAN CHOOSE TO SKIP EXPERIENCE AND LOUNGE/TALK TO CONSULTANTS
- L** DOWNLOAD APP AT INFO DESK
- M** VIP/CIP MOVE TO PHOTOBOOTH AND IN TO APP EXPERIENCE
- N** VIP/CIP LOUNGE
- O** VIP/CIP BAR, PRINTER AND INFO DESK

VIP/CIP ARE ENCOURAGED TO ENTER THE VIP EXPERIENCE TUNNEL. HOWEVER, THE PUBLIC EXPERIENCE AND LOUNGE AREAS ARE OPEN TO THEM AS WELL

Exhibition Overview SCALE MODEL

RAISED BAR AND MEETING STYLED VIP SECTION AND VIP EXPERIENCE ON THE PERIMETER OF THE SPACE.



PERSPECTIVE VIEW OF CIP LOUNGE WITH BEAN BAG CHAIRS AND IPHONE DISPLAY CASES



GROUND LEVEL PERSPECTIVE OF INFO DESKS, PHOTO BOOTHS, AND EXPERIENCE WITH THE TUBES.



Exhibition Overview SCALE MODEL

OVERVIEW OF BOOTH FROM ENTRANCE, SOUTH EAST ELEVATION



OVERVIEW OF BOOTH, EAST ELEVATION

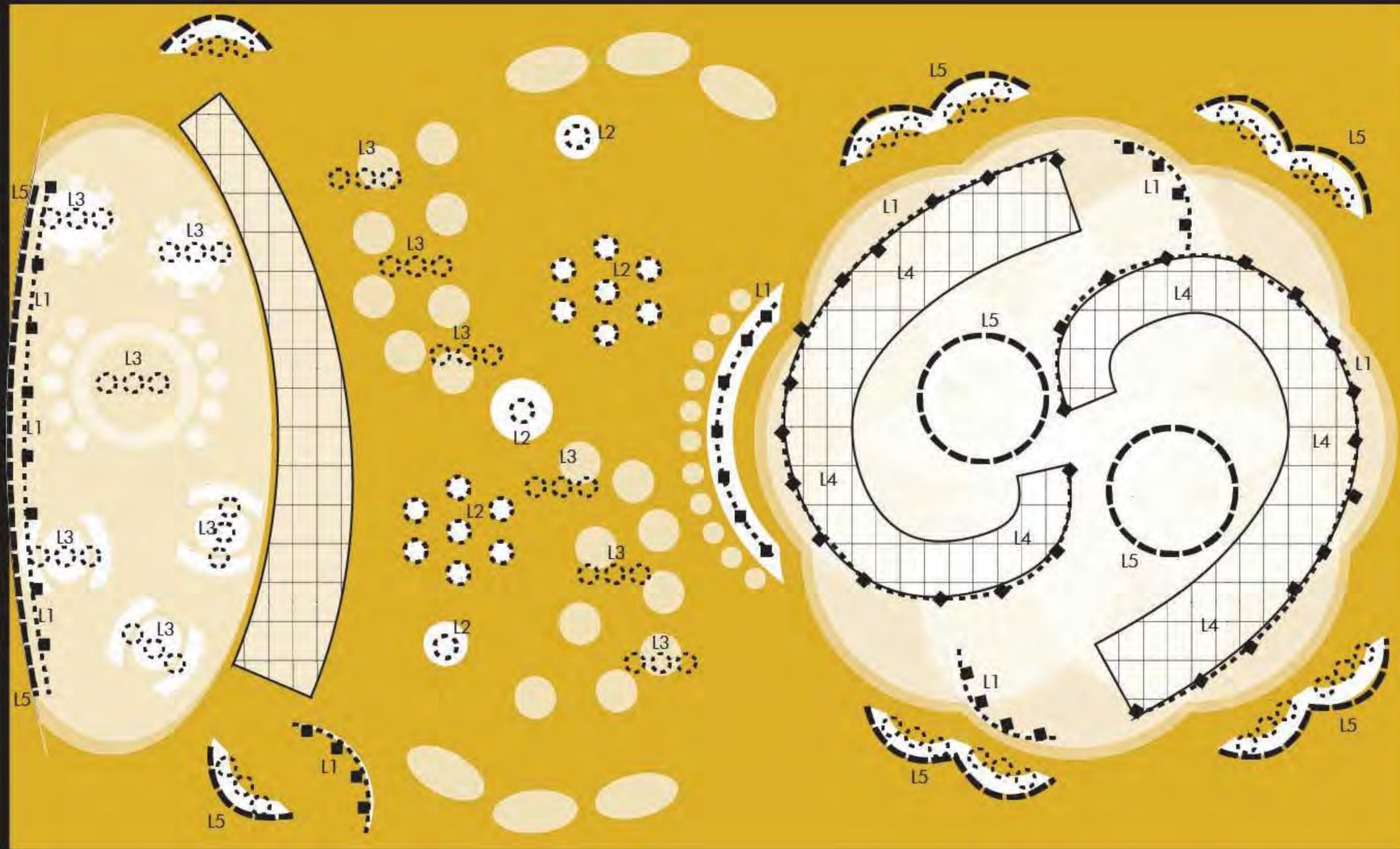





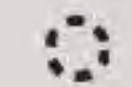

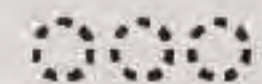



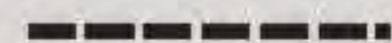


