WACOM EXHIBITION

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Phase 1
Exhibition Overview

What is WACOM

“We share this sense of purpose with many - the world’s most creative people who dedicate their lives to it, and those who turn their good ideas into actions that change the world for the better.”

-About Wacom: Our Passion

Wacom is a Japanese-based technological company that specializes in graphic and drawing tablets and common related or associated products.

The company name “Wacom” is a Japanese portmanteau: Wa for “harmony” or “circle”, and Komu (com) for “computer”. As the name implies, Wacom creates tablets combining user-interaction with computer devices, allowing for precise, easy, and highly functional machinery. Wacom tablets utilizes digital or stylus pens as the main control tool to allow users a degree of control unmatched by other common tablets utilizing fingers or other sensory devices. The main principle behind this lies in Wacom’s philosophy specifically for creative development in the arts. Creavity is the core element in Wacom’s design, aiming to provide users with the best tools to bring ideas into reality.

Wacom is renown as the face and forefront company for graphic and drawing tablets. Wacom tablets are notable for their use of a patented cordless, battery-free, and pressure-sensitive stylus or digital pen. In addition to manufacturing and selling tablets, Wacom also provides graphical input technology for some tablet computers, which it calls “Penabled Technology”. These technological developments makes Wacom products highly famous for its precision and accuracy, making it the favorite tool for digital creators and users worldwide. Its sleek and innovative yet simple and ergonomic design makes it incredibly user-friendly and a well-defined asset for people of all creative levels and talents.

Ultimately, Wacom’s vision is to develop and promote the tools to inspire, empower, and motivate creative minds with the will and freedom of expression and ideas. To that end, Wacom continues to strive to perfect their goals and spread their principles to find the solutions of tomorrow and make the world a more creative place.

wacom®

for a creative world™

“Creativity has always been at the heart of human development. It has shaped our thinking and inspired our imaginations. We are proud of the role we have played in applying digital technologies to creativity. We are part of a generation that is creating powerful new tools of connectivity and expression that influence every aspect of the human experience.”

-About Wacom, Who we are

Exhibition Brief

General Information

Company Name: Wacom

Activity: Digital Arts and Graphics

Product Catagory: Interactive Technology

Website: www.wacom.com

Annual Attendance:

N/A

Business Objectives:

To introduce people to Wacom's principles of creativity and integration of art and technology. Also allows guests to try and test Wacom's products to get customed with interactive digital products.

Promotes Wacom products as tools for business and recreational creative art purposes and various other necessities.

Showcase the impact, efficiency, and effectiveness of Wacom products in various industries and conservation of the environment.

Important Guests:

Important Guests, such as VIPs, will mostly be notable people and professionals in the arts and visual media industries who are accustomed to Wacom and similar products. These clients will have the opportunity to try and test new products before market release and ones already in it. This will allow them to give feedback to Wacom as well as an opportunity to showcase their work and network with other industry professionals.

Other important guests include investors and prospective business clients and parteners who will get more attention to the business models of Wacom and the direction and standards of the company. They will also try new products to get accustomed to the sales and marketing as well as the quality and functionality.

Exhibition Information

Trade Show:

The International Manufacturing and Technology Show (IMTS)

Location,Date:

Chicago Convention Center, McCormick Place, II; Sept. 8 - 13, 2016

Hall Number:

Booth Type and Size:

10400 Sq. Ft, Island Booth, Double-Decker

Architectural Elements

Product Stands:

There are a total of 10 product stands, 8 features products visitors can try and test and 2 are product interactive areas to demonstrate virtual concepts. Each stand will host 4 samples of a product for a total of 40 products on display. The displayed products will be hoisted and firmly attached to the frame of the booths with companents and accessories readily available for testing at any time.

Important Guest Space:

The VIP/CIP space is exclusively located on the 2nd floor which can be accessed through elevators places on both ends of the booth. VIP and CIP areas are divided with a refreshments bar. Both areas will have sofa seats lined in the middle with product displays located on the side walls of the upper floor.
CIP: 20′ x 70′ VIP: 20′ x 50′

Lighting:

Standard LED lights will be used throughout the exhibition. Track lights will be used throughout the walls.

Information Areas:

There are 4 information booths located on 4 corners in the center of the exhibition. Each information booth can host 4 staff members and is also used partly as storage for products and other miscallaneous tools for the exhibition. The information booths will also serve as registers for customers who wish to purchase products. Storage will also be hosted on the backside of the VIP/CIP upper floors between the walls and the elevators.

Graphic Identity

Header:

2 Large pen models will hang from the top of the exhibition with the Wacom logo shown on the sides. The Wacom brand name will also be displayed on the side walls of the upper floor.

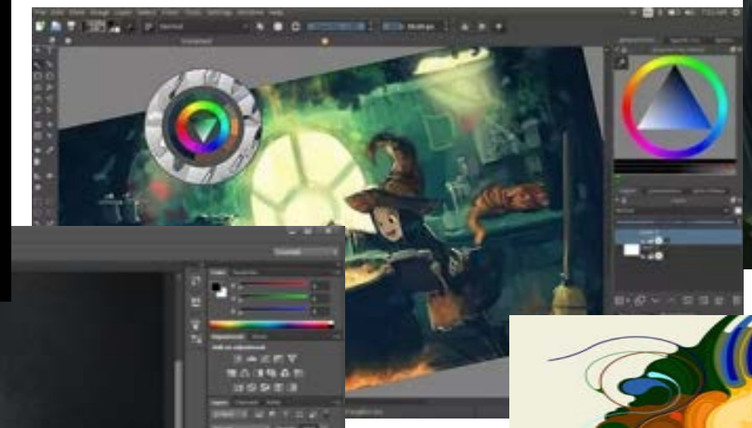
Other Graphic Elements:

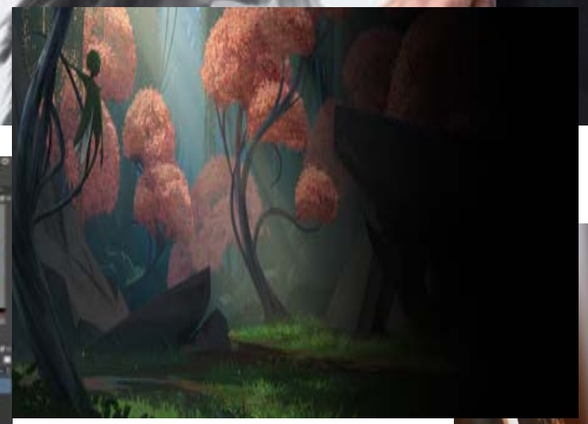
Large visual banners and posters will be displayed on the side of the exhibition to attract attention and give brief details about the exhibition. (Interior)
Large visual banners and posters will be shown throughout the outside of the Convention Center and its surrounding area advertising Wacom and its products. (Bus stop and street lamp banners, poster kiosks, mini-billboards, etc.) (exterior)

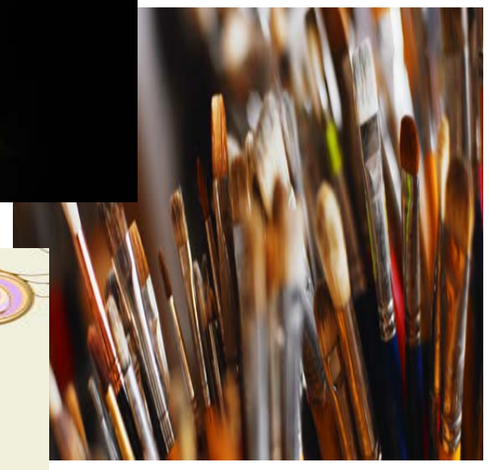
Screen Areas:

There will be two large interactive screen panels in the middle of both ends of the exhibition where visitors can walk and play within the area. This will lead and direct people to one large screen board with rows of tablets in the middle of the exhibition.

