

RODD & GUNN



The Exhibition

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Fall 2014 | Des 185

CONTENTS

SECTION 1
Exhibition Overview

SECTION 2
Exhibition Details

SECTION 3
Exhibition Identity

Section I

Exhibition Overview



General Information

Company Name

Rodd & Gunn

Activity

Fashion

Product Category

Luxury Men's Clothing and Accessories

Website

<http://us.rodandgunn.com/>

Most Important Trade Shows / Objectives

Rodd & Gunn US attends 2-3 trade shows a month on average, however trade shows in Las Vegas and New York are by far the biggest and most important as they garner a high level of attendance. Their main objective is to create new relationships with buyers/managers in hopes they will want to have a business deal, and thus bring revenue to the brand. Rodd & Gunn's main objective in the next 10 years is to do over \$60 million in the US in sales in better specialty retailers and department stores.

Who is a VIP?

VIPs will include buyers and managers from specialty men's retailers. Buyers will do business with the company. Managers are very high up in hierarchy and will do business with them, as well. It is important to have both of these parties equally interested and believe in the product as that will ultimately generate revenue.

Exhibition Information

Trade Show Title

Rodd & Gunn

Exhibition Hall Number / Square Footage

G - 15,120 SqF

Booth Type

Island

Graphic Identity

Number of Logo and Graphic Elements

One large text element of Rodd & Gunn company name against back wall. Rodd & Gunn text elements will also be employed on informational desks and signs. The pointer dog mascot will be utilized on things of smaller detail for a minimalist design element.

Posters / Banners / Stickers

Posters are made to put up wherever in the city with the slogan "NEED SOME FRESH MOUNTAIN AIR" in bold letters to capture viewers attention. Banners have also been made for the sides of busses as well as street poles. Using the photograph to cover the entirety of the surface, as well as the bold graphic typography, people should feel intrigued and curious.

Other Considerations

The feel of the exhibit, as well as the graphic identity, should toe the line of a natural easy-going feeling, but be in the viewer's face, as well.

Architectural Elements

Product Stands

Mannequins on top of mountains, as well as small product insets on mountains to show off accessories.

VIP/CIP Spaces and Furniture

VIP Space

Private inside of the largest mountain. It will be a lounge area complete with bar with special whiskey selection.

Jonathan Adler Furniture

Lampert Sectional Right Arm Facing Couch (1)

Cambridge Natural Wool Felt fabric with Pecan wood base

Whitaker Chair in Ventura Sand (4)

Pecan Wood will be used for all surfaces, tables, and bar.

CIP Space

Open space. Main space near back of exhibit behind some of the informational spaces/mountains. In this space there will be bench seating and pointer dogs, the Rodd & Gunn mascot for interaction and solidifying the brand image.

