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Exhibition Overview

The concept behind our "Stay Glassy" exhibition for Glass Alchemy is to educate artists about improved color technology in borosilicate glass. We wanted to create a space in which all color is stripped from the environment, and is only reintroduced through different colored glass elements. The structure of the "Stay Glassy" framework (which we also call the "Honeycomb") is taken from a shape that occurs during the flameworking process when making a marble, called a "Maria". The cutouts in the framework, on the other hand, come from a honeycomb pattern that is popular among marblemakers.

Additionally, for the trade show a select number of glass artists from around the country would be invited to show one of their pieces, to be displayed in the VIP gallery within the exhibition. Eight glass blowers would be invited to take part in creating a collaborative piece throughout the trade show, working inside the Honeycomb as a demonstration for the exhibition attendees. Seeing the glass artists at work allows the audience to see how Glass Alchemy's products are used, and what they can be manipulated to create.



Exhibition Brief

General Information	Exhibition Information	Architectural Elements	Graphic Identity
<p>Company Name Glass Alchemy</p> <p>Activity: Glass Manufacturer</p> <p>Product Category Goods & Services</p> <p>Website glassalchemy.com</p> <p>Annual Expo Attendance: Degenerate Flame Off, June 2014 GlassRoots Art Show, October 2014</p> <p>What are the most important business objectives? Promote and showcase new products</p>	<p>Trade Show Title: Stay Glassy</p> <p>Location, Time, and Date: Chicago Convention Center McCormick Place, IL September 8-13, 2014</p> <p>Booth Size: 80' x 80'</p> <p>Booth Type: Island Booth</p>	<p>Product Stands: We display our product: glass rods and tubes. We usually have these in stacks and sell them off the table. We also have artist work on display.</p> <p>Who do you consider your VIP guests and why? Our VIP guests are top artists. They showcase their work in our booth during trade shows.</p> <p>VIP and CIP Spaces: We tend to have small booths, so no VIP area necessary.</p> <p>Lighting We sell glass, so lighting is key.</p> <p>Lock-up and Storage: We would like to display artist work in glass cases that lock.</p> <p>Information Desk and VIP/CIP Furniture: Our booth usually has 3-4 employees, 2 selling glass and 2 answering questions</p>	<p>Header: We usually just have a glassalchemy.com banner.</p> <p>Backlight/Poster/Banner/Stickers: Posters and stickers are available to our customers at no charge. They are usually available on our tables.</p> <p>Screen Area: We don't currently use a TV. We could use one in the future.</p> <p>Any other considerations? Our product needs good lighting. Finished pieces are high value and need security. We would like more tradeshow specific banners to make us look more professional.</p>

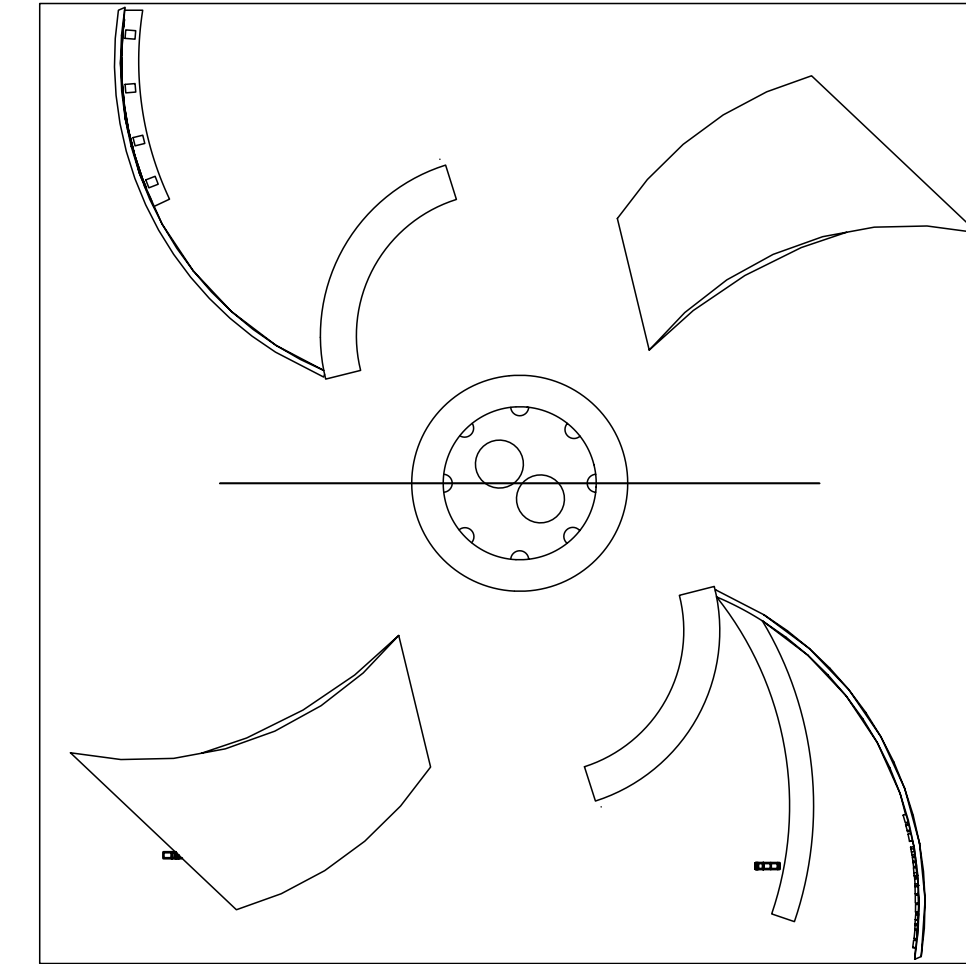
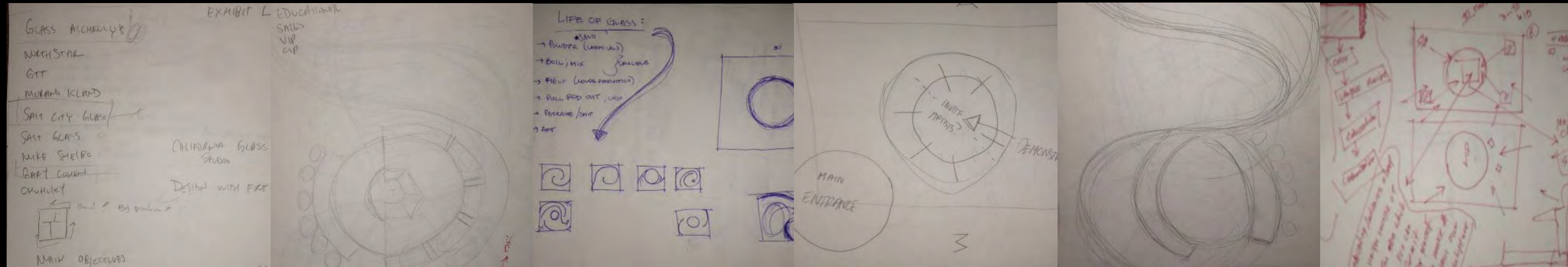
Production Elements:

Object List	Materials List	Lighting
<p>Glass Rods Glass Tubes Glass Artwork Display Boxes Locks Torches Kilns TV</p>	<p>Frame: Black Fiberglass Artist Counter: Oxidized Sheet Metal Counter Base: Striated Sheet Metal Kilns: Stainless Steel and Ceramic Metal Stools One Way Glass Frosted Glass Doors: Perforated Sheet Metal Walls: Fiberglass Floor: White Paneling Corner Boxes: Sandblasted Plexiglass Marketplace Sign: Painted MDF Glass Alchemy Color Rod Samples</p>	<p>Ceiling Lights: MR16 LED (3000K) Display Boxes: LED Lighting with high CRI Color Wall Strip: LED Strip Lightiing</p>

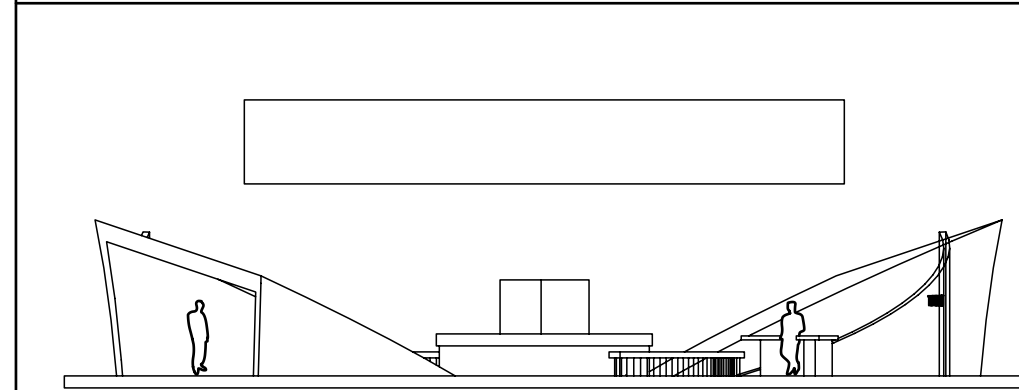
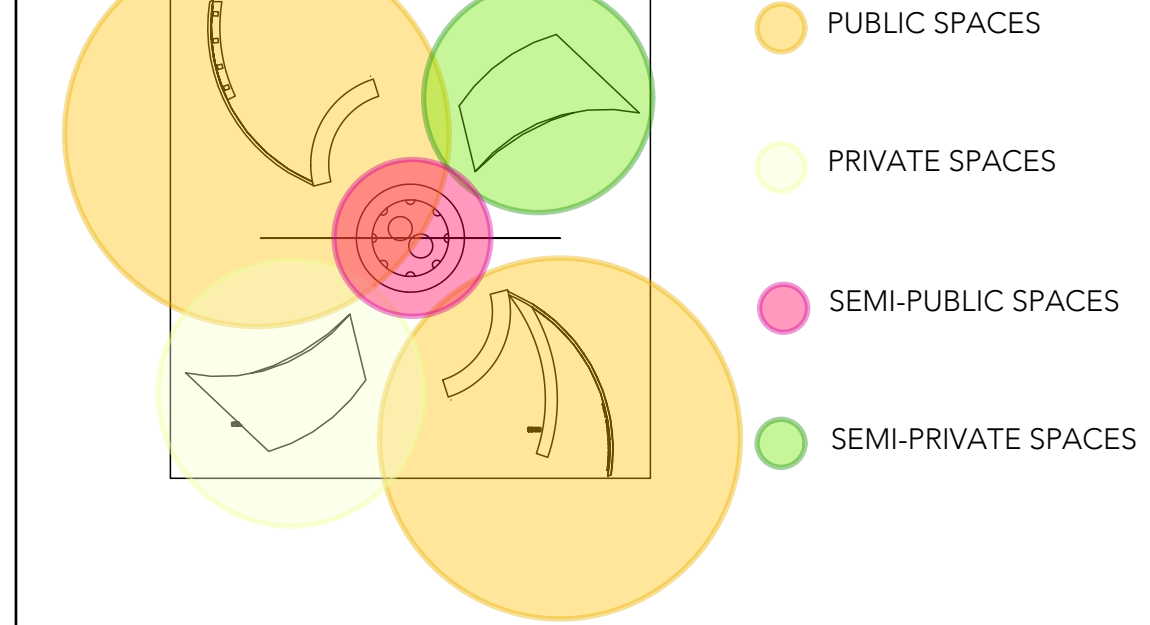


Conceptualization

The concept behind our original Glass Alchemy Exhibition was to explore the "life of the glass." The exhibition space would take trade show attendees through the initial stages involved in glass production, ranging from color addition to pulling out glass rods. It would include examples of artwork from high profile artists who use Glass Alchemy products, in addition to having a live glass blowing demonstration that would take place over the course of the trade show as artists collaborate on one piece to be completed on the final day of the show.