Early Research Ideas







Concept Map

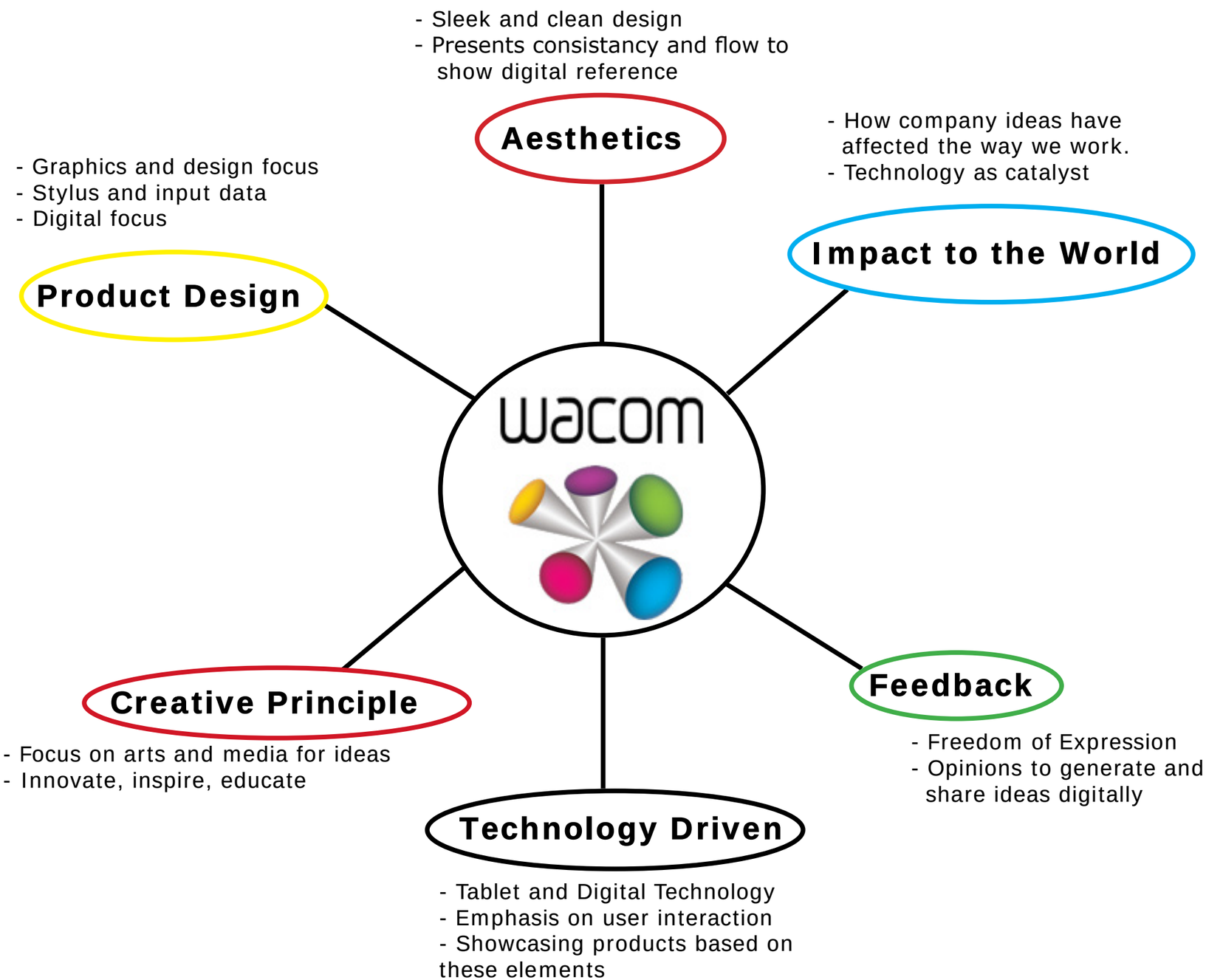
We looked into the principles of Wacom as a company and what it tries to accomplish, who they aim to appeal to, and what are their goals and objectives. These ideas helped form what we try to showcase as part of our exhibition to best reflect the elements of Wacom and their products. We focused on a variety of core principles based on Wacom's fundamental ideas which include:

-Analyzing the elements of design and graphics combined with the tools and products used to create it.

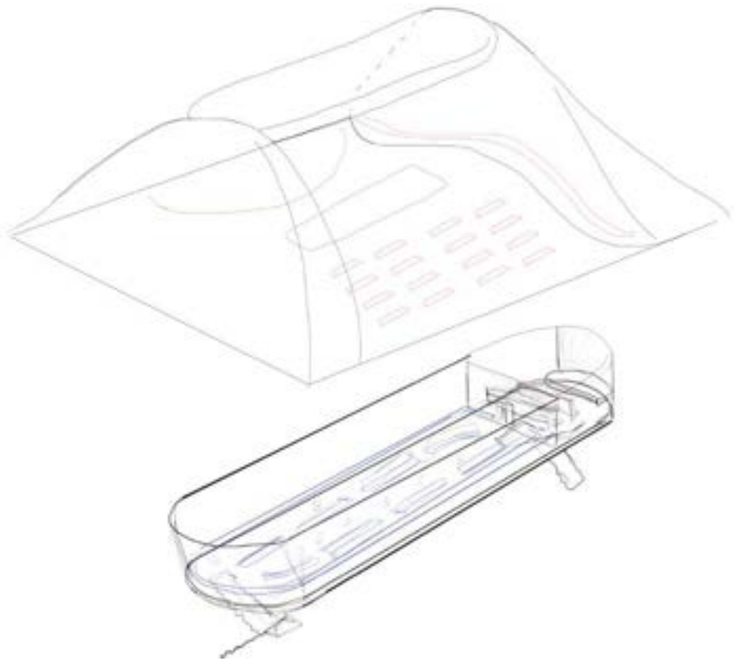
-Understanding Wacom's principle and philosophy: bringing creativity into reality through digital technology.

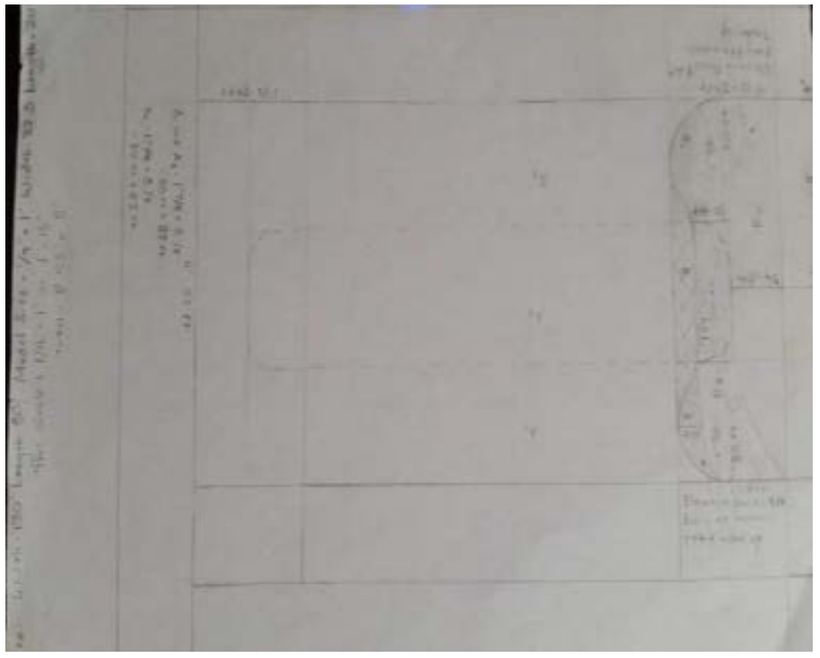
-The usage of technology as a platform to work with multiple creative medias.

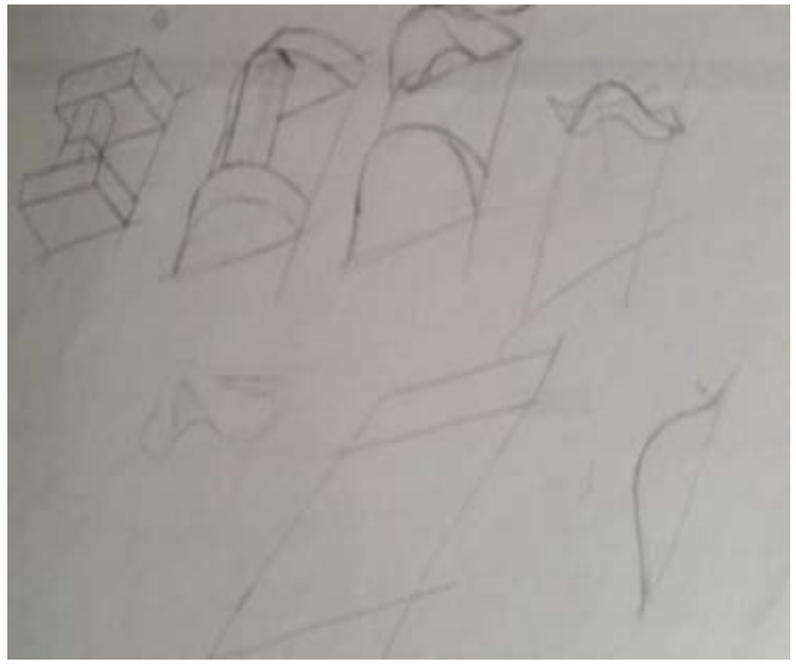
With these elements established, we wanted to focus the exhibition to not only showcase and display the products, but also educate visitors on the overall emphasis on interactive digital media and technology as main goal of Wacom's design.