Furniture

Simple bracket wooden benches made out of pecan wood

Lighting

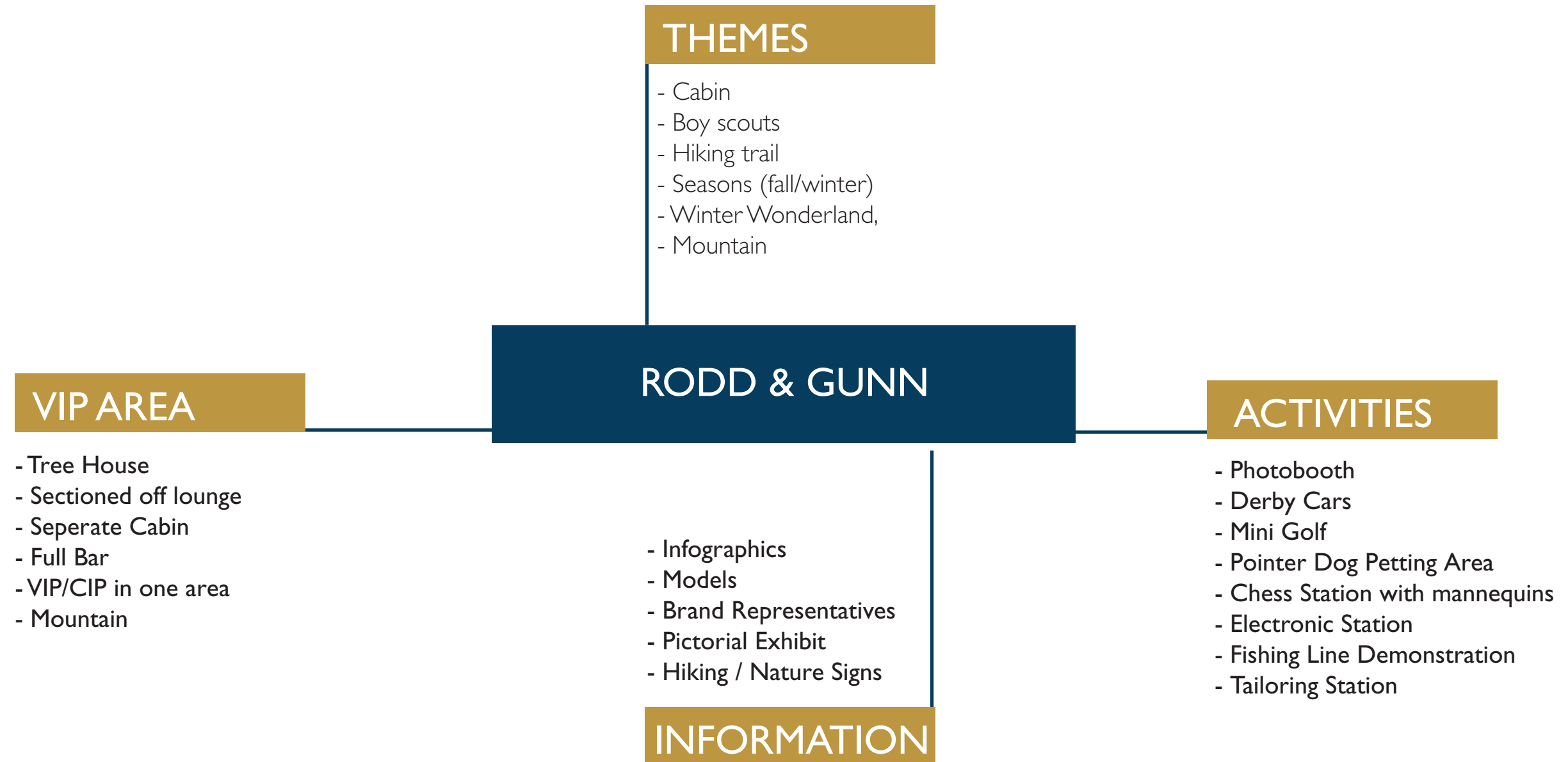
String lighting will be used for an overall lighting feel. This will make the space feel natural and outdoorsy. LED flexible track lighting will be hidden in crevases of mountains to light products.

Storage

All of the smaller mountains will be hollow for storage.

Informational Desk

Desks will be placed around mountains in the event people want more detailed information not on signage.