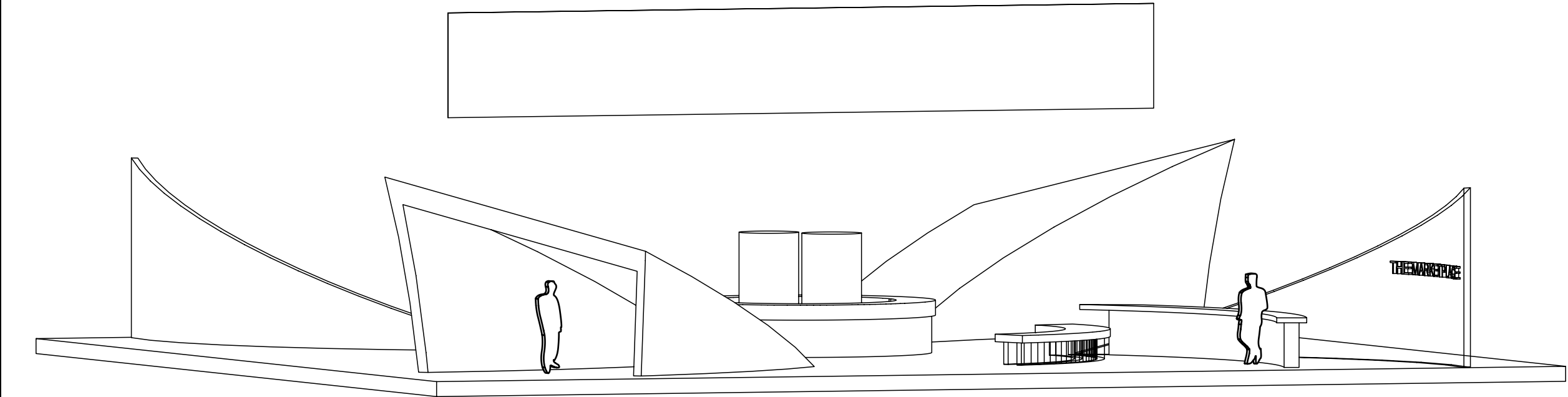
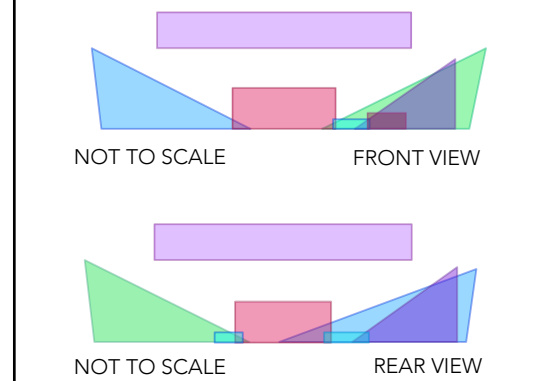


SCALE: 1/16" = 1'0" TOP VIEW



SCALE: 1/16" = 1'0" FRONT ELEVATION

MASSING DIAGRAMS



SCALE: 1/8" = 1'0" 3D VIEW

CLIENT:
GLASS ALCHEMY

PRODUCT:
GLASS MANUFACTURER

BOOTH:
**ISLAND BOOTH
80' X 81'**

EXHIBITION
DETAILS:
**CHICAGO CONVENTION
CENTER**

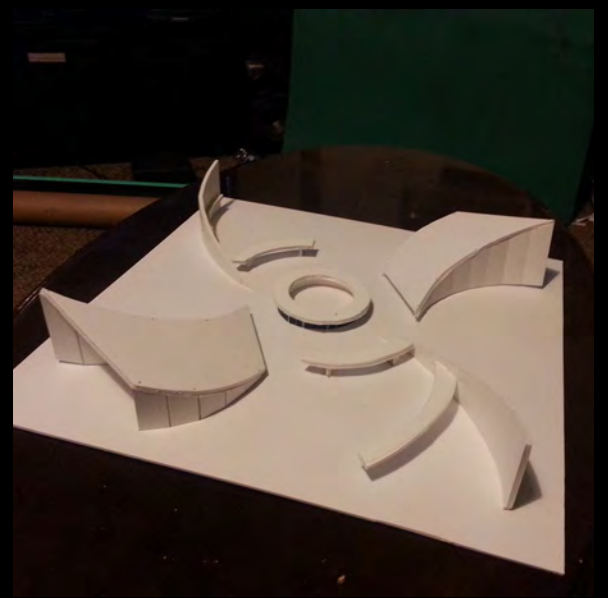
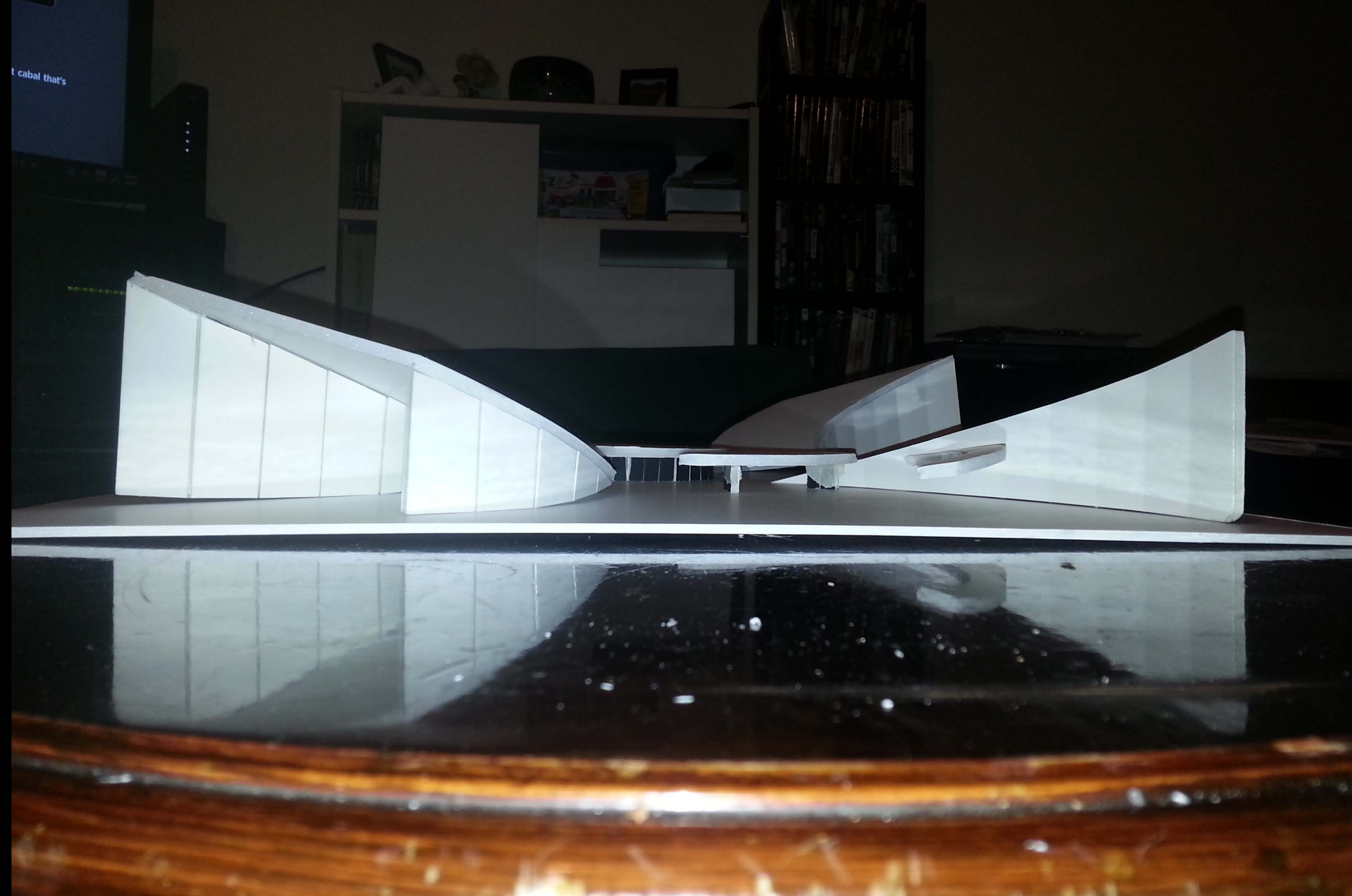
MCCORMICK PLACE, IL

**INTERNATIONAL
MANUFACTURING &
TECHNOLOGY SHOW**

CONCEPT:
The concept behind the Glass Alchemy exhibition is to explore the "life of glass". The exhibition space will take the trade show attendees through the initial stages involved in production, from color addition and creation of glass rods. It will also include examples of artwork from high profile artists who use the Glass Alchemy products, in addition to having a live glass blowing demonstration taking place while artists work throughout the trade show to build one large piece on the final day of the show.