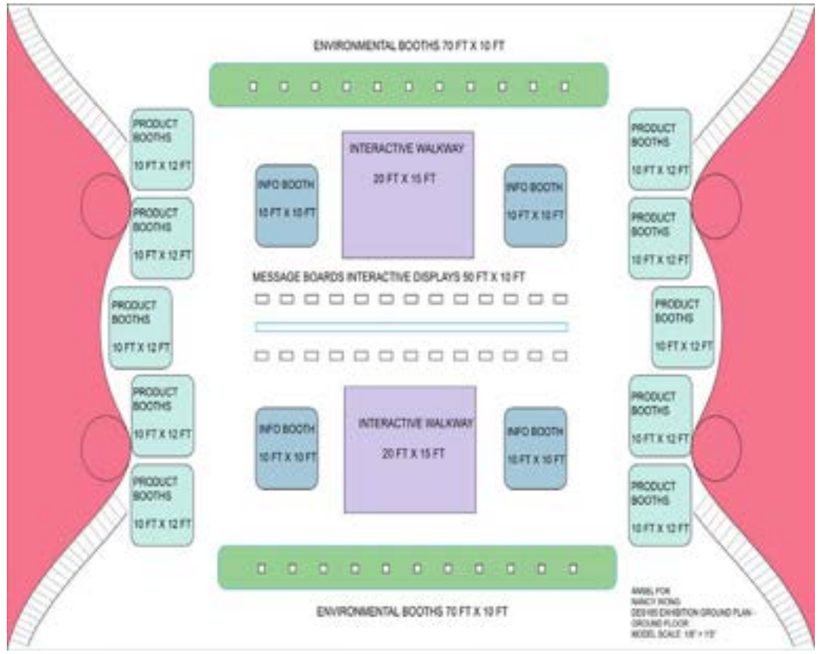
Drafting and Planning - Preliminary Sketches

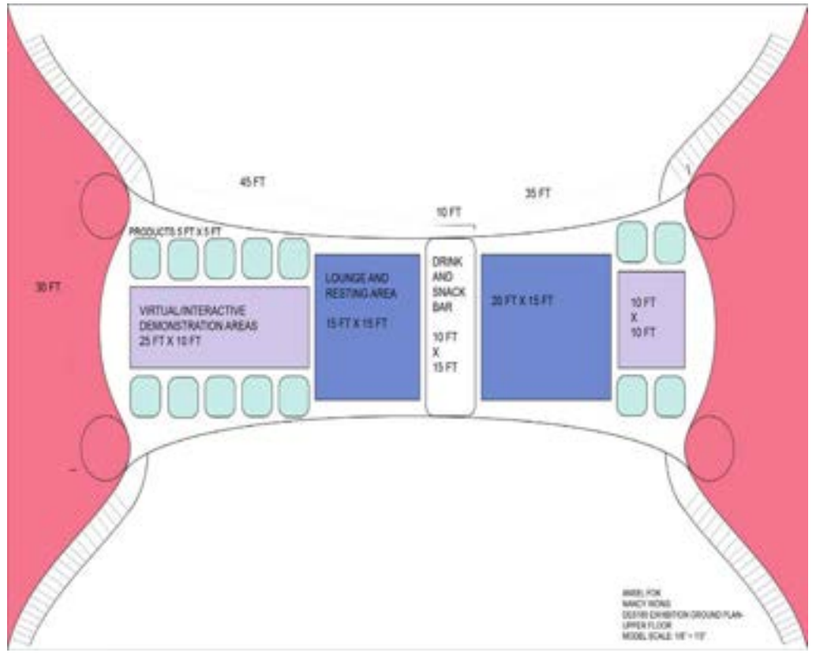


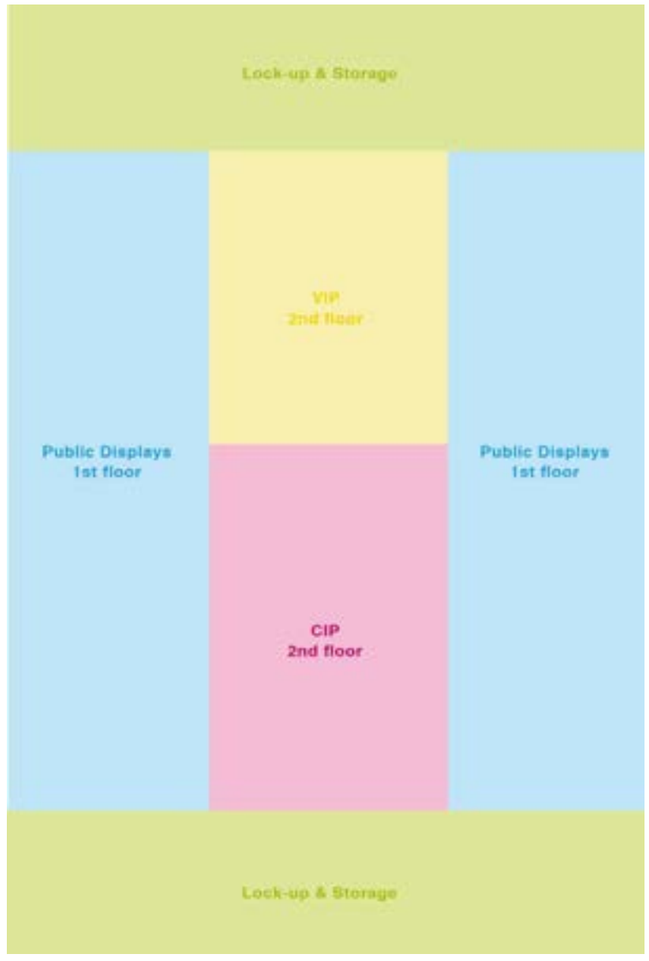


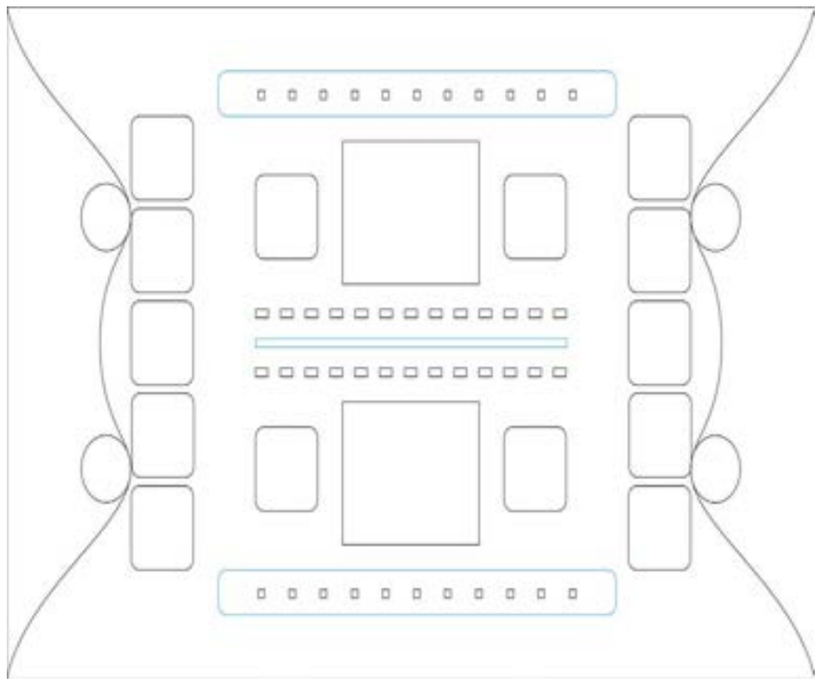


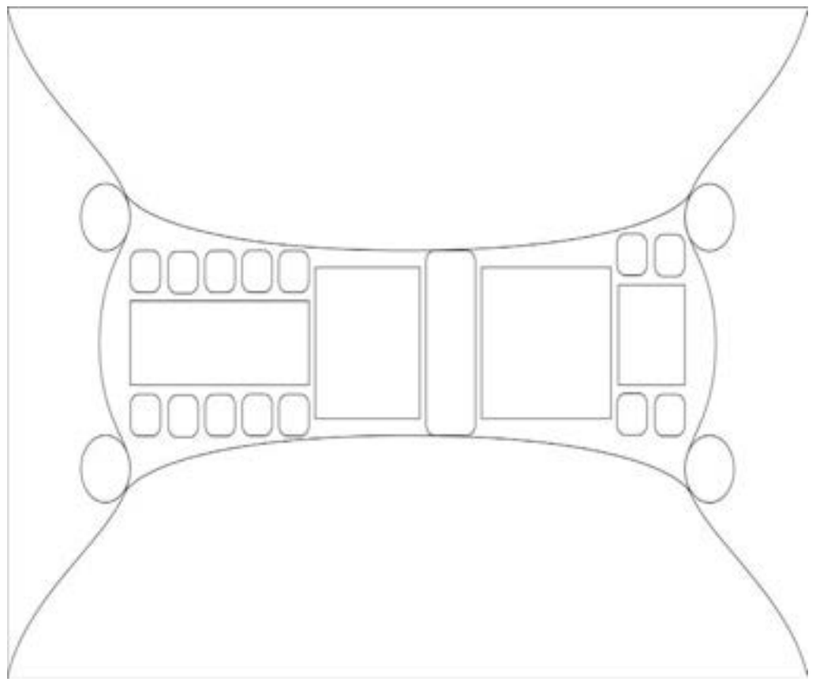
Drafting and Planning - Floor Plan Concepts