Exhibition Details

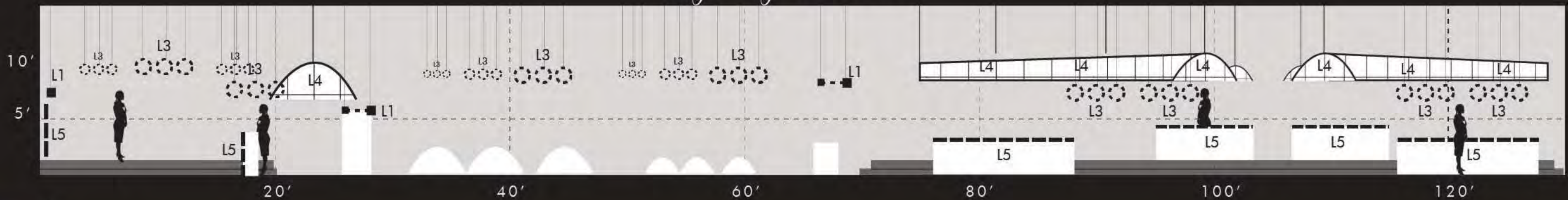
SECTION 2





PICTURE	SYMBOL	LETTER	DESCRIPTION
		L1	TRACK LIGHTING
		L2	SINGLE SPOTLIGHT
		L3	TRI-SPOTLIGHT
		L4	LED OVERHANG IN TUNNEL
		L5	GRAPHIC PROJECTIONS

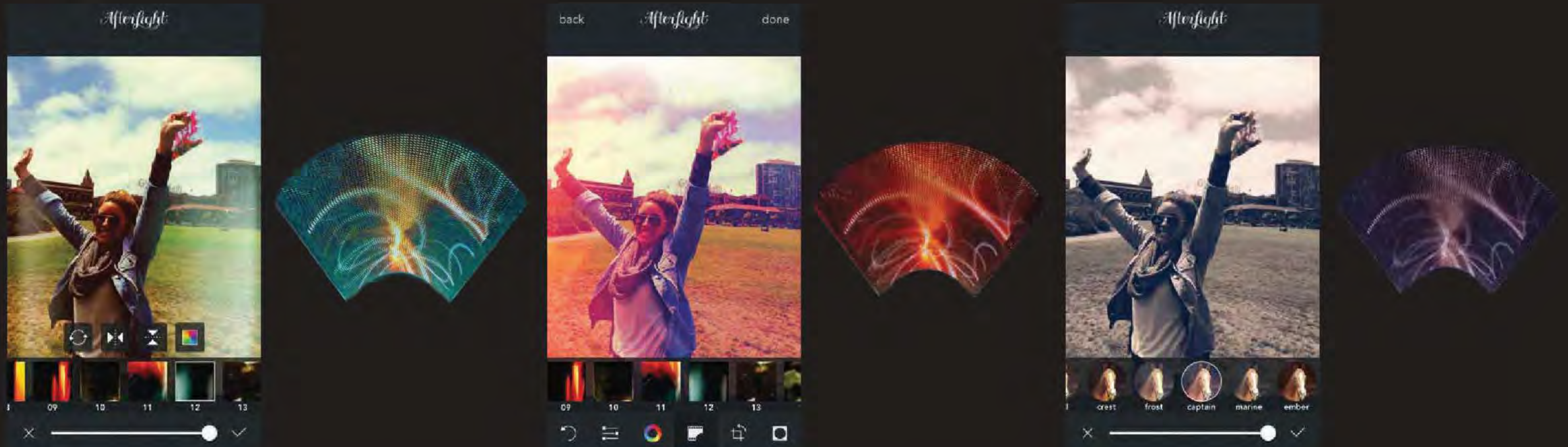
Lighting Elevation



Exhibition Details LIGHTING DETAILS

AS VISITORS TRAVEL THROUGH THE APP EXPERIENCE (UNDER ONE OF THE THREE TUNNELS) THEY WILL BE INTERACTING WITH THEIR DEVICE WHILE WALKING ALONG THE PATH. FOR THE EXPERIENCE TO CREATE A LASTING MEMORY, THE TECHNOLOGY HAS TO BE EXTRAORDINARY. THE USER WILL BE ABLE TO HOLD THEIR PHONE OR TABLET, OPEN THE APP AND BEGIN EDITING THEIR PHOTOBOOTH PHOTO. AS THEY SELECT NEW FILTERS, LIGHT STREAKS AND TONING ADJUSTMENTS, THE LIGHTING INSIDE THE TUNNEL WILL CHANGE ACCORDINGLY. THIS WILL PHYSICALLY PLACE THE USER IN THE APP AND GIVE THEM NOT ONLY A PHOTO, BUT A MEMORY TO TAKE WITH THEM FOREVER.