CLASS:
DES 185

**ZOË ANGELOPULO &
ISAIAH GOFF**





1/4" = 1'0" Scale Model, Top View

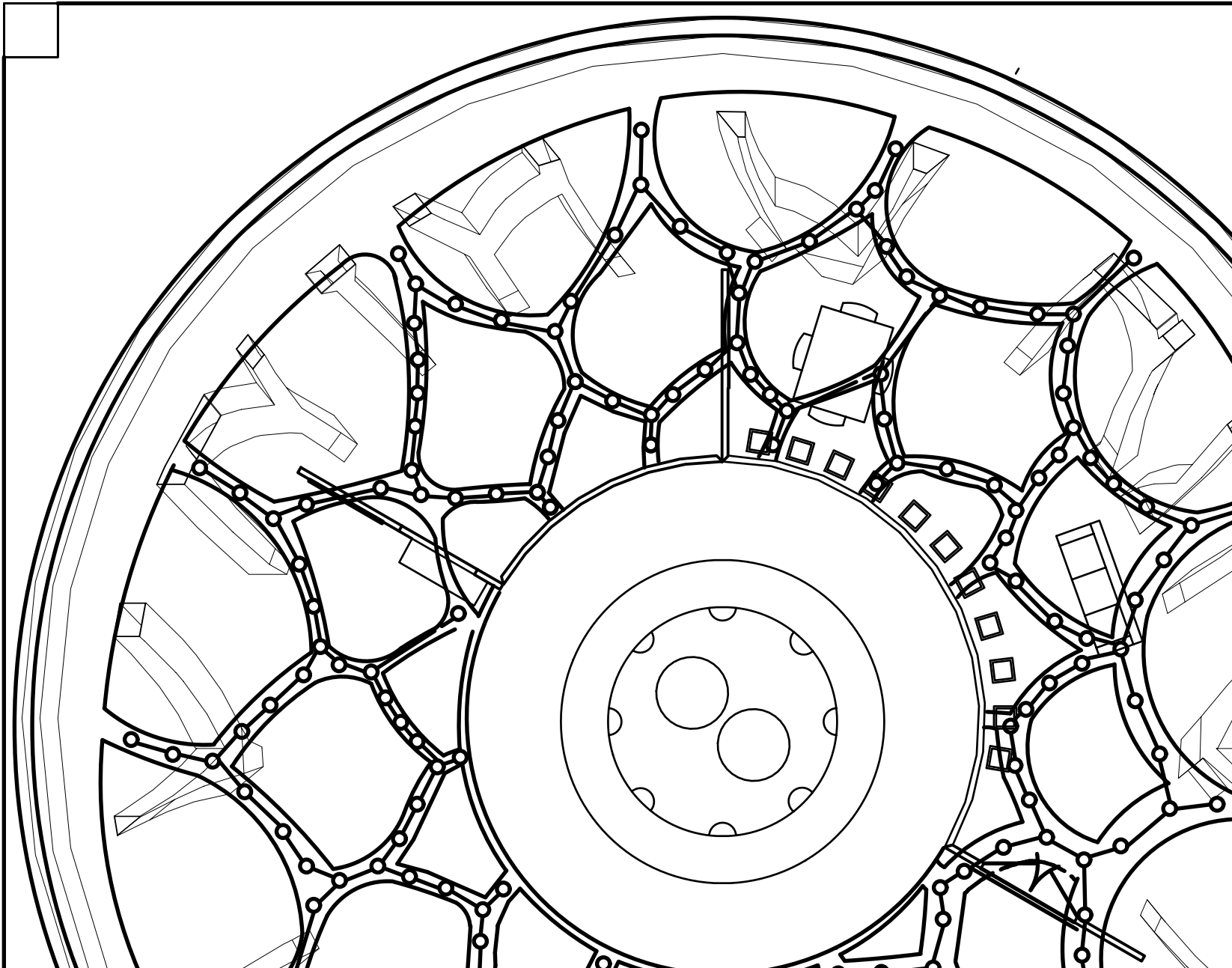


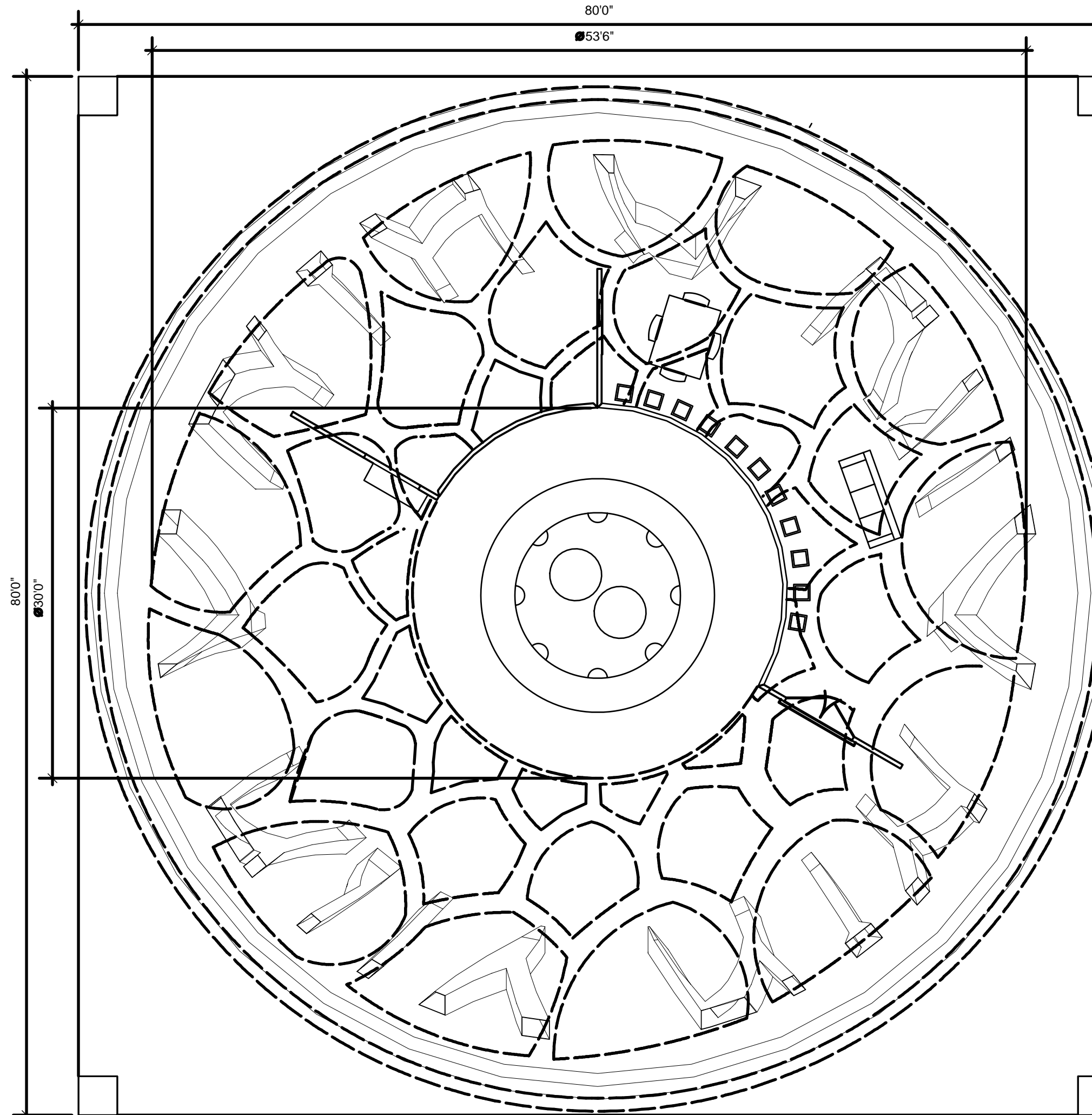
Final Concept Model

Our final model turned out to be a complete overhaul of our original concept— the only element we ended up keeping was the glass artist demonstration and installation. Instead of sticking with “Life of Glass”, we decided to upgrade to “Stay Glassy”: a stark black and white environment in which the only color that comes into play is the glass itself.