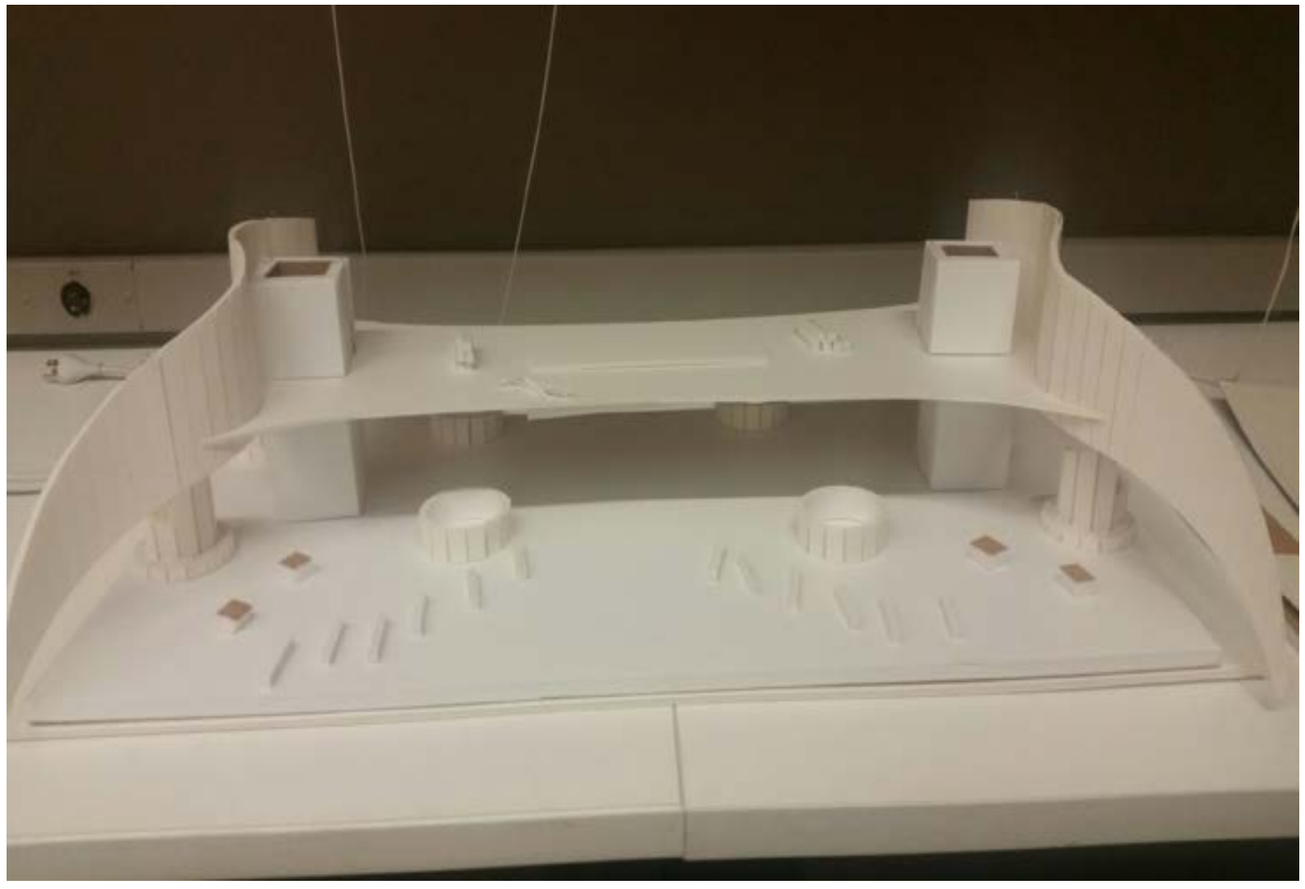








Scale - Model



Products

Tablets

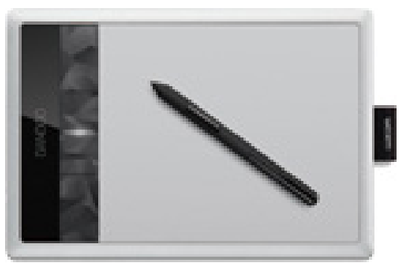
Cintiq 13HD Series

Intuos Pro Series

Cintiq 24HD Series

Intuos Creative Stylus Series

Cintiq Companion Series



Bamboo Series

Accessories

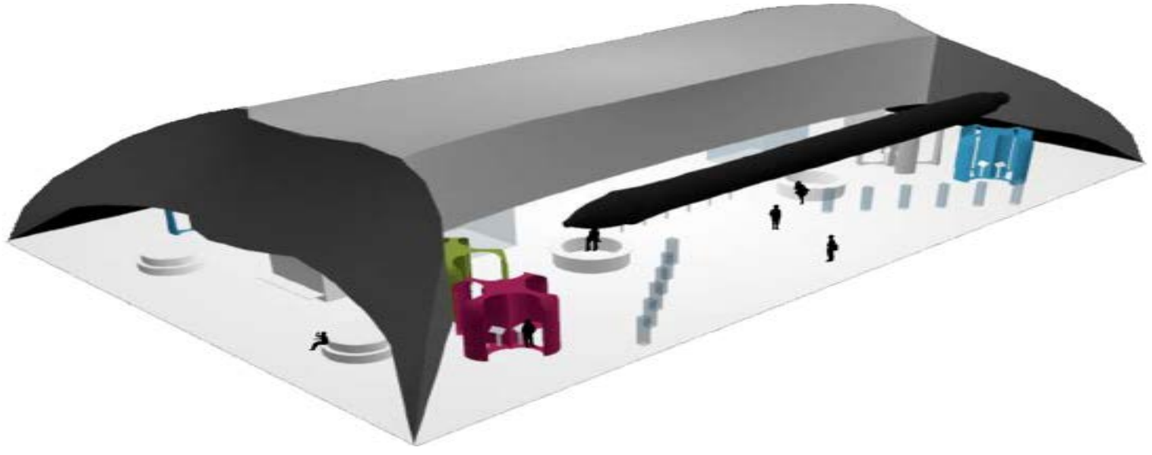
Wacom Stylus Pen Series

Wacom Cloud and Programs Services

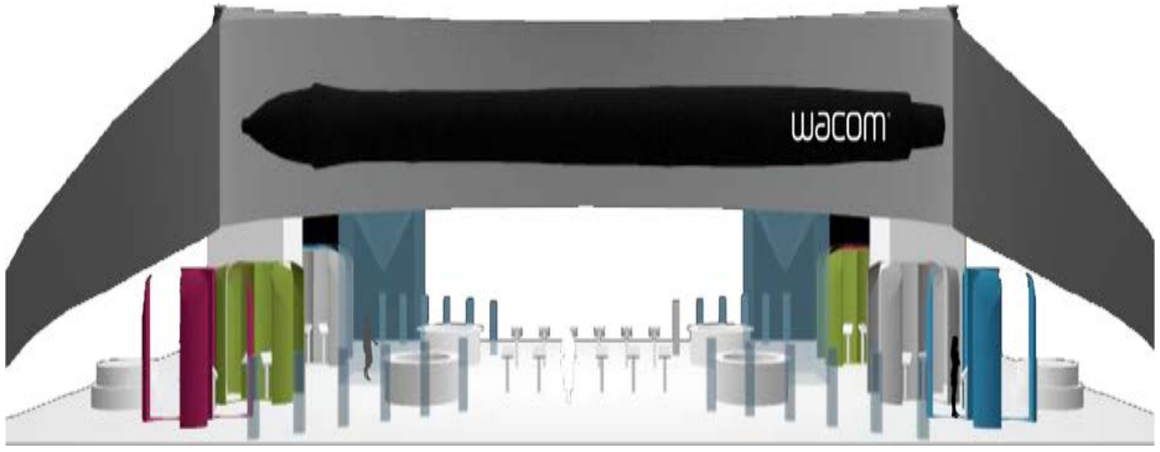
Phase 2 Exhibition Details

Overview Images

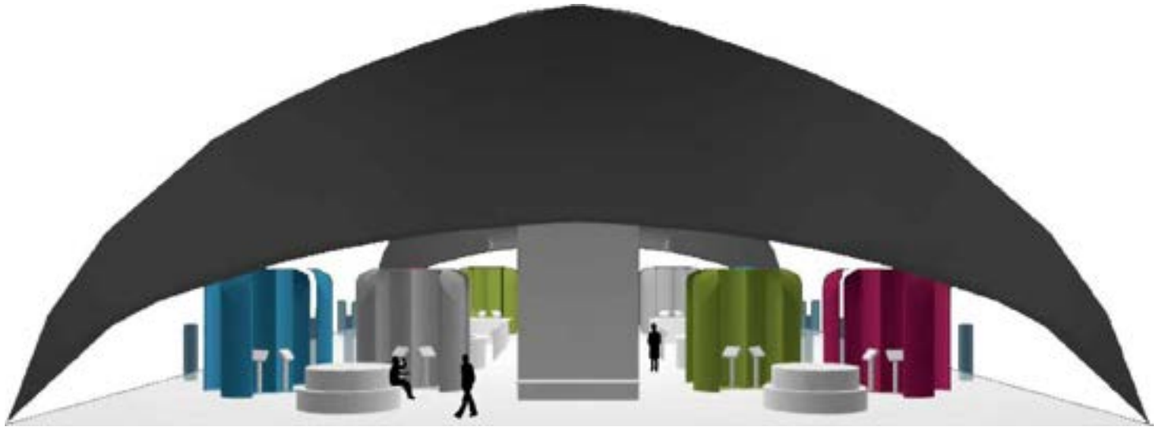
Pictured are three sides showing the front and the sides as well as the overall whole view of the exhibition.
The lower floor serves as open space for visitors into the exhibition with the upper VIP/CIP platform providing overhead cover for visitors in the middle.