Examples



ALL THREE EXAMPLES SHOW HOW THE USER WILL BE ABLE TO EXPERIENCE, IN REAL TIME, THE CHANGES THEY ARE MAKING ON THE APP.
EX 1) THEY MAY CHOOSE TO ADD A BLUE LIGHT STREAK TO THEIR PHOTO, CAUSING THE TUNNEL TO SHIFT TO A BLUE STREAK COLOR ABOVE THEM
EX 2) THE USER CAN ALSO INCREASE THE RED MIDTONES AND THE TUNNEL WILL ADJUST ACCORDINGLY, CREATING A WARM RED ATMOSPHERE
EX 3) IF THE APP IS USED TO DECREASE SATURATION, THE LIGHTING ABOVE WILL DO THE SAME



Exhibition Details MATERIALS & COLOR PALETTE

Materials



Main Floor

A: ELMWOOD RECLAIMED TIMBER
ANTIQUE RECLAIMED WOOD
FLOORS - OAK RUSTIC



Tunnel Flooring

D: LED FLOORING UNDER ALL 3 TUNNELS
WITH PROJECTIONS OF NATURAL GROUND
(ROCKS, PATHWAYS, LEAVES, GRASS)



VTP/App Experience Floor

B: VORWERK
SPARKLING FLOOR



VTP wall

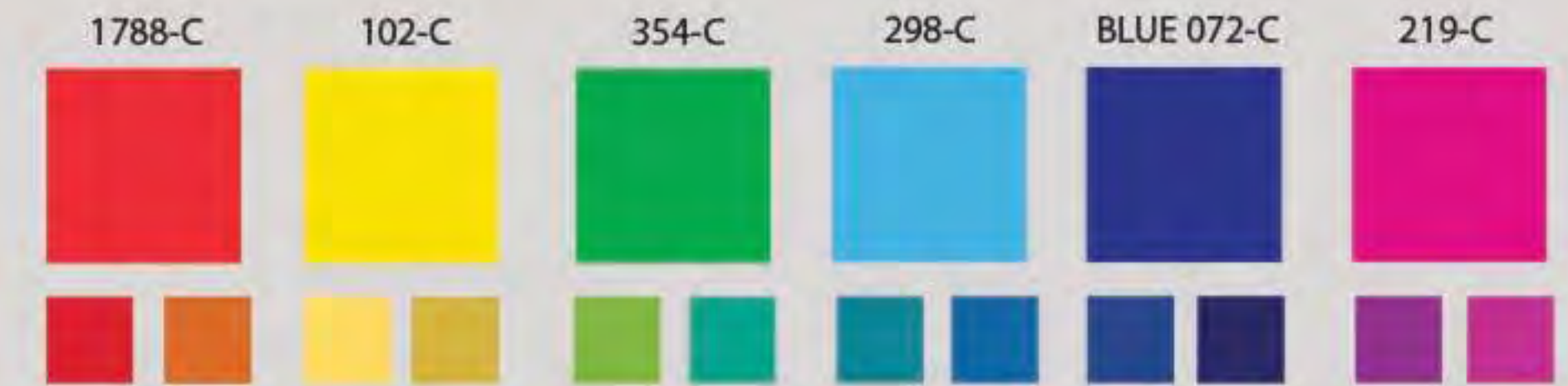
C: TRANSPARENT WALL WITH
AFTERLIGHT PHOTO
PROJECTIONS



Tunnel Material

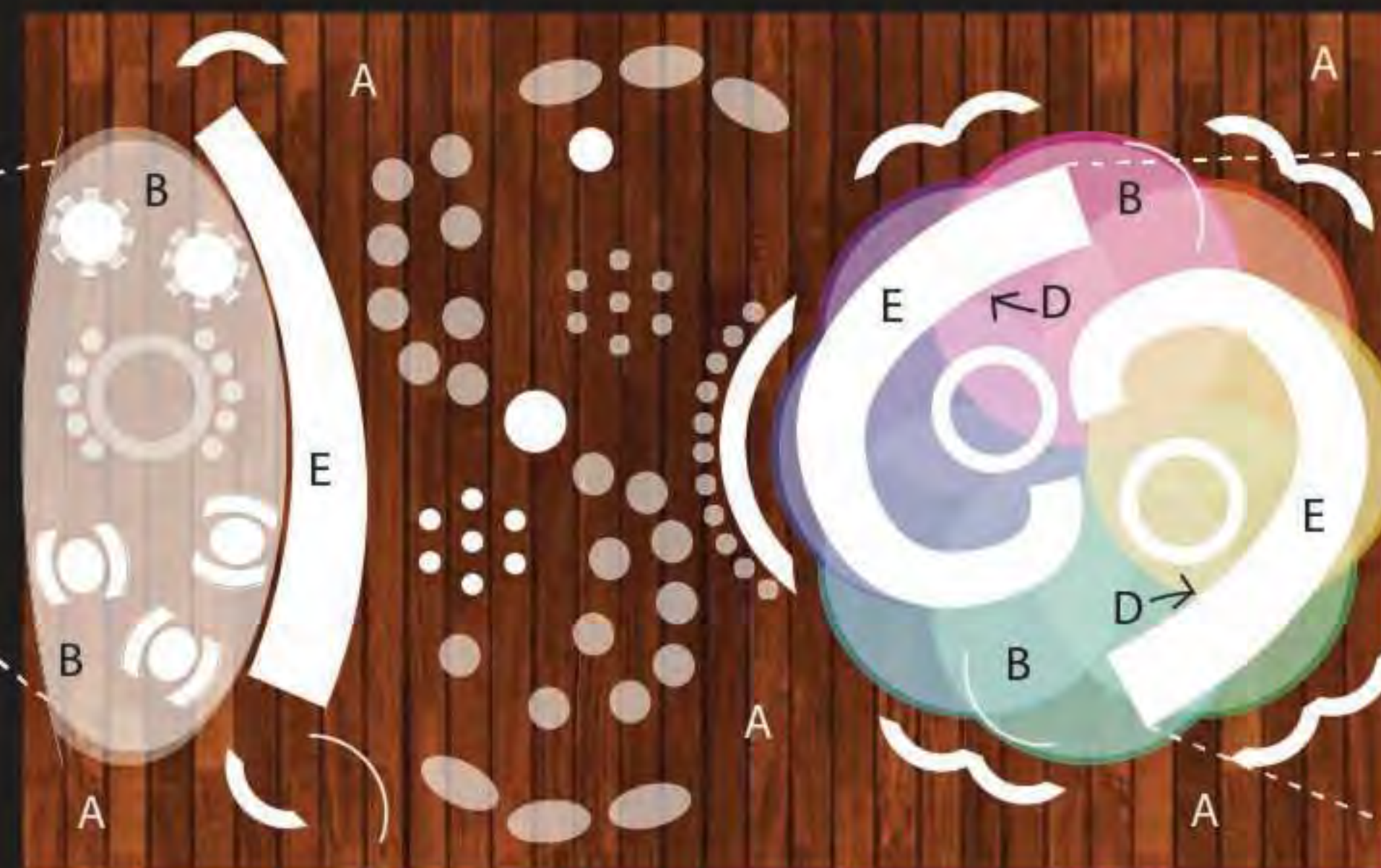
E: LIGHTWEIGHT TRANSPARENT
ARCHES WITH LIGHTING ABILITIES
MATCHING THAT OF THE APP