1/4" = 1'0" Scale Model, Interior Perspective View

Final Plans





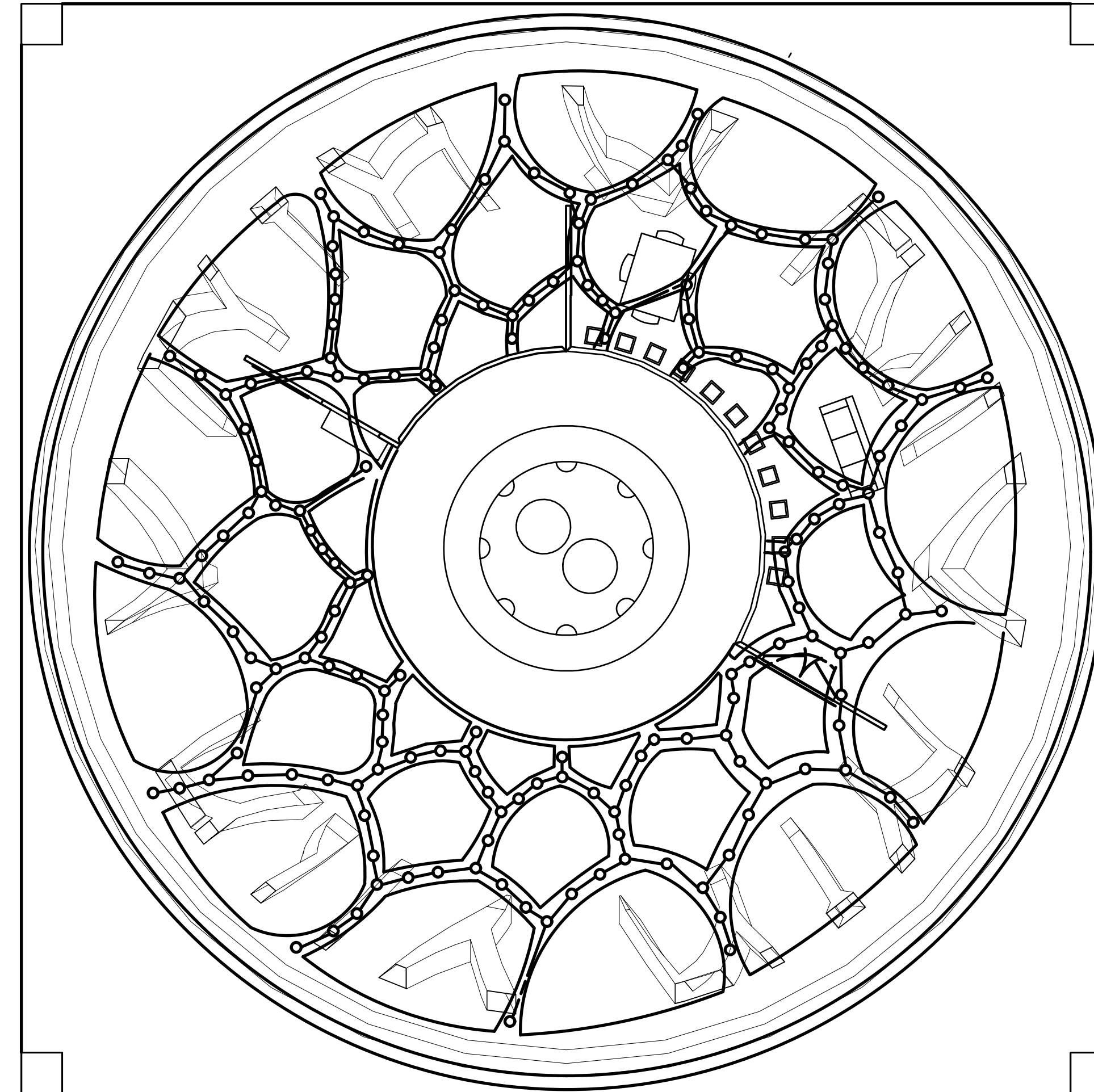
1/8" = 1'0" Final Floor Plan

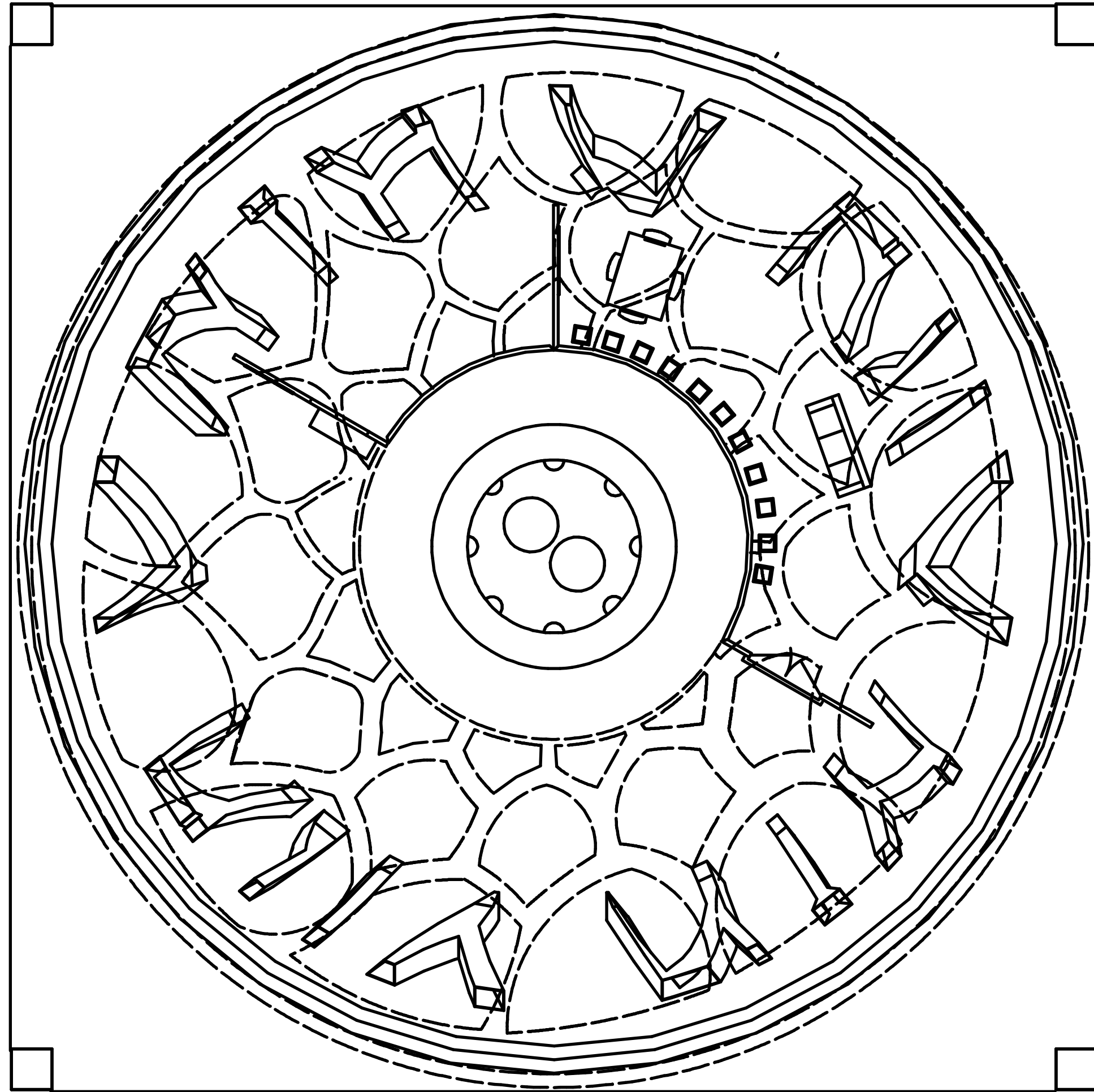
As lighting is key in visual perception of glass, all glass display cases in the VIP Gallery will include LED lighting from within the base.

All lights in the ceiling are in addition to natural light in the convention center.

The Color Wall on The Marketplace includes LED strip lighting for better viewing of all the color rod options.