Exhibition Booth, Aerial View



Exhibition Booth, Front View



Exhibition Booth, Side View

2nd Floor, Aerial View

Materials and Colors

A1. Benjamin Moore
Blue - “Cool Blue”
#2058 - 40

A2. Benjamin Moore
White - “Palest Pistachio”
#2122 - 60

A3. Benjamin Moore
Green - “Margarita”
#2026 - 20

A4. Benjamin Moore
Grey - “Hearthstone”
#1601

A5. Benjamin Moore
Red - “Blushing Red”
2079 - 20

PVC (REINFORCED)
FLEXIBLE, SUSTAINABLE/RECYCLABLE
MULTI-PURPOSE MENDABLE

SYMBOL:

PLYWOOD
SIMPLE, CHEAP BUT STURDY
RECYCLABLE, MULTI-PURPOSE

SYMBOL:

RECLAIMED METAL
MIXTURE BETWEEN STEEL AND ALUMINUM AS MAIN METALS USED FOR LARGE STRUCTURAL FRAMEWORK.

SYMBOL:

PLEXI-GLASS
USED MAINLY ON UPPER FLOOR WALL.
FIRM, DECORATIVE,
EASY TO USE FOR LIGHTING, MENDABLE

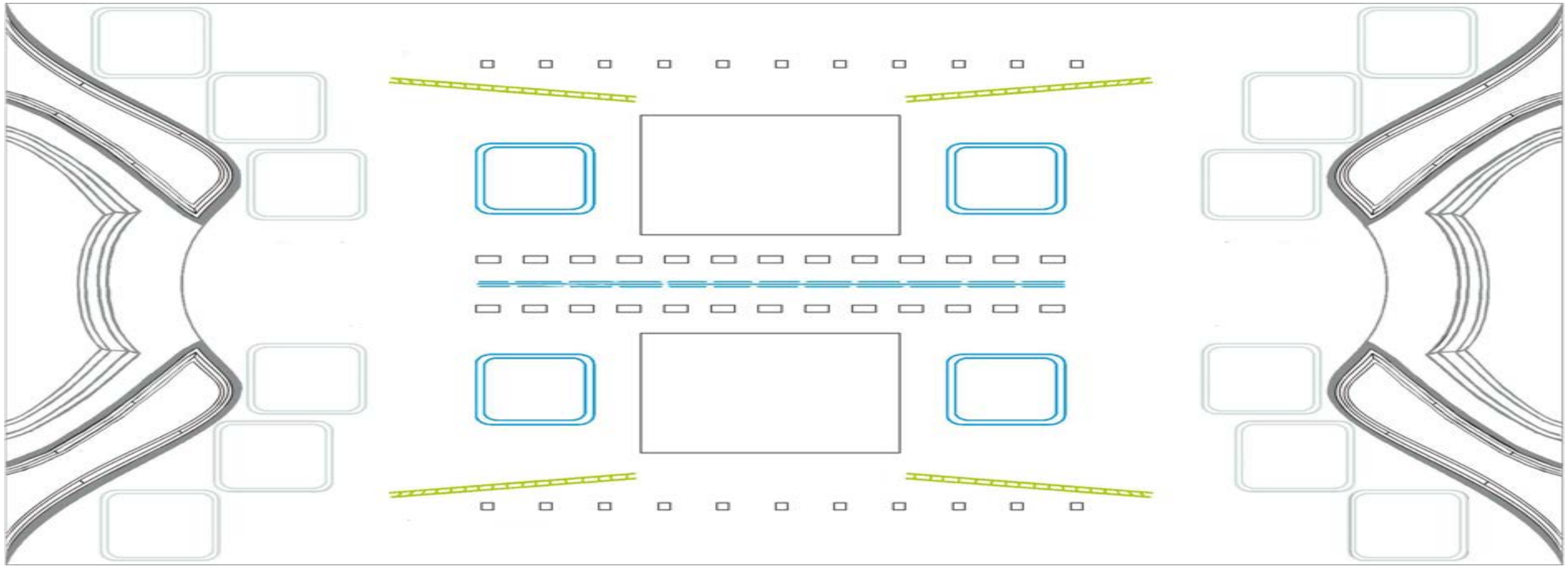
SYMBOL:

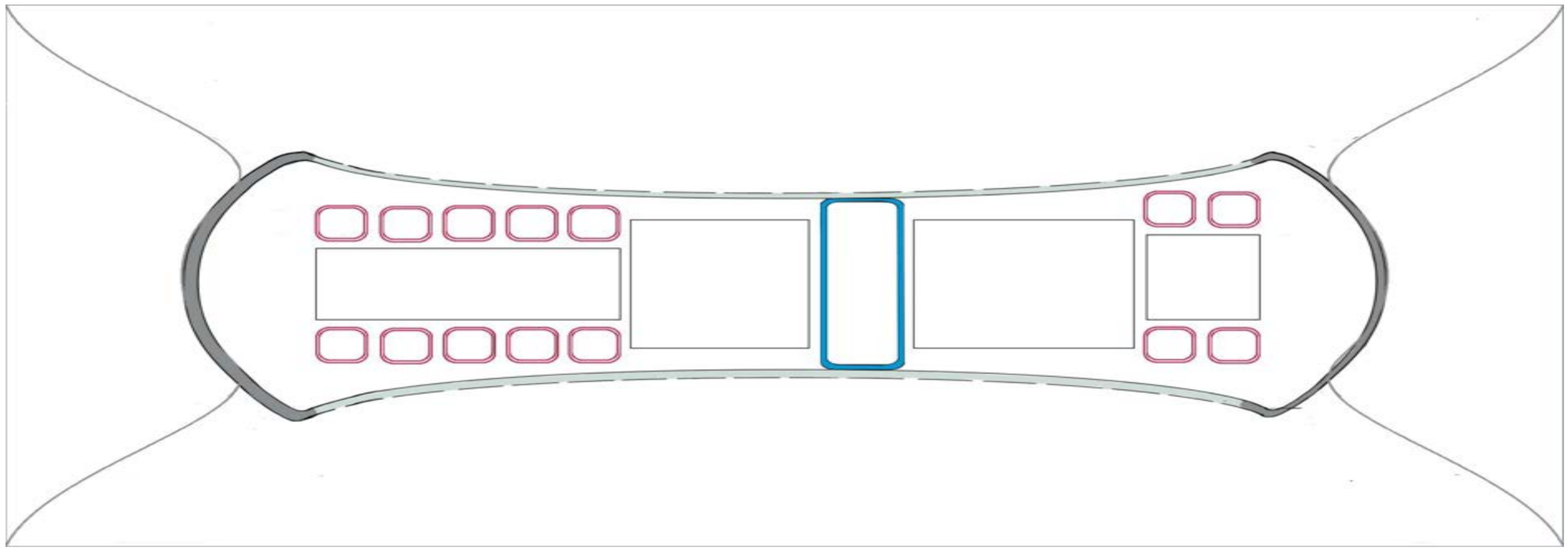
The paint palette reflects the general color scheme of wacom’s thematic elements in their products and their design principles. The colors are an homage to represent the sleekness and embrace of technology into creativity and will help create the approriate atmosphere to showcase these princples.

Large structures are mostly Grey to represent the default colors associated with Wacom tablets and pens.The blue and white colors are for interactive and product panels respectively to help create a sleek and technological ambiance. The green colors help promote the environmental areas specifically to compliment with the eco-friend theme. And the red helps provide decor to the wacom brand which is more fine-tuned for specialists

Our booth puts a high emphasis on curvature structure design as a way to represent wacom’s philosophy of embracing creavitity with technology, the breakthrough of rigidity into an open world of endless ideas. As such, a lot of our materials are multi-purpose so they can have many functions and can be constructed into various shapes for more appealing displays. Another factor is sustainability: Wacom’s push to technology allows simplication from traditional methods of art thereby conserving resources.

For the most part, Reinforced PVC will be the main material across wall structures as they are the most versatile and mendable material to create smooth shapes. Additionally, they can be easily glossed or shined to help generate a sleek and sophisticated ambiance without being too overly flashy which goes well with the technological motif of our exhibition.
Reclaimed Metals will help provide stability to larger structures from which some PVC will be laid over as a shell coating. Plexi-glass is generally used on top of large display products, interactive panels, and the Upper floor to provide clarity and vision by amplifying lights. While Plywood will be used to represent eco-friendly ideas.