Paint



THE MAIN COLORS IN THE EXHIBITION ARE THE 6 BASIC COLORS FROM THE AFTERLIGHT LOGO. IN ADDITION, BLENDED COLORS WILL BE ADDED FOR SHADOWING, ACCENTS, AND TO COMPLETE THE FADED LOOK OF THE LOGO. THE LOWER STEP OF THE APP EXPERIENCE WILL BE PAINTED THESE COLORS.

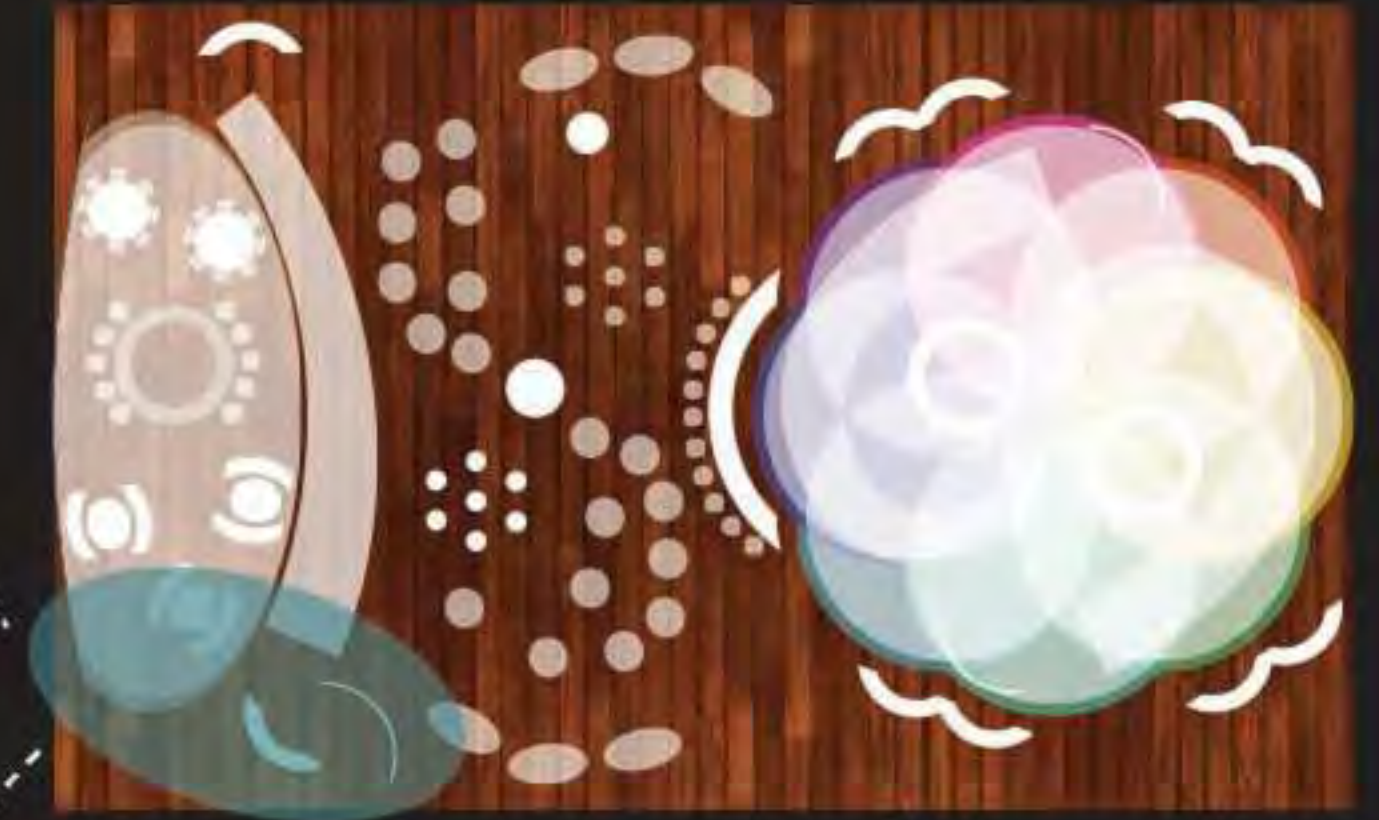
THE TEXT LOGO WILL BE PAINTED ON MOST SURFACES (INFO DESKS AND BARS) IN BLACK OR WHITE. GRAPHICS WILL BE PROJECTED ON TOP OF THE LOGO MAKING IT APPEAR TRANSPARENT.