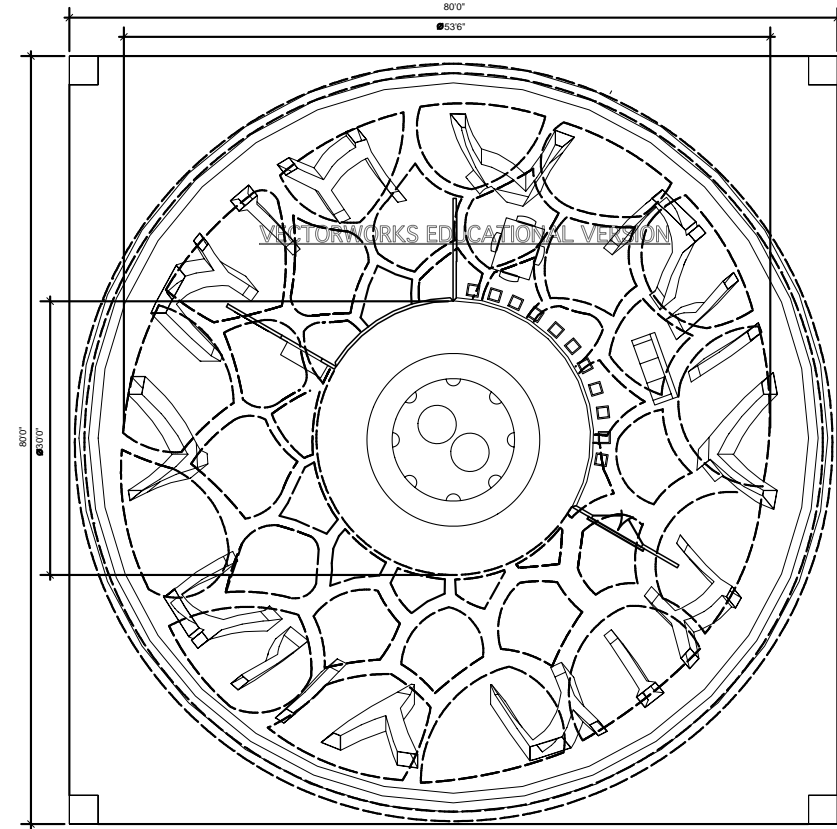
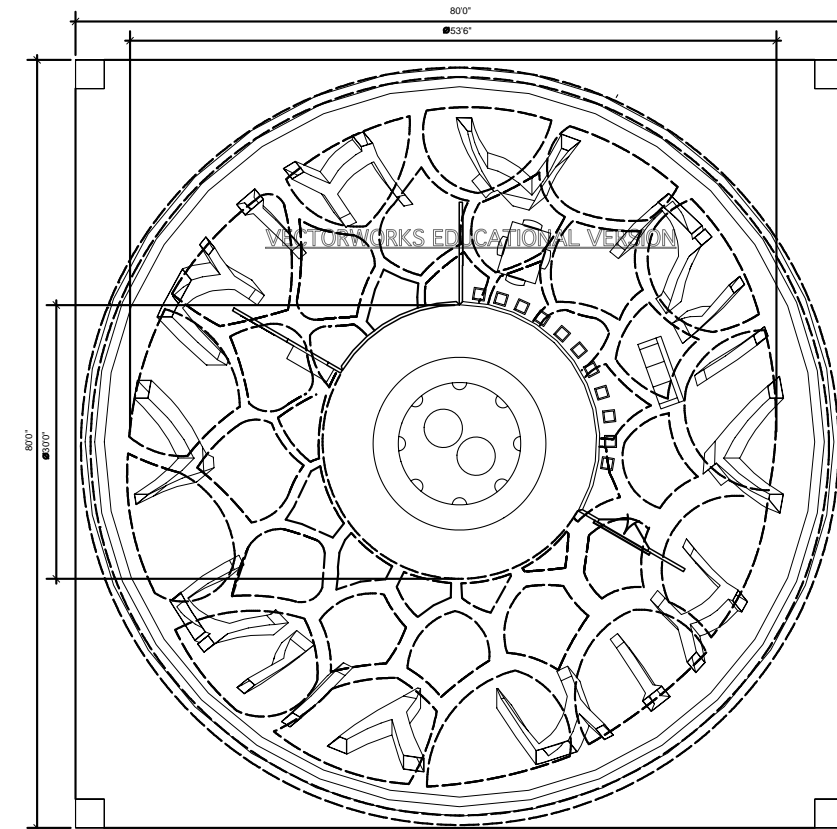
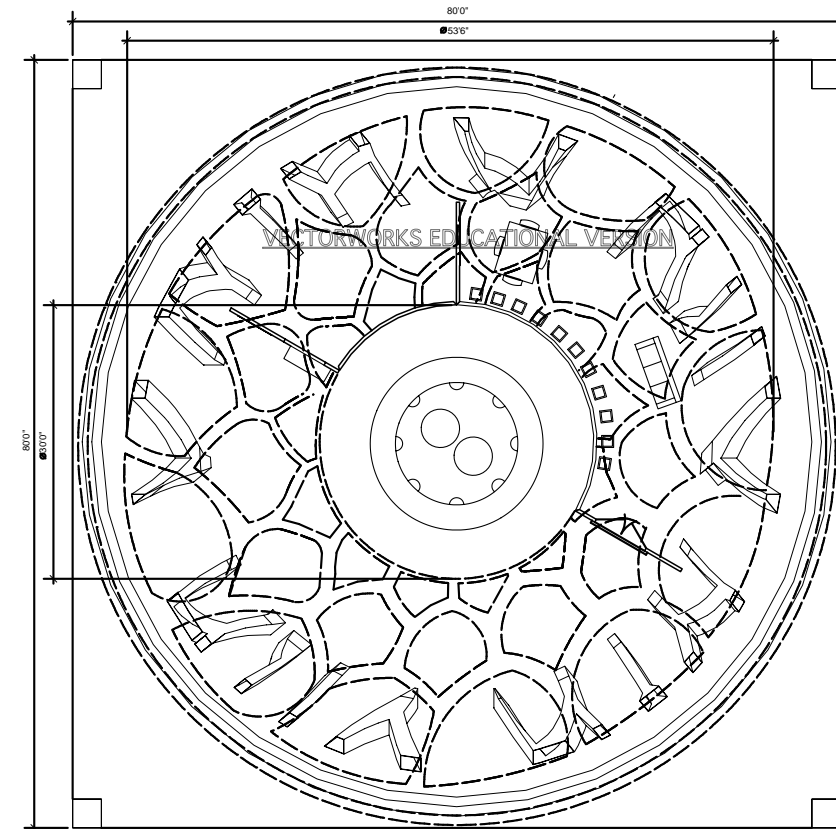
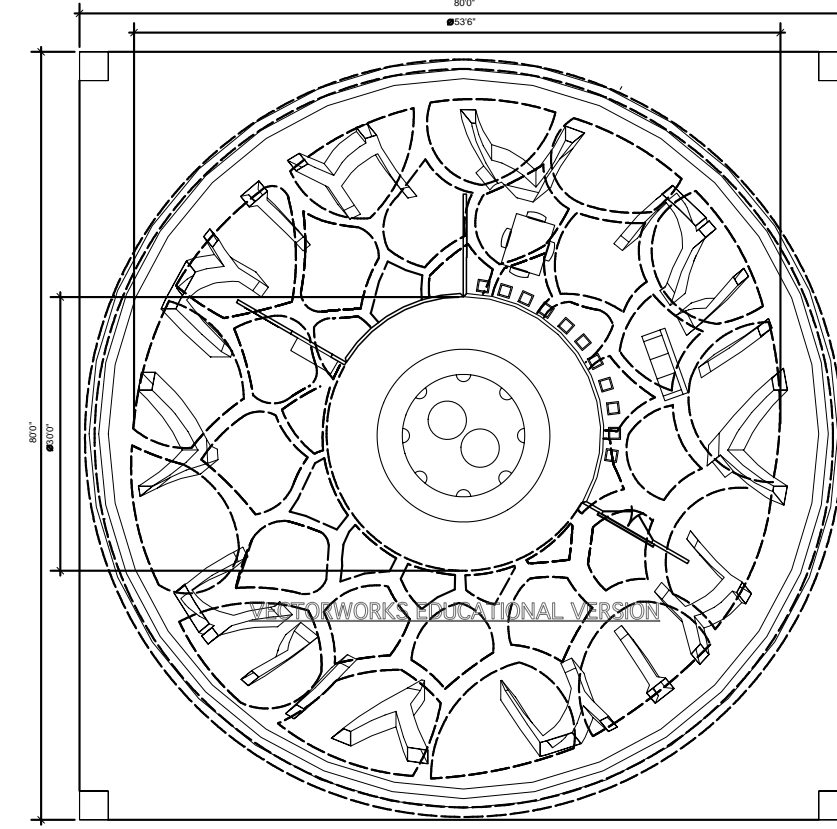
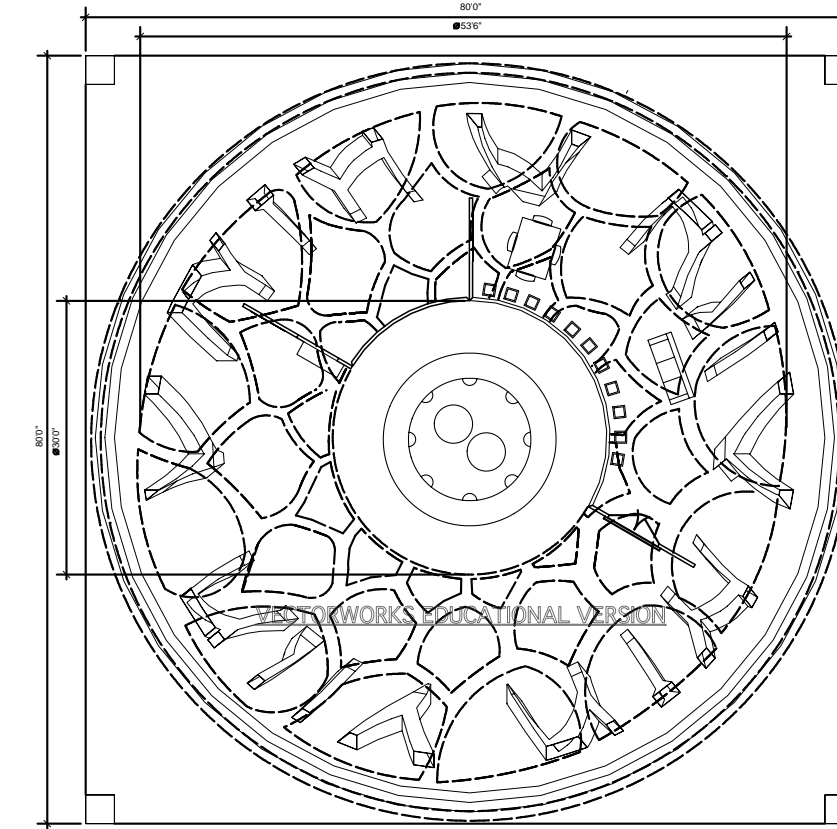
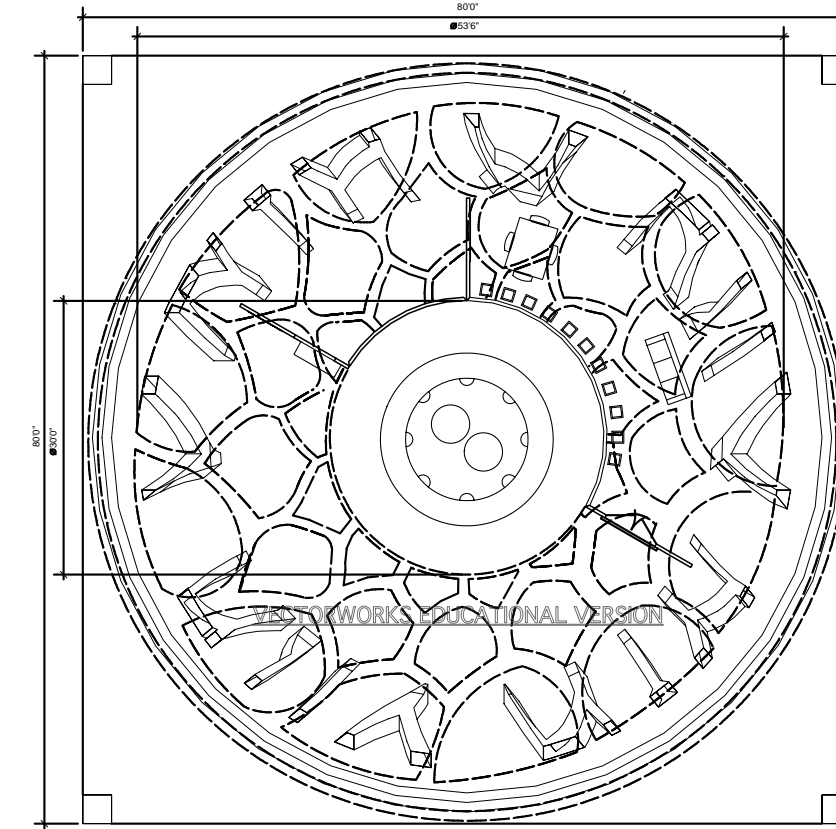
1/8" = 1'0" Final Lighting Plan