Lighting and Floor Details

The main purpose of lighting in our exhition is to visually enhance the display experiences for guests when trying the various booths. Since our exhibition runs based on technology, proper lighting greatly helps improve the overall ambiance and atmosphere. As such, lighting is combined throughout various parts of the exhibition to have different types serve different functions but also as a cohesive unit producing the proper colors and tones.

The floors are colored in conjunction to Wacom's thematic colors. The bottom floor is made of rubber based laminate as higher volume of visitors will be on the main floor thus allowing for stronger durability and travel as more and more people visit the floor area. The upper floor has carpets because it's more for special guests so carpets help procure a particularly special and sophisticated atmosphere.

Lighting

Directional Spotlight

LED Mount Track Lights

Ground or Walled Uplights

Layered LED Ring Overhang Lights

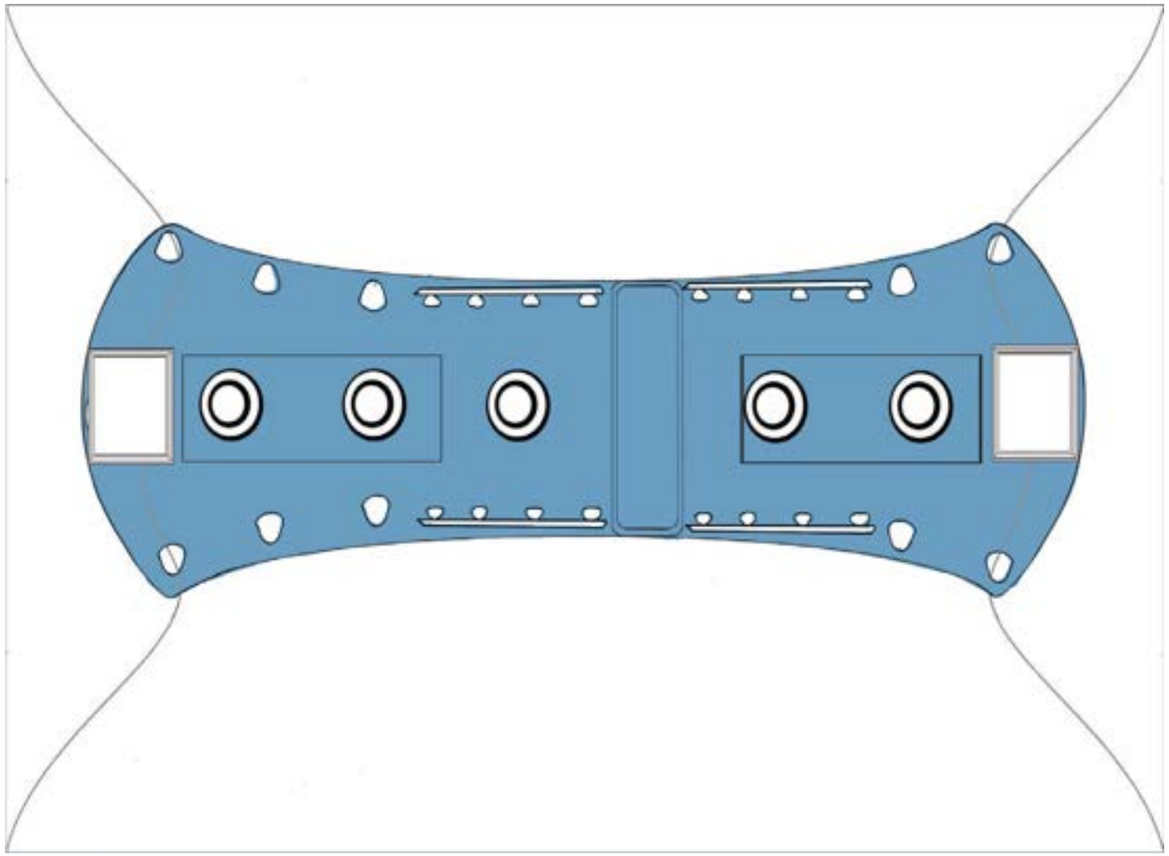
LED Light Strips

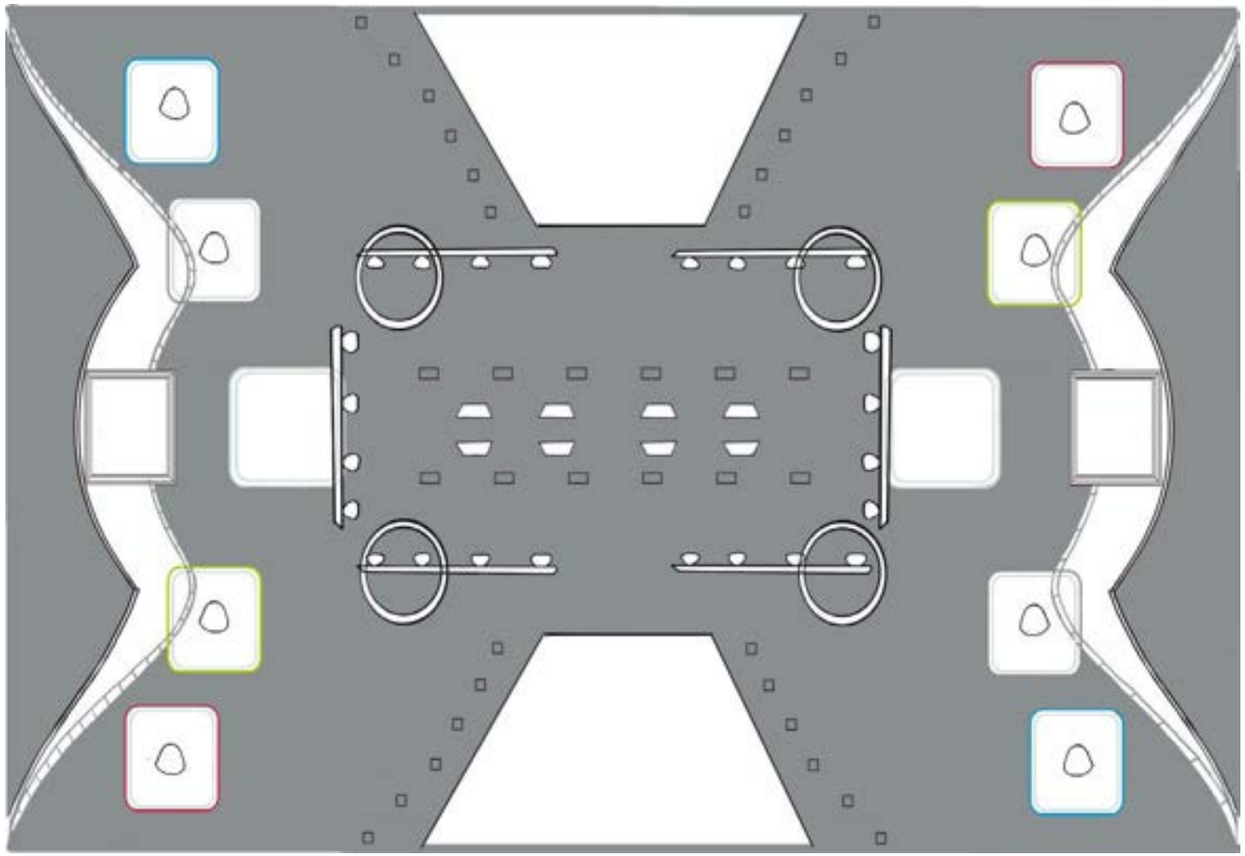
Floor

Laminate
Rubber Based
Main Floor

Carpet
Upper Floor

Top Floor Set-up





Bottom Floor Set-up

Furniture Plan

Furniture in our exhibition will be placed based on the location and functions available for the guest in that particular area.

Specificially, our main resting areas on the bottom floor is near the side entrances which hosts two rounded sofas and one metal bench hanging from the backside of the elevator. The rounded sofas are modern styled and can allow seating up to 10-15 people at a time. These rounded sofas provide easy access in an area of high traffic with people walking around. This will help provide resting space without blocking walk paths. Similarly, the bench serves to make use of otherwise empty space. It can seat up to 5 people at a time and will be placed directly under the facade of the upper floor and directly adjacent to the back of the elevators.

Display Cases are placed mainly on the front sides of the exhibition and will contain materials for our environmental displays. The case itself is made of clear and sturdy plastic and stands around 6 feet tall.

The Half Rounded Sofas and Bar stools are exclusively for the upper floors. Both furnitures will be featured on both special spaces with the Half-Rounded Sofas centered down the middle aisles and the bar stool near the bar counter located in the middle of the floor. The half-round sofas are modern in style and are placed in a wave-like patter to allow guests from both sides to gather and sit comfortably. The Bar Stool are also modern in design and ergonomically function to provide enough seating and backrest space without overcrowding the area.

Bench

Attached to walls and the floor
Made of Plastics and Poly-material

Bar Stool

Tall thin chair stool
Made of Plastics and Metals

Rounded Sofas

Cylindrical Modern Sofa with rising cone in the center
Rounded seating in high traffic areas to utilize space efficiently.