PROJECTIONS ON THE FLOOR WILL REFLECT NATURE AND THE ORGANIC ELEMENTS OF THE APP'S FEATURES



VIP Lounge Perspective



WHEN GUESTS ARE ENTERING THE VIP SPACE, THEY ARE TAKEN ON A CLEAR JOURNEY. THROUGH THE INFO DESK, PHOTOBOOTH, AND THEN THE APP EXPERIENCE. AFTER THEIR EXPERIENCE THEY ARE ENCOURAGED TO RELAX AT THE INFO BAR, COLLABORATE WITH PEERS AT OUR BAR-LIKE MEETING TABLES, OR LOUNGE WITH POTENTIAL CLIENTS ON OUR COLLABORATIVE STYLE SEATING ARRANGEMENT.

THIS PERSPECTIVE SHOWS WHAT IT WOULD LOOK LIKE FOR A VIP TO ENTER THE EXHIBITION, AND THE FEELING THEY WOULD GET AS THEY FIRST ENTER THE SPACE. WE BELIEVE THIS IS A DETERMINANT FACTOR OF HOW OUR CLIENT PORTRAYS OUR PRODUCT.

THE IMAGES PROJECTED ON THE INFO DESK, BAR AND DIVIDING WALL ON THE LEFT WILL BE CONSTANTLY CHANGING. THIS ALLOWS FOR THE ATMOSPHERE TO CHANGE PERIODICALLY, SHOWING THE VIP THE ENDLESS CREATIVE POSSIBILITIES THAT AFTERLIGHT OFFERS.



App Experience Perspective



THIS PERSPECTIVE SHOWS A PUBLIC GUEST ENTERING THE TUNNEL. WHAT THEY ARE ABOUT TO EXPERIENCE IS LIKE NOTHING THEY HAVE SEEN BEFORE. THEY HAVE JUST TAKEN THEIR PHOTO-BOOTH PHOTO AND ARE NOW EMBARKING ON A WINDING JOURNEY WHERE THEY CAN USE THEIR CREATIVE TALENTS, AND THE EASY-TO-USE APP TO EDIT A PHOTO HOWEVER THEY SEE FIT.

AS THEY ARE MOVING THROUGH THE APP EXPERIENCE, THE LIGHTING AND FLOORING WILL BE CHANGE ACCORDINGLY. THIS WILL ALLOW FOR THE USER TO CREATE A REAL LIFE EXPERIENCE AND FEEL LIKE THEY ARE DOING MORE THAN JUST PLAYING ON THEIR IPAD.



Exhibition Details ELEVATIONS

A: NORTH EAST ELEVATION



THE NORTH EAST ELEVATION SHOWS HOW A GUEST WOULD ENTER THROUGH THE TUNNEL EXPERIENCE. THE SPACIOUS SEATING AND AN OPEN VIEW OF THE VIP LOUNGE CAN BE SEEN IN THE BACKGROUND.

B: SOUTH WEST ELEVATION

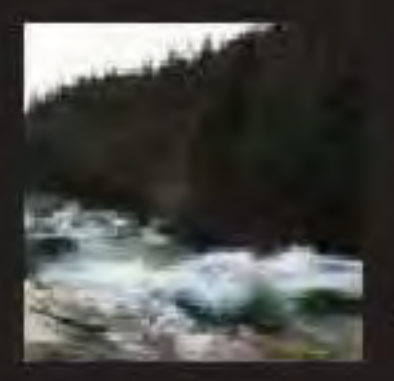
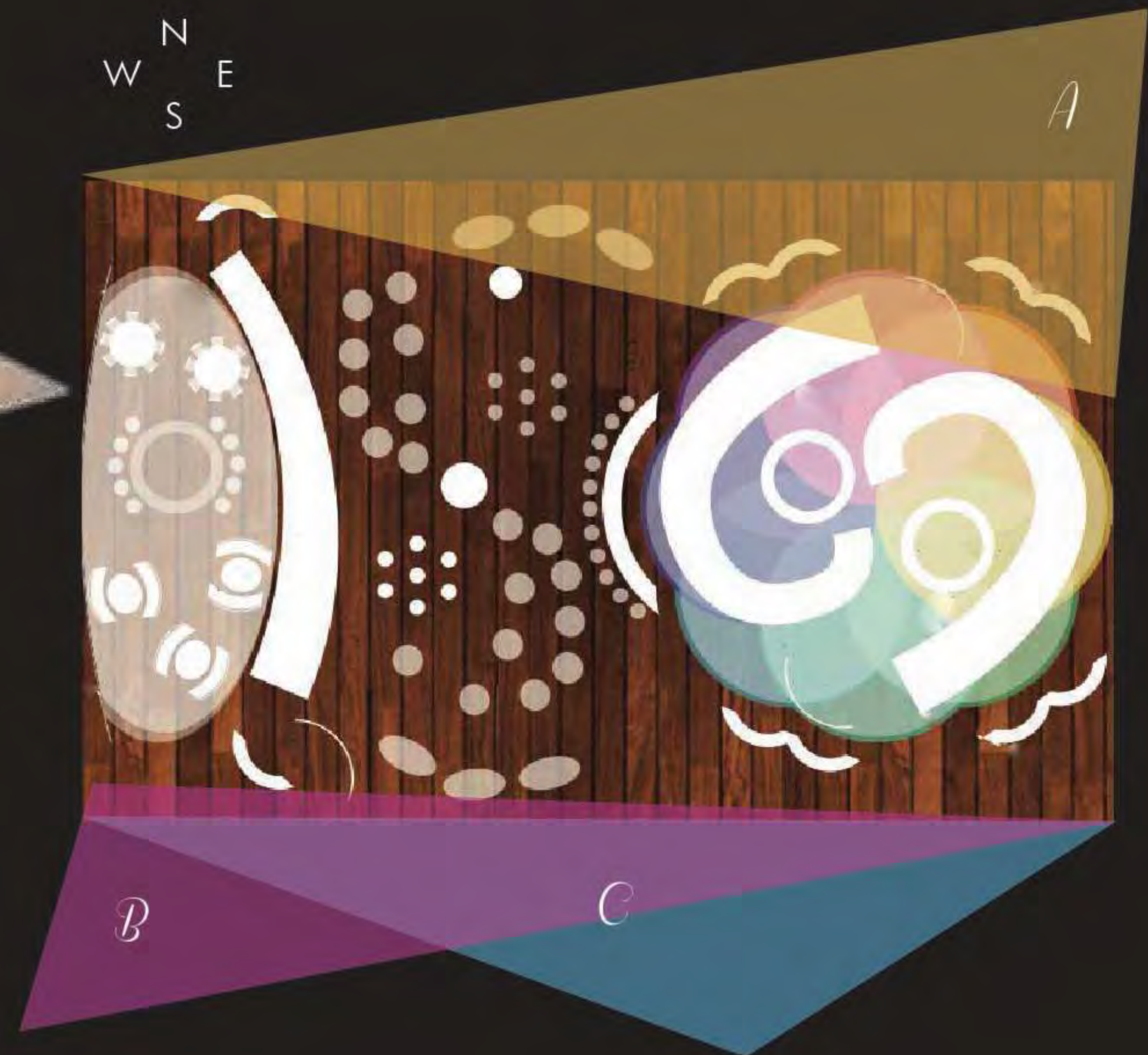