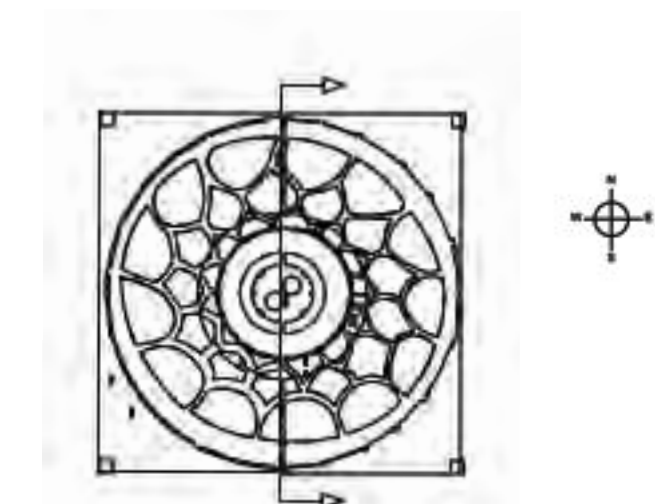
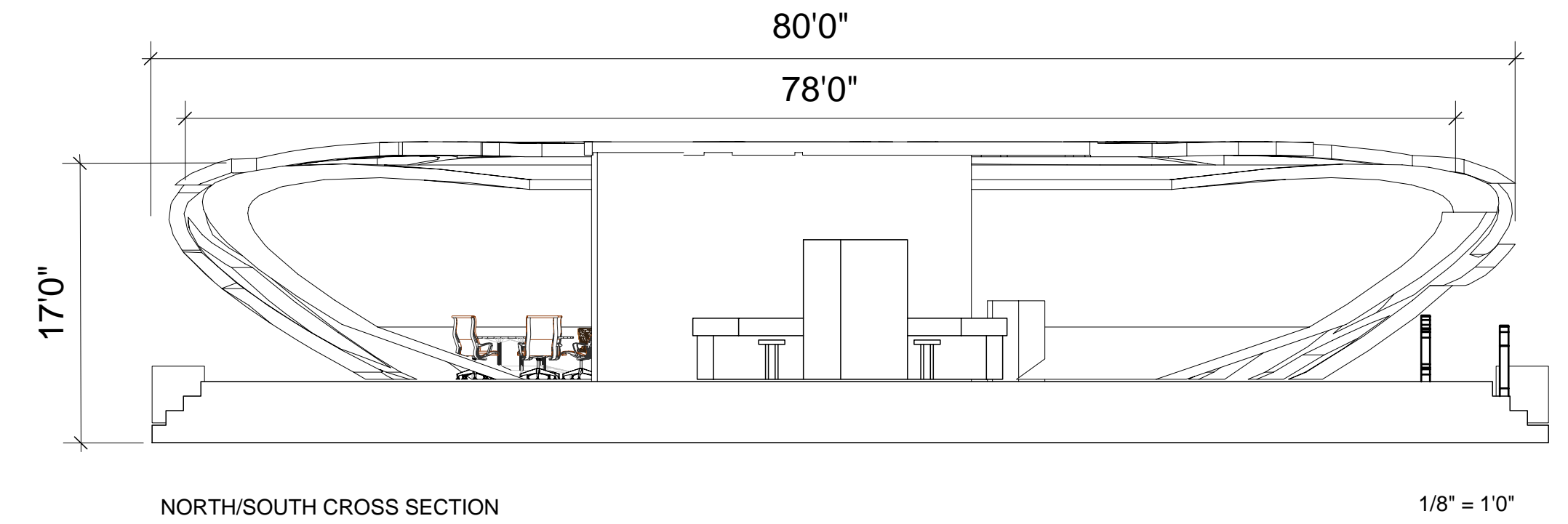
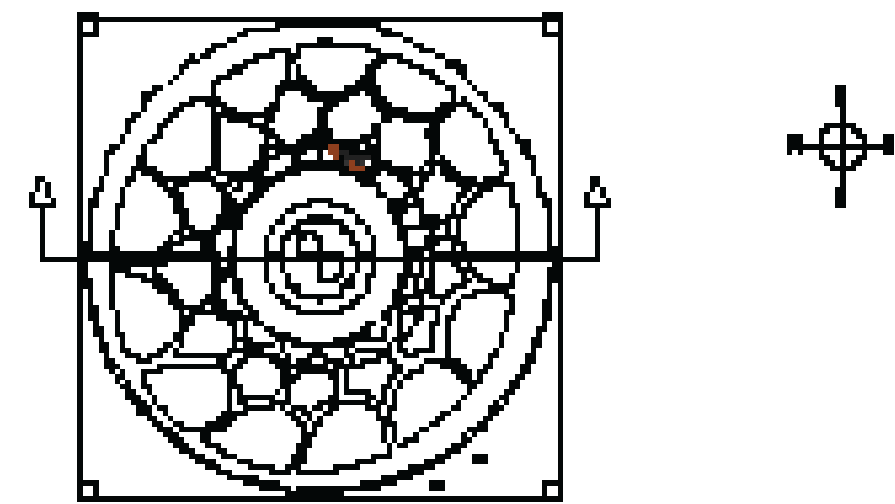
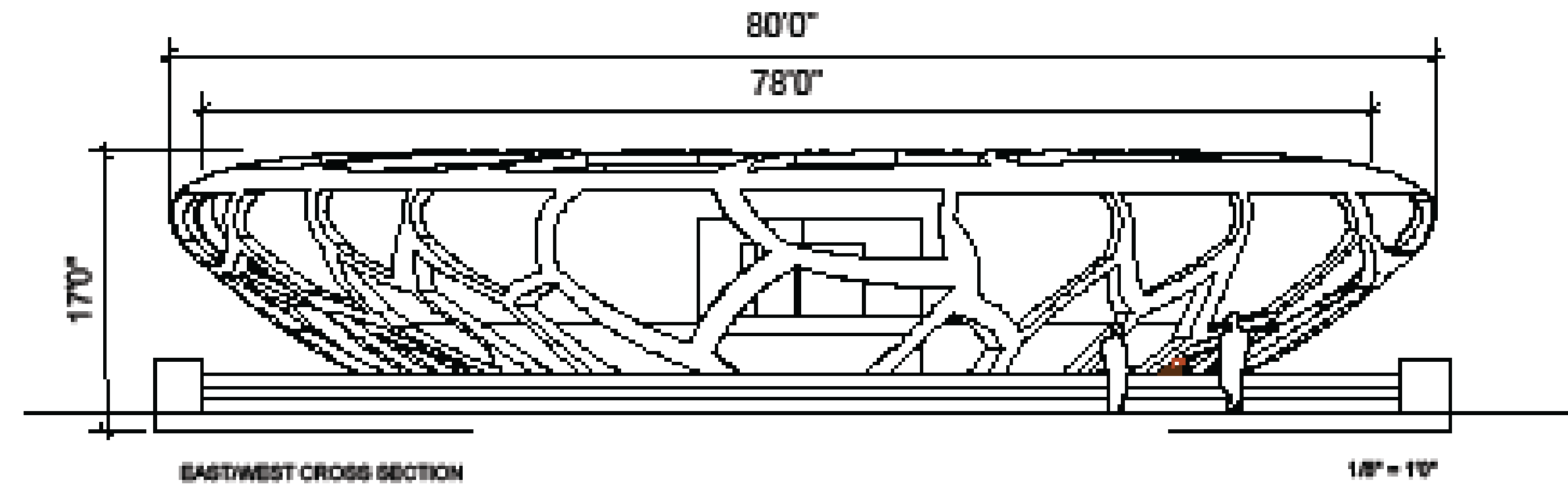