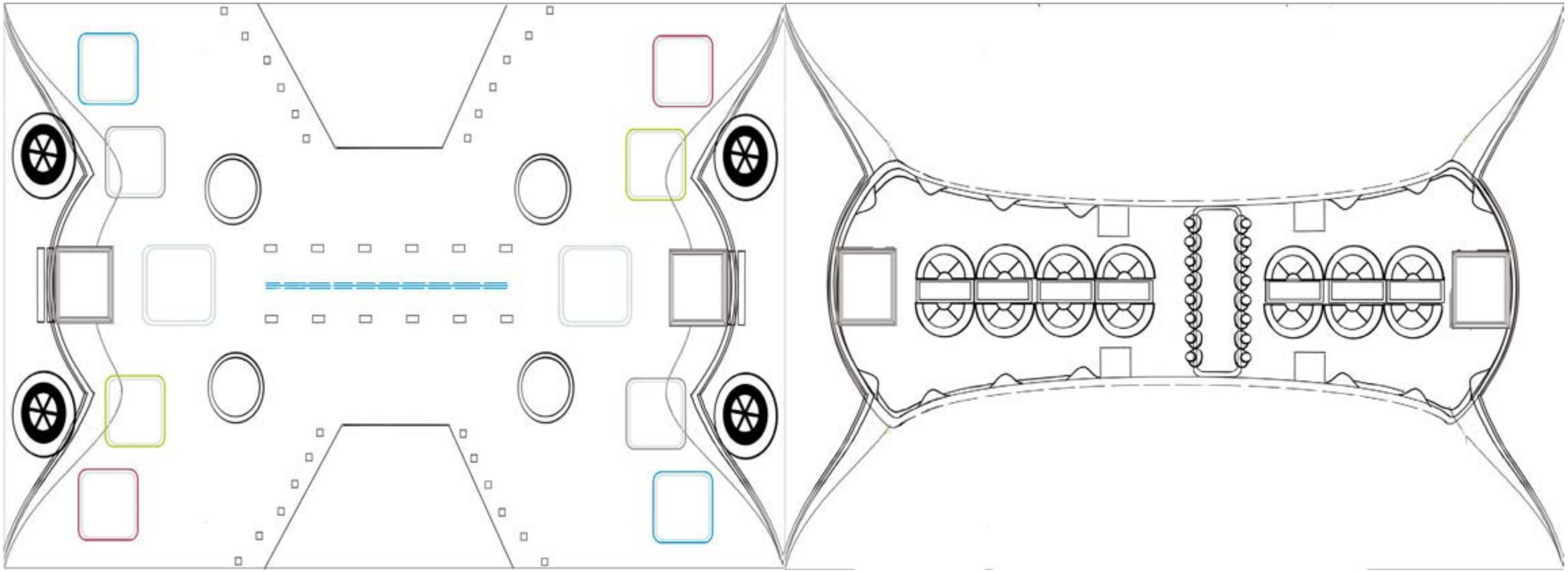
Display Case

Clear and tall plastic display case

Half-Round Sofas

Modern Semi-Circle Sofas
Able to share space with groups and oriented in a wave-like patter for easy access and movement

Top Floor Furniture Set-up



Bottom Floor Furniture Set-up

Areas of Interest

#1 Product Booths

The Product Booths will display a variety of Wacom for visitors to try anytime. Each booth will host one type or model line/family with 4 different partitions per booth containing the same product. The booths itself are semi-enclosed, providing each visitor(s) the appropriate privacy while maintaining easy access as people travel to and from the booth.

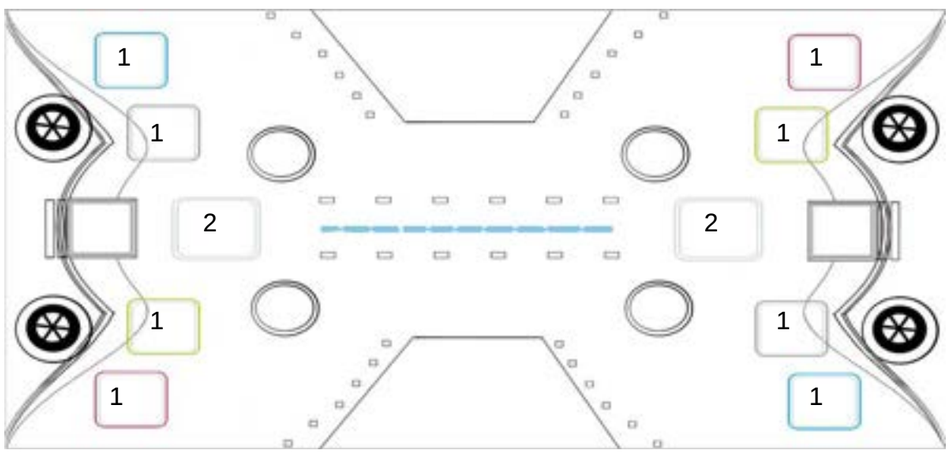
The products are updated with the latest programs with a large variety to pick from, allowing visitors of all levels and backgrounds to experience easy and simple user-friendly designs.

Visitors may also purchase the products by asking the information booth where they will complete the transaction.

#2 Virtual Reality

Virtual Reality is a big step and a new idea in Wacom. With the entire experience completely about user interaction and response, the virtual reality booths allows visitors to play in a 3d environment.

There are a wide range of activities available for demonstrations in the booth, ranging from games to visual projects and programs to face and voice messaging, the virtual reality booth aims to emulate everything present in Wacom products and typical computer spaces into an immersive 3d environment.



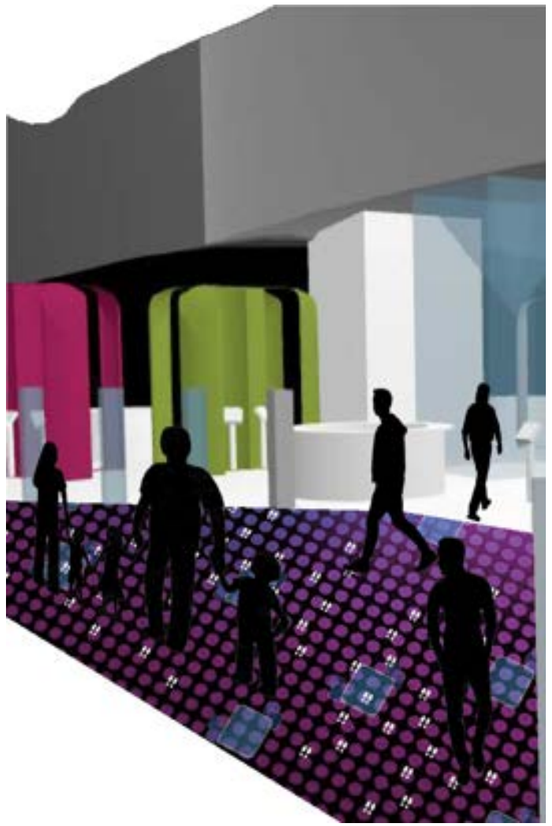
#3 Message Board

The Message Board is a large community area allowing users to interact with other people and express themselves. Visitors will be asked questions and opinions about Wacom's principles of creativity where they can write down their thoughts, comments, or even draw pictures and symbols.

The Messages or input topics will then be displayed on the large monitors spanning across the middle of the exhibition to share with other visitors. (Only after the staff has virtually checked for quality and appropriateness) Visitors may choose not to show their thoughts publicly.

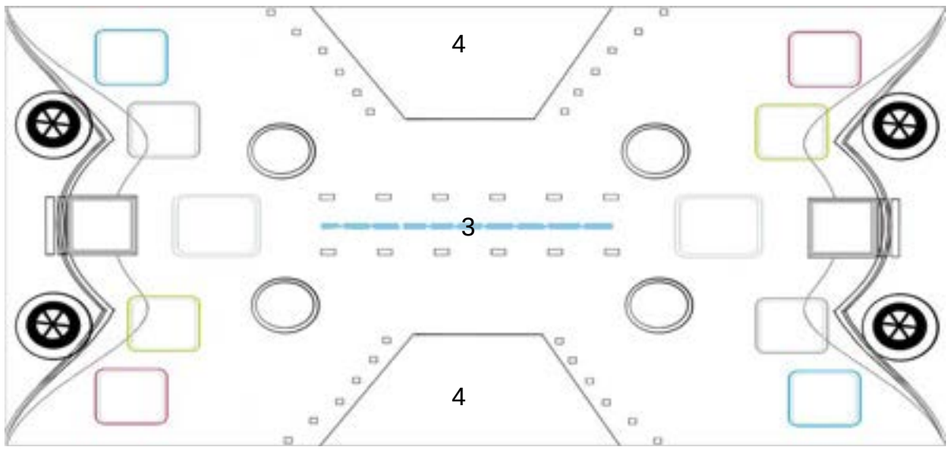
Visitors can also request to have what they input printed on a selection of products which can also be purchased in the information booth.