THIS ELEVATION FOCUSES ON THE EASIEST ENTRY POINT FOR VIP GUESTS.

C: SOUTH ELEVATION



THIS SHOWS HOW WE PREDICT MOST PEOPLE WILL ENTER THE EXHIBITION. WITH A FULL VIEW OF ALL ACCESS POINTS, THEY CAN DETERMINE FROM WHICH DIRECTION THEY WANT TO ENTER THE SPACE.



Exhibition Details CROSS SECTIONS

A: LOUNGE/CAFE CROSS SECTION

THIS CROSS SECTION SHOWS WHAT IT WILL LOOK LIKE INSIDE THE LOUNGE, LOOKING OVER AT THE CAFE. VISITORS WILL BE ABLE TO RELAX, EXPLORE THE APP, ORDER FOOD, BUY MERCHANDISE, AND SOCIALIZE WITH OTHER APP USERS AND STAFF.



W N
S E



B: INFO/TUNNEL ENTRANCE CROSS SECTION

THIS GROUND LEVEL DEPICTION OF THE TUNNEL ENTRY SHOWS WHERE MANY VISITORS WILL BEGIN THEIR JOURNEY THROUGH THE EXHIBIT. THIS SIMPLE, YET INTRIGUING USE OF SPACE SHOULD DRAW USERS IN AND GIVE THEM REASON TO VISIT THE AFTERLIGHT EXHIBIT.



Exhibition Details FURNITURE

VIP/CIP LOUNGE



TALL WOODEN
BAR STOOLS



SMALL BAR STOOLS
(BROWN LEATHER)



BKM ROUND COUCHES
& CIRCULAR COFFEE TABLE

GENERAL GROUND FLOOR



SMALL, STURDY BEAN
BAG CHAIRS



LAMPSPUS PRODUCT
STANDS



LARGE KNITTED
BEAN BAG CHAIRS



SMALL BAR STOOLS
(BROWN LEATHER)





Exhibition Identity

SECTION 3



LOGO

DETAILED:
32 COLORS



SIMPLIFIED:
16 COLORS



FONTS

Conera Script Demo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789abcdefghijklmnopqrstuvwxyz

FUTURA BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789abcdefghijklmnopqrstuvwxyz