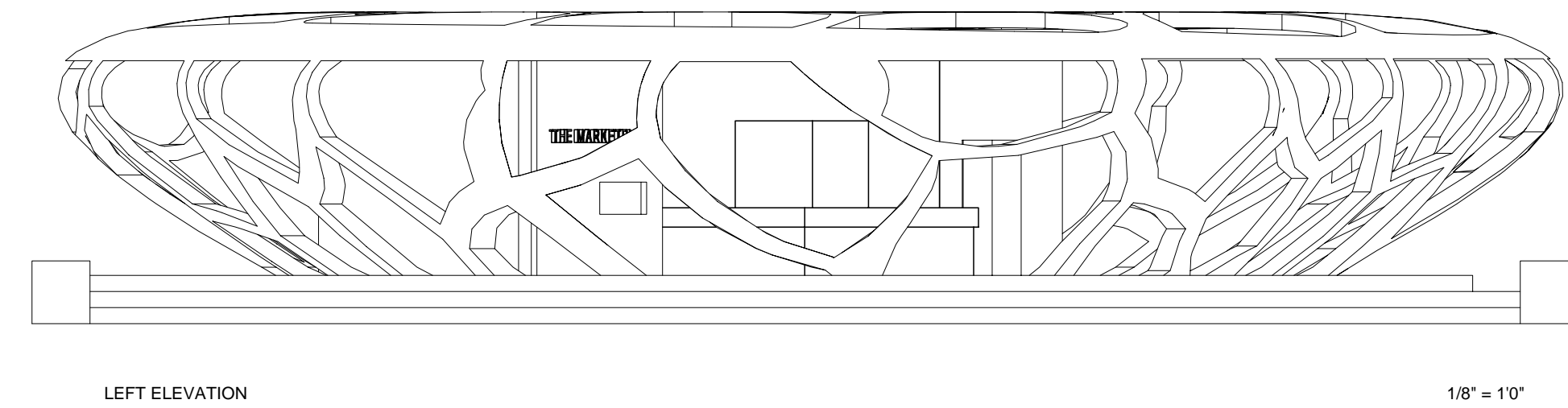
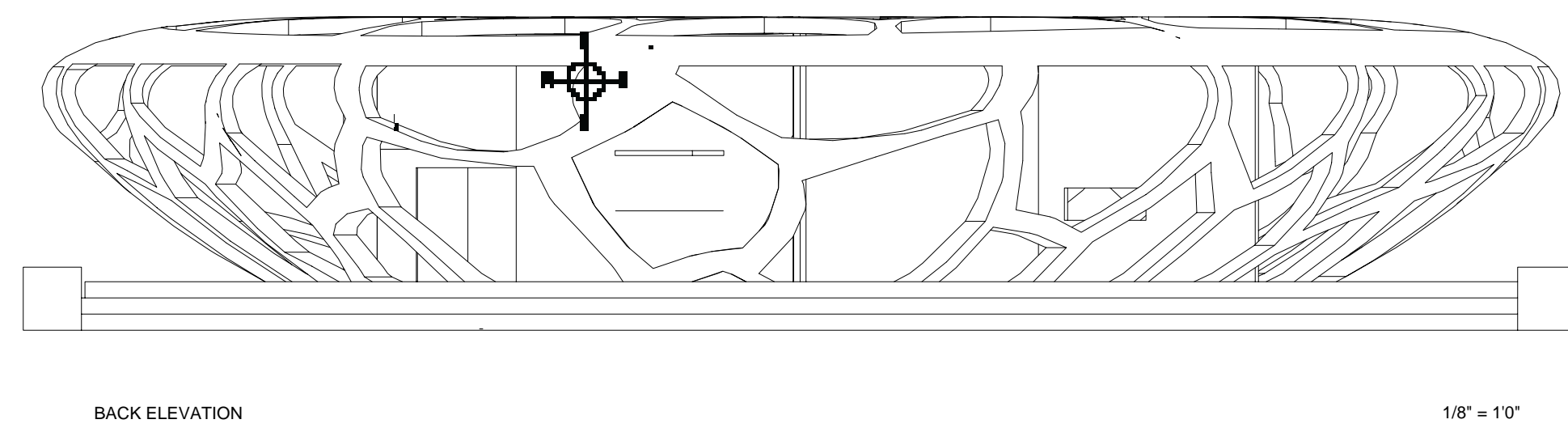
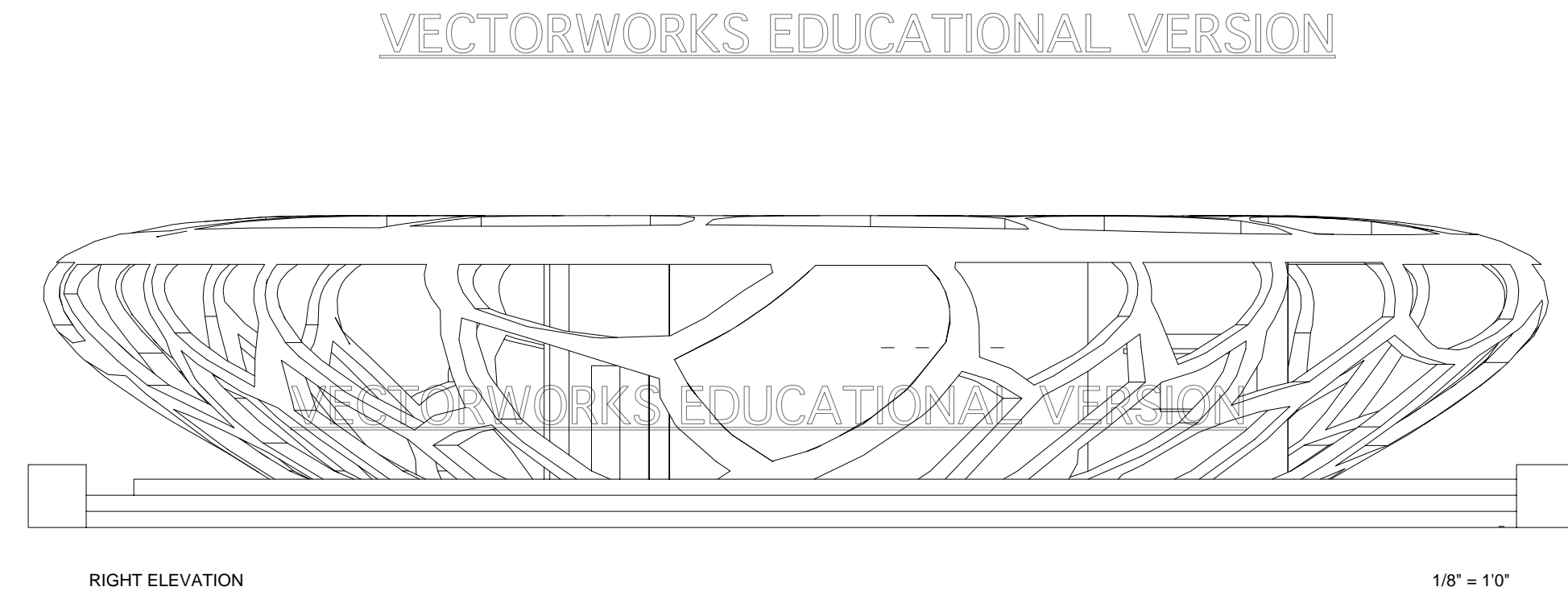
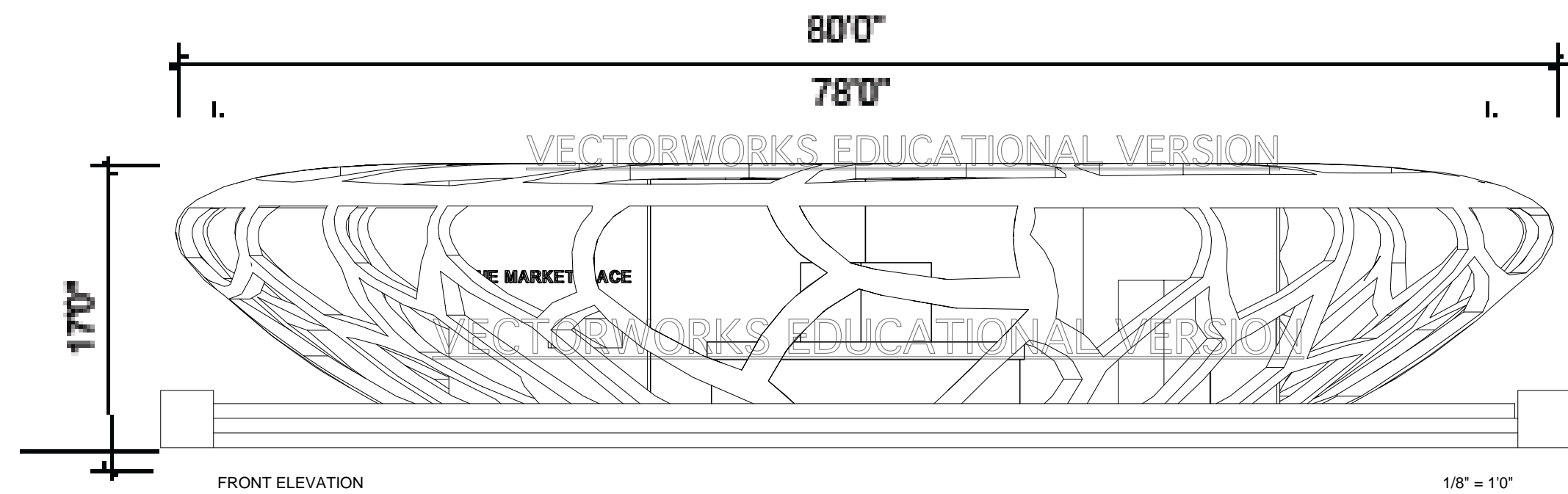