#4 Interactive Walkway & Environmental Displays



The Interactive Walkway and Environmental Displays are the main attractions in the main entrances of the Exhibition. On the sides will have large and tall display cases of various common art tools and supplies like pencils and paper used on an average annual basis. The purpose of the displays is to educate visitors the hidden costs of these supplies and how Wacom products helps conserve and alleviate the heavy usage, which indirectly showcases Wacom's contribution to being eco-friendly.

In between the isles of displays will be a large computerized walkway which visitors can interact with as they walk across. The walkway will change displays and themes periodically and will react to people's movements and adjust accordingly. This allows visitors, particularly larger groups, to have some fun and experience Wacom's emphasis on immersion with technology. The walkways will also serve as a general guide or map to what is being showcased and where they are in the exhibition.



Phase 3
Exhibition
Identity

Graphic Identity

The Graphic Identity for the Wacom exhibition resembles and retains the general thematic elements of the Wacom brand. Cooler or darker colors; such as blue, black, or gray, are the main types as showcased in Wacom's product design along with some smaller shades of lighter colors like white, green, or red.

Because Wacom's focus is on digital creativity and the usage of pen, imagery in the exhibition will have various themes and elements as part of the design. Ranging from illustrations to photography/photographic editing to graphic design with text and colors, images will be placed throughout the exhibition to showcase the creative focus of the Wacom brand. Colors will be vibrant and dynamic based on the theme each image represents. (I.E: illustrations with intense colors, graphic designs with more stable colors in an orderly arrangement.)

The images will mesh with Wacom's regular color scheme that covers the structures of the exhibition. The typography will be San-Serif Univers LT Standard font for general text and messages while Geoma Thin Regular will be used for text based off the Wacom name brand and its products. The Wacom logo will be used along with the brand name placements.

Blue Color
#0297d3

Grey Color
#888e8f

Silver Color
#ccdcd7

Red Color
#b73152

Green Color
#a4c800

Yellow Color
#fce33a

Purple Color
#b73f94

White Color
#ffffff

wacom

Black Text in White Background

wacom

White Text in Black Background

Geoma Thin Regular

ABCDEFGHIJKLMNOP
QRSTUVWXYZabcdefg
hijklmnopqrstuvwxyz
0123456789

Brand Logo

wacom

Univers LT Standard

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
0123456789

Exterior Signage - Posters

Exterior Poster Signage will rely on a tablet templete with images representing some of the basic and popular functions promoted by Wacom through their products and principle of combining technology with creativity.

It mixes media with a message to the viewer, attracting their attention to the creative themes as showcased in the exhibition.

Vertical Posters:
30 x 20
or
60 x 40

Horizontal Posters:
20 x 30 or 60 x 40

Examples:

Exterior Signage - Banners

Banner Dimensions:
40″ x 90″

The Banners will also showcase the themes and elements of Wacom's design philosophy and principles about creativity and technology.

The images are merged together with the text to create togetherness and allow simple and clear information. The same images will be presented on both sides of a single banner.

Interior Signage

Product Booths

The Product Booths are color coded to represent the colors of Wacom and also to differentiate each booth from a distance.

Along the pillar walls of each booth will be images of the respective products so visitors can identify which product is being showcased.

Information Booths

The Information Booths will showcase a large pen-like model in the middle of its circular booth to bring attention to visitors and clarity that it’s the location to provide assistance or support.

The information booth will have images of pens and pen tips lined around the side as a reference to the pen stands that are almost universally seen as part of Wacom product sets.

Additionally, the formation of the pens with the light colored floor reference to pens drawing on paper. This is symbolic of Wacom’s principles in promoting artistic creative design.

Elevator Walls

The side of the elevators will showcase a quote featuring the general principles and design elements of Wacom in a verbal way. It's meant to help express a message to visitors as they leave or enter the exhibition about Wacom's overall theme and philosophy.

Underneath the quotes will be the Wacom logo which is used to help define and provide clarity for the exhibition.

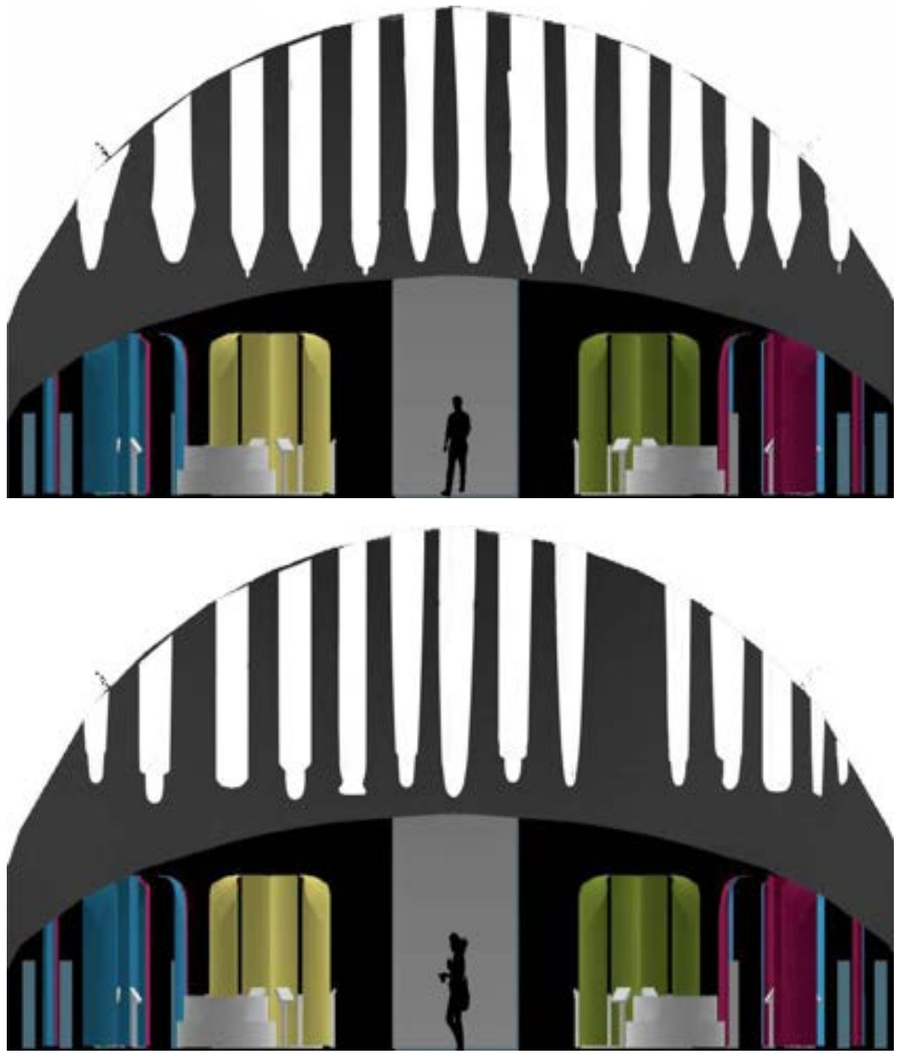
Upper Floor Walls

The upper floor side is a long wall alongside the upper VIP/CIP section. It retains the general color scheme of the exhibition structure to represent the basic Wacom color themes. There will also be a giant Wacom logo in text that will help visitors identify the exhibition.

In front of the walls will be a giant Wacom pen hanging from the ceiling. The pen will also have a text logo placed directly in front of the wall text logo so to create contrast but also visual clarity for visitors.

Interior Signage (cont,)

Curved Booth Walls



The curved side of the structure will showcase silhouettes of Wacom pen buds and pen tips lined in a wave like fashion along the flow of the wall. This will create a nice balance in pattern and contrast with the basic colors of the walls which represents the standard and elementary color theme of Wacom.

As a design, the silhouettes aim to bring attention and focus on Wacom's principle and emphasis on interactive technology with the pens being the most used and important tool of input. Additionally, the repeated pattern will help attract visitors through visual contrast creating a refined aesthetic.

This also goes along with the paper-like motif established with other structures in the exhibition.

Bar and Counter

The Bar counter is featured exclusive on the top floor for CIP/VIP guests. It features a marbled counter with glossy cased bar to play along with Wacom’s stylistic and aesthetic principles.

Functionally, the bar serves as the location for guests to chat and network over an assortment of refreshments. It also serves as the middle ground between the seperate guest sections on the upper floor where people from both sides can mingle.

Stylistically, the bar has the color scheme of most Wacom tablets: a black or dark colored surface with lightly colored rims or complimentary parts. There’s also a glass partition around the middle to give the area a sleek and clean ambiance.

Conclusion and Final Thoughts

Our exhibition seeks to promote the values and ideas of creativity in technology as part of the big principles exemplified through Wacom. The exhibition hopes to encourage, inspire, and motivate visitors with ideas and enthusiasm as well as showcasing Wacom's contributions to these core values.

Our exhibition hopes to show people the many ways Wacom can influence and help with people's life endevours and Wacom's commitment to providing the tools and services for others to express their absolute best.

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