ALTERED LOGO WITH
OFFICIAL COLORS



Exhibition Identity INTERIOR GRAPHICS 1

The Experience: WAYFINDING



A



B



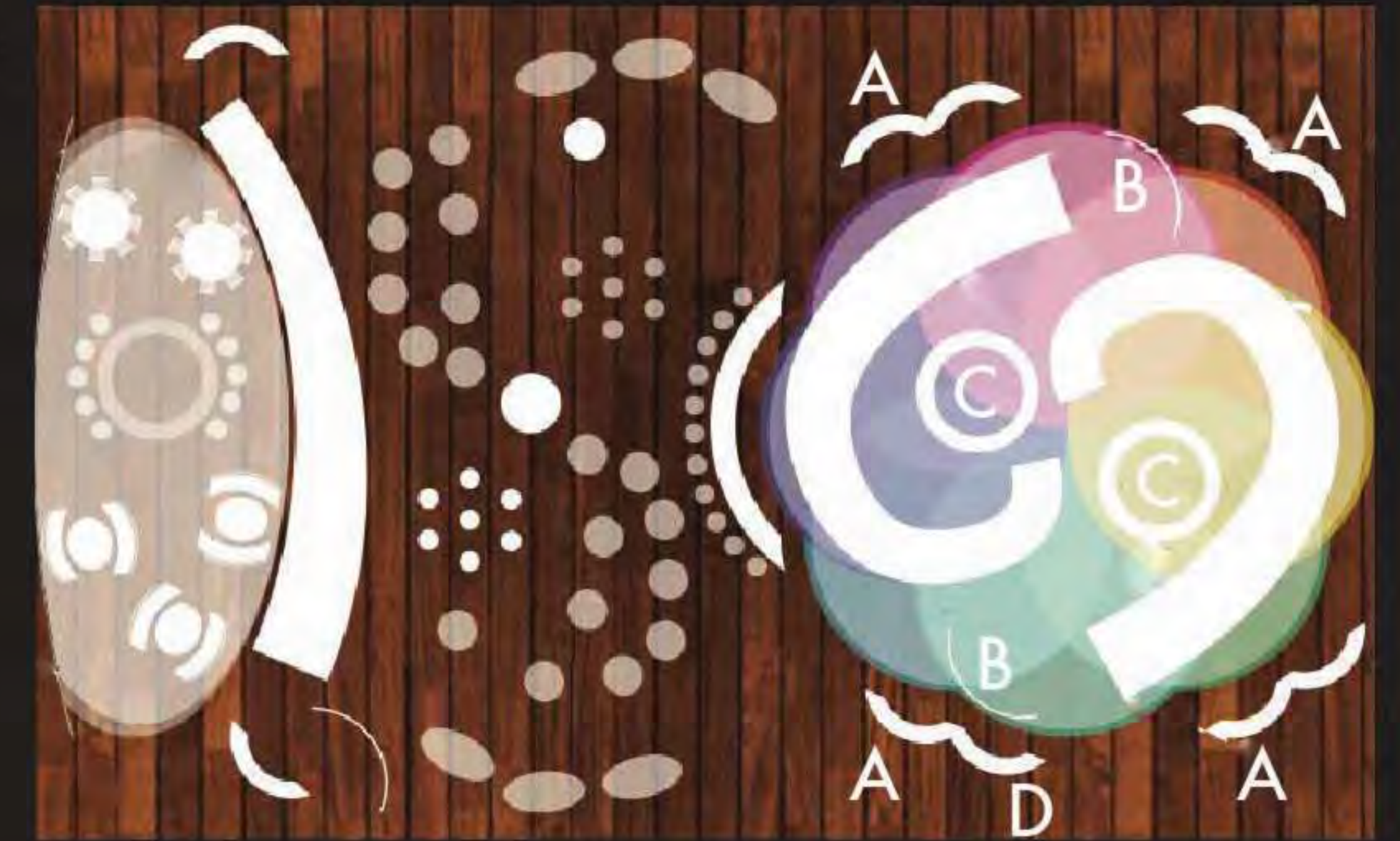
C

A: Information Desks where guests are greeted and given pamphlets at each corner of the experience

B: Photo Booths, curved for privacy

C: Print Stations, guests can take home their edited photos. The graphic points out of the experience towards the lounge.

D: Pamphlets Passed out at Info desks. Highlight app features, updates and extended features



Informational Pamphlets

59 UNIQUE FILTERS

66 NATURAL TEXTURES

128 FRAMES

Extended Features

Fusion Filters
What are you going to name your custom filters?

Rose

Double Exposure

New Download!
2.6

http://afterlight.co

AVAILABLE FOR:
iOS
Android
WP8

D



Exhibition Identity INTERIOR GRAPHICS 3

CP Coffee Bar:
shelving unit that
functions as a divider
and a bulletin board
for graphics