1/8" = 1'0"

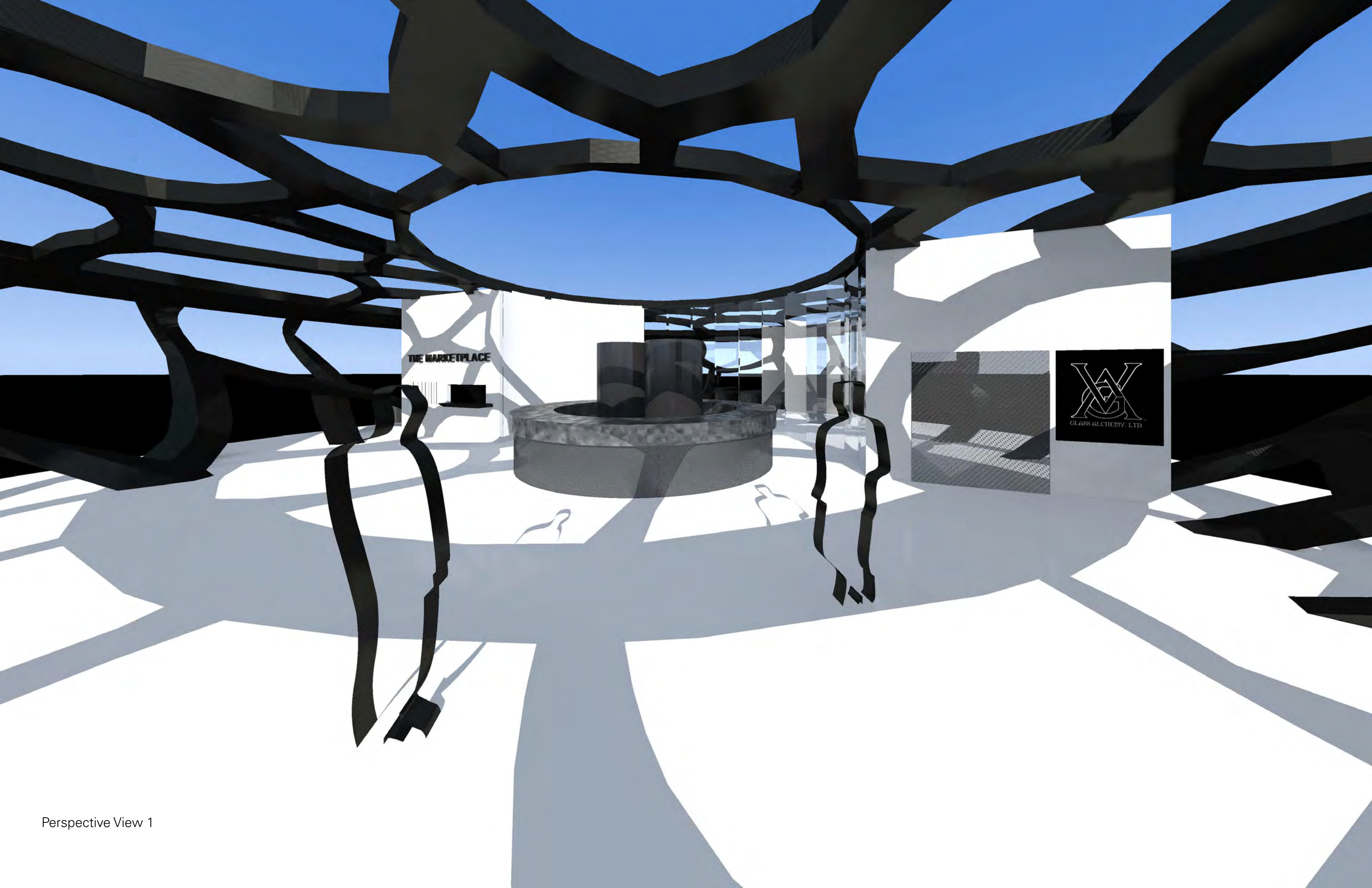
Final Furniture Plan





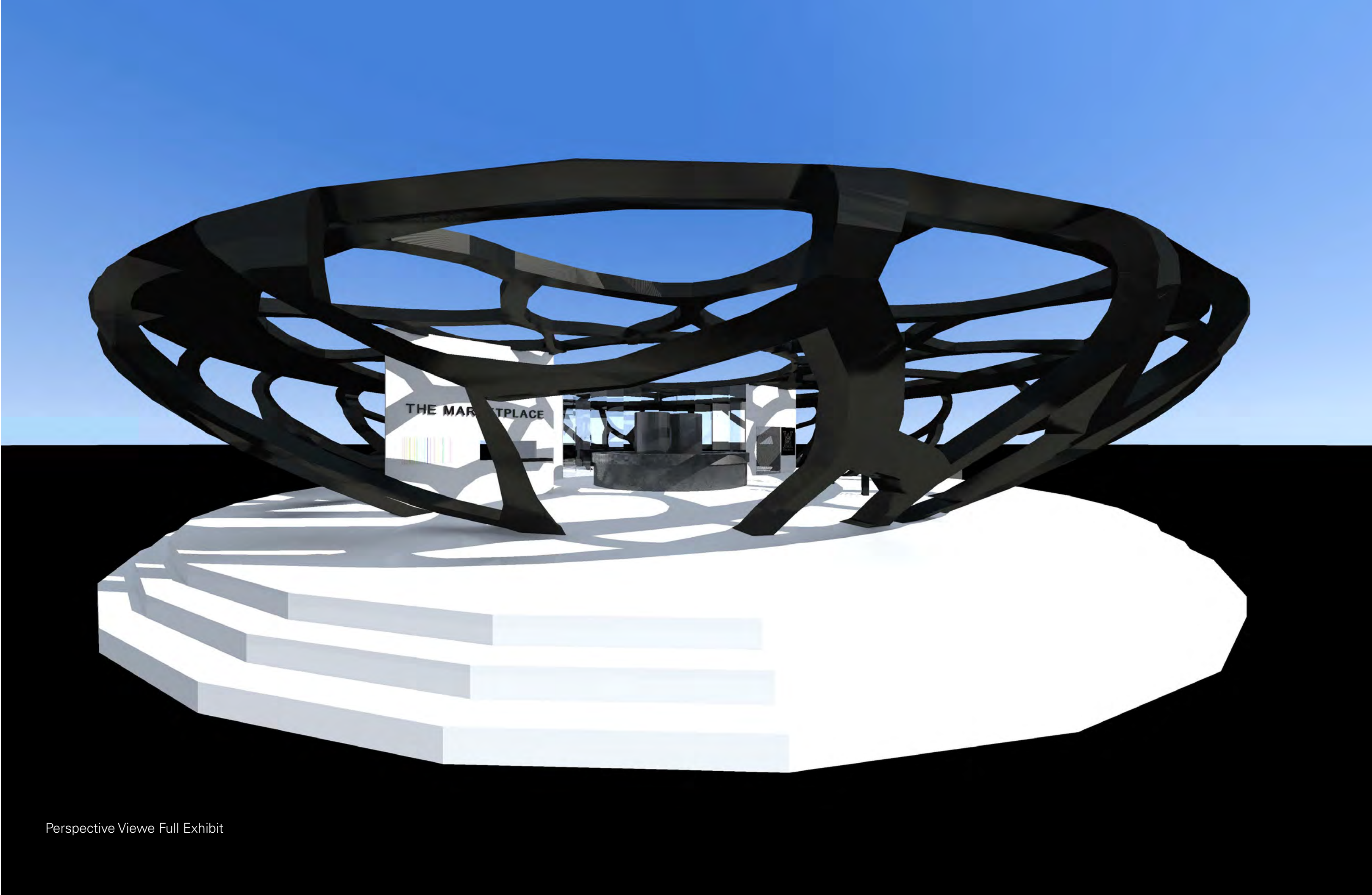


VECTORWORKS EDUCATIONAL VERSION

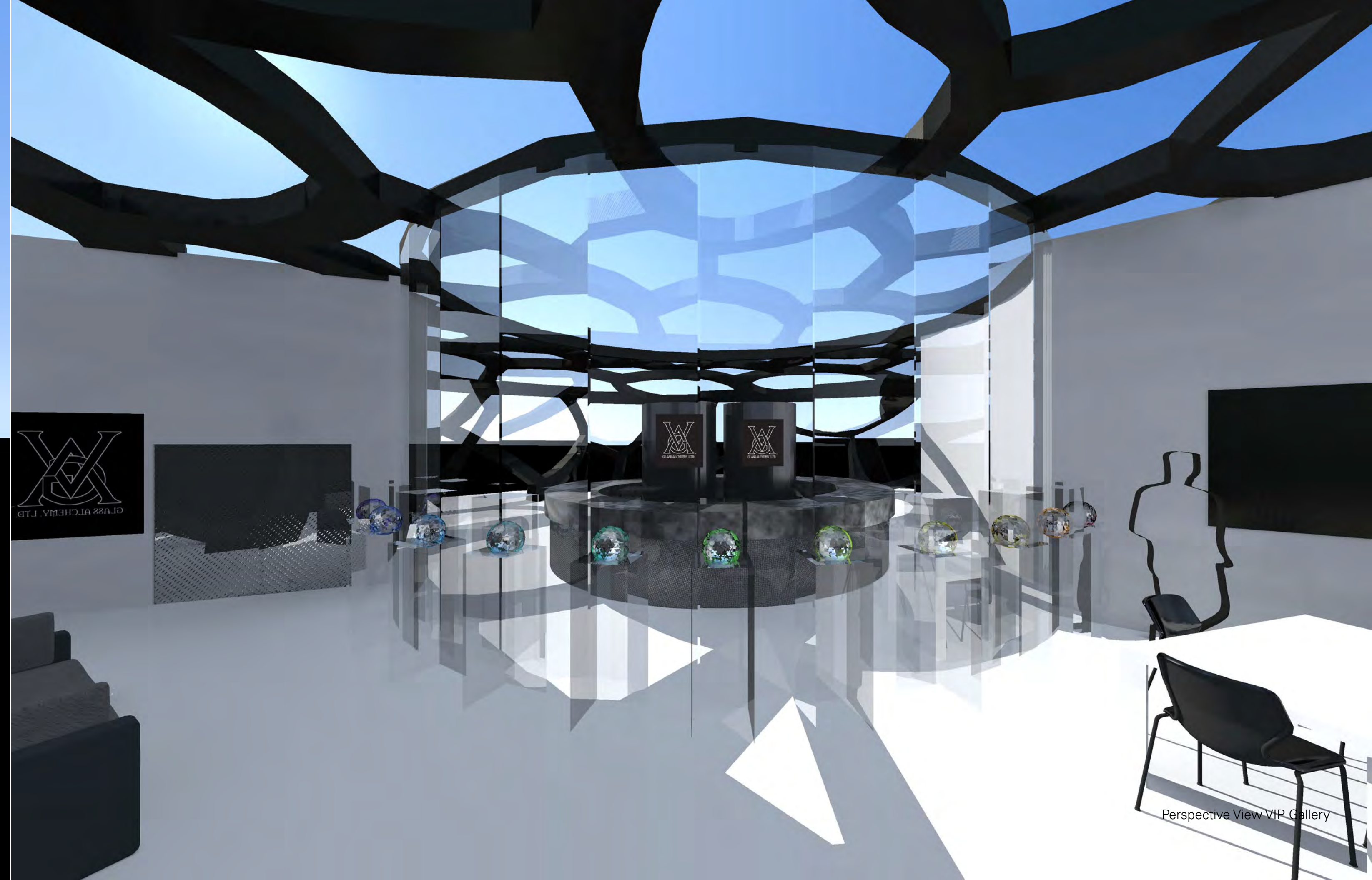


Perspective View 1

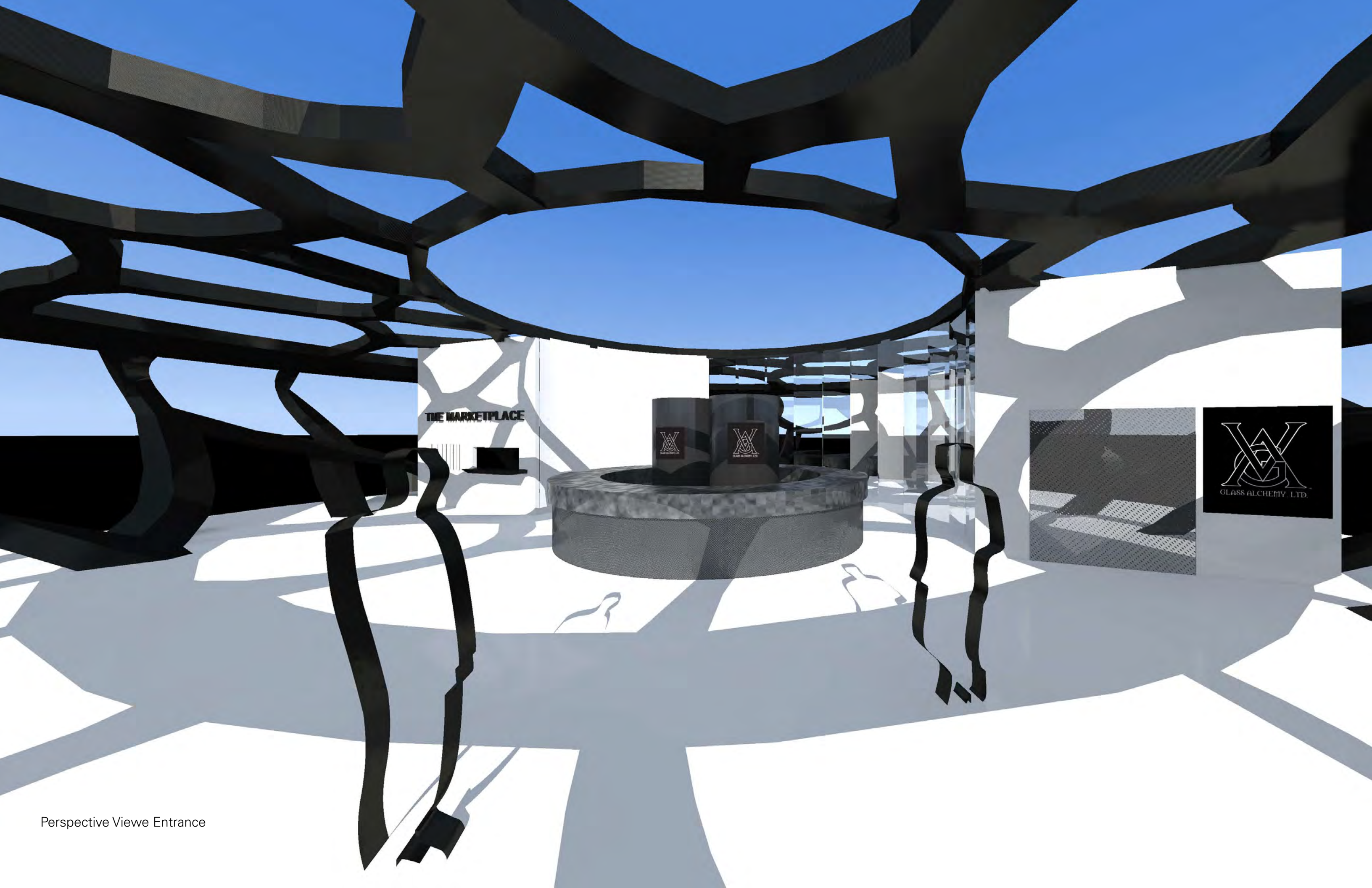
Exhibition Renderings



Perspective View Full Exhibit



Perspective View VIP Gallery



Perspective View Entrance



Perspective View The Marketplace



Graphic Identity

The "Stay Glassy" graphic identity is based around a simple, clean logo design. We believe the logo speaks for itself, and as a whole not much else is needed for a striking graphic design. As with the exhibit itself, there is no color in the graphics unless colored glass is depicted, as the graphics play a part in creating the colorless environment of the "Stay Glassy" Honeycomb.



Additional Amenities

“Stay Glassy”, as it is primarily a sales opportunity for Glass Alchemy, will also feature The Marketplace– a place to inquire about purchasing Glass Alchemy products and to learn about the company itself. A key feature of The Marketplace is the Color Wall, where every sample of Glass Alchemy color rods will be available for viewing.