A: Promo for t-shirt
sales, 100% for charity

B: Promo for spon-
sored filter

C&D: Photo editing
tutorials by profession-
al photographers



A

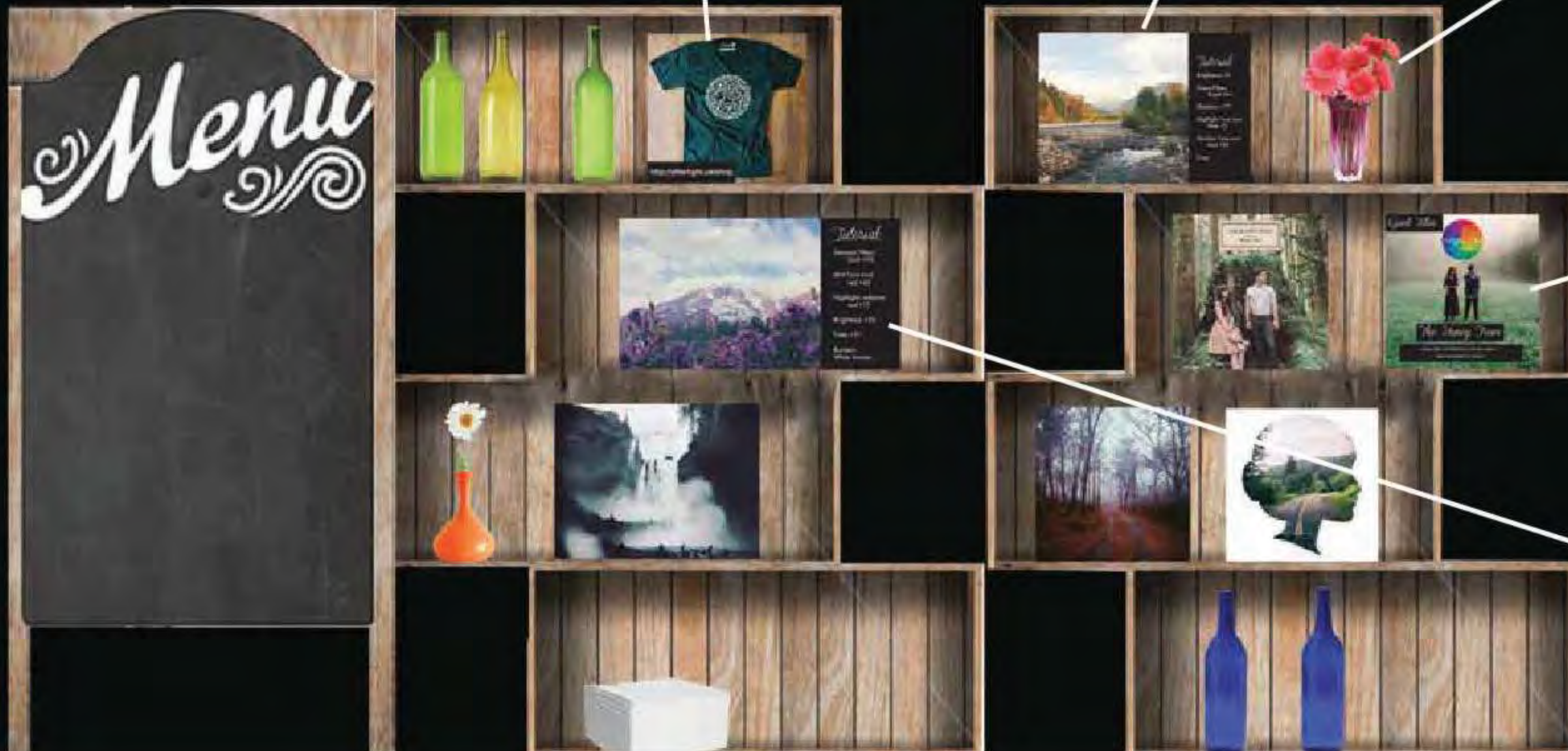
<http://afterlight.us/shop>



C

Tutorial:

Brightness -15
Guest Filters
Bright Fire
Shadows +77
Highlight Tone tool
blue -15
Shadow Tone tool
blue +65
Crop



2



B



D

Tutorial:

Seasons Filters
Drift +70
Mid Tone tool
red +45
Highlights adjuster
red +15
Brightness +30
Fade +31
Borders
White border

VIP WAYFINDING



A: VIP Info Desk- graphic points to the experience and the lounge
B: VIP Photobooth- communicates clear separation from CIP

C: VIP Print Desk- clearly targets VIP and signifies traffic flow
D: VIP Projections- professional photos streaming from the Afterlight Instagram



Exhibition Identity EXTERIOR GRAPHICS

Rainbow Logo

A



Combined Graphic

B



A: Experience Tubes
The rainbow logo on the hanging tubes combines the company font with a unique blend of the logo colors. It can be seen from across the Convention Center

B: Exterior VIP Wall
The graphic combines the company's trademark font and logo to optimize brand recognition. The curving wall displays the Afterlight logo as a glowing extruded shape. The 5 foot graphic stimulates interest in the booth from afar.





Afterlight

PHOTOS LIKE YOU'VE NEVER SEEN BEFORE

CHICAGO CONVENTION CENTER
SEPT 12-17, 2016 10-5PM

24x36"



EXPERIENCE CREATIVITY

Afterlight

CHICAGO CONVENTION CENTER
SEPT 12-17, 2016 10-5PM

36x24"





FOR OUR PUBLIC ADVERTISEMENTS, WE HAVE CHOSEN TO TARGET TRANSPORTATION NETWORKS. IN A LARGE CITY LIKE CHICAGO, WE HAVE THE POTENTIAL TO ATTRACT THOUSANDS OF PEOPLE TO OUR EXHIBIT. BY ADVERTISING ON BUSES AND SUBWAYS, WE HOPE TO INCREASE THE NUMBER OF VISITORS TO THE CONVENTION CENTER.

OUR ADVERTISING CAMPAIGN REVOLVES AROUND OUR MAIN CONCEPT: "CREATING A MEMORY BY BRINGING THE APP TO LIFE". WITHOUT REVEALING TOO MUCH THROUGH ADS, WE CHOSE PHRASES LIKE:

Experience Creativity Like Never Before

Your Selfies Have Never Looked This Good

Have You Seen the Light?

Become the App



Exhibition Identity PUBLIC ADVERTISEMENTS

SUBWAY ADVERTISEMENTS ARE QUITE OFTEN DULL AND NOT ENGAGING. WE PLAN TO IMPLEMENT OUR PROMOTIONAL GRAPHICS IN SUBWAY STATIONS THROUGHOUT CHICAGO TO NOT ONLY ATTRACT PUBLIC TO OUR EXHIBITION, BUT TO GIVE THEM A MORE ENTERTAINING EXPERIENCE ON THEIR DAILY COMMUTE. THESE ADS WILL ENCOURAGE THEM TO DOWNLOAD THE APP AND THE FIRST THING THEY WILL SEE AFTER DOWNLOADING IT WILL BE INFORMATION ABOUT THE EXHIBITION CENTER AND WHEN THEY CAN VISIT THE SPACE.



Exhibition Identity MEDIA ADVERTISEMENTS

MOBILE FACEBOOK ADS



SPONSORED INSTAGRAM ADS