COATS AND JACKETS



COLLARED SHIRTS

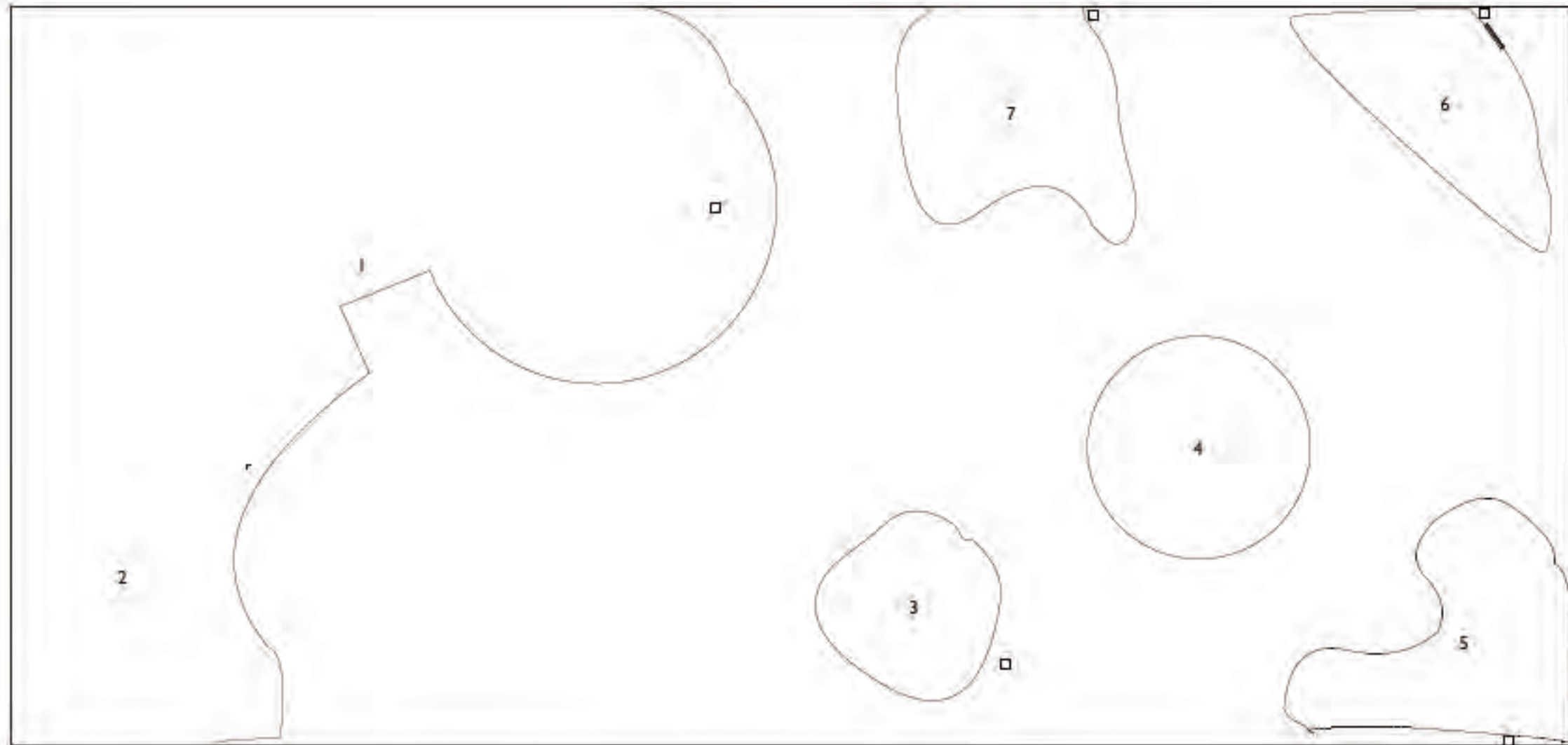


JEANS



PANTS

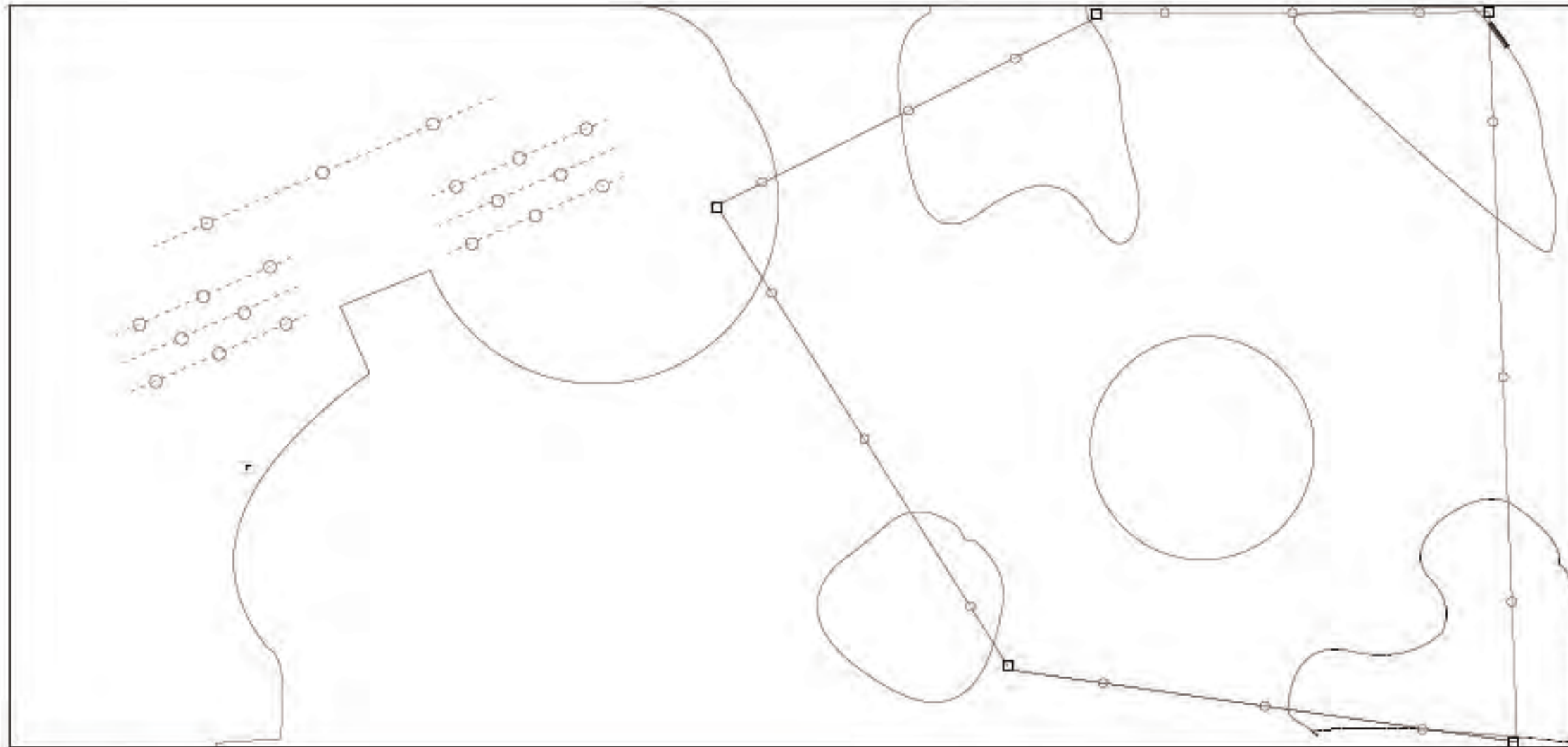




Generalized Floor Plan

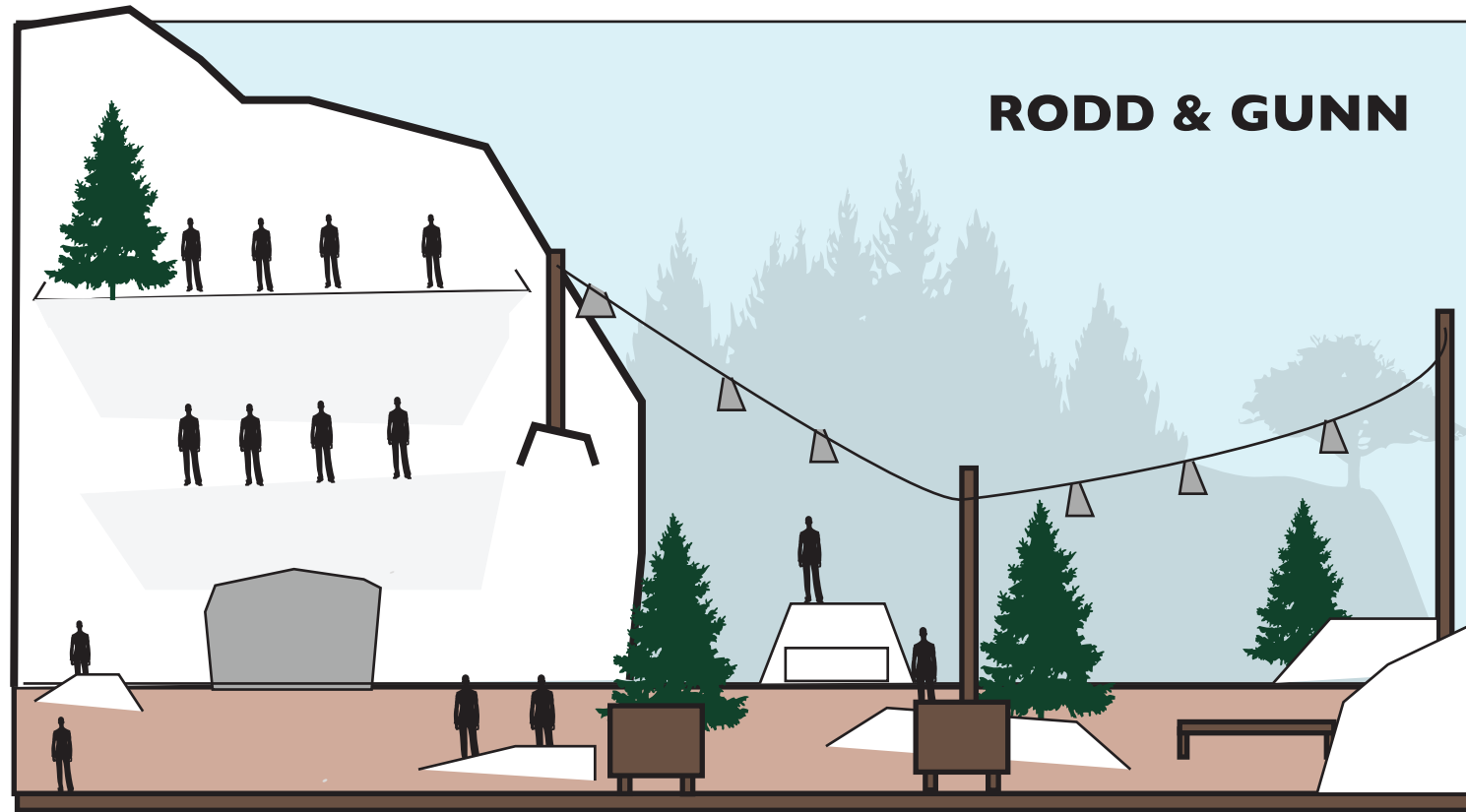
Scale : 1/4" = 1'
Scaled to fit 11 x 17" paper

- 1. Main Mannequin Mountain /VIP Mountain Bar
- 2. Rest Area for Mountain Viewing
- 3. Mannequin Mountain
- 4. General CIP area / Pointer Dog Meet and Greet
- 5. Mannequin Mountain
- 6. Accessories / Storage Mountain
- 7. General Information Desk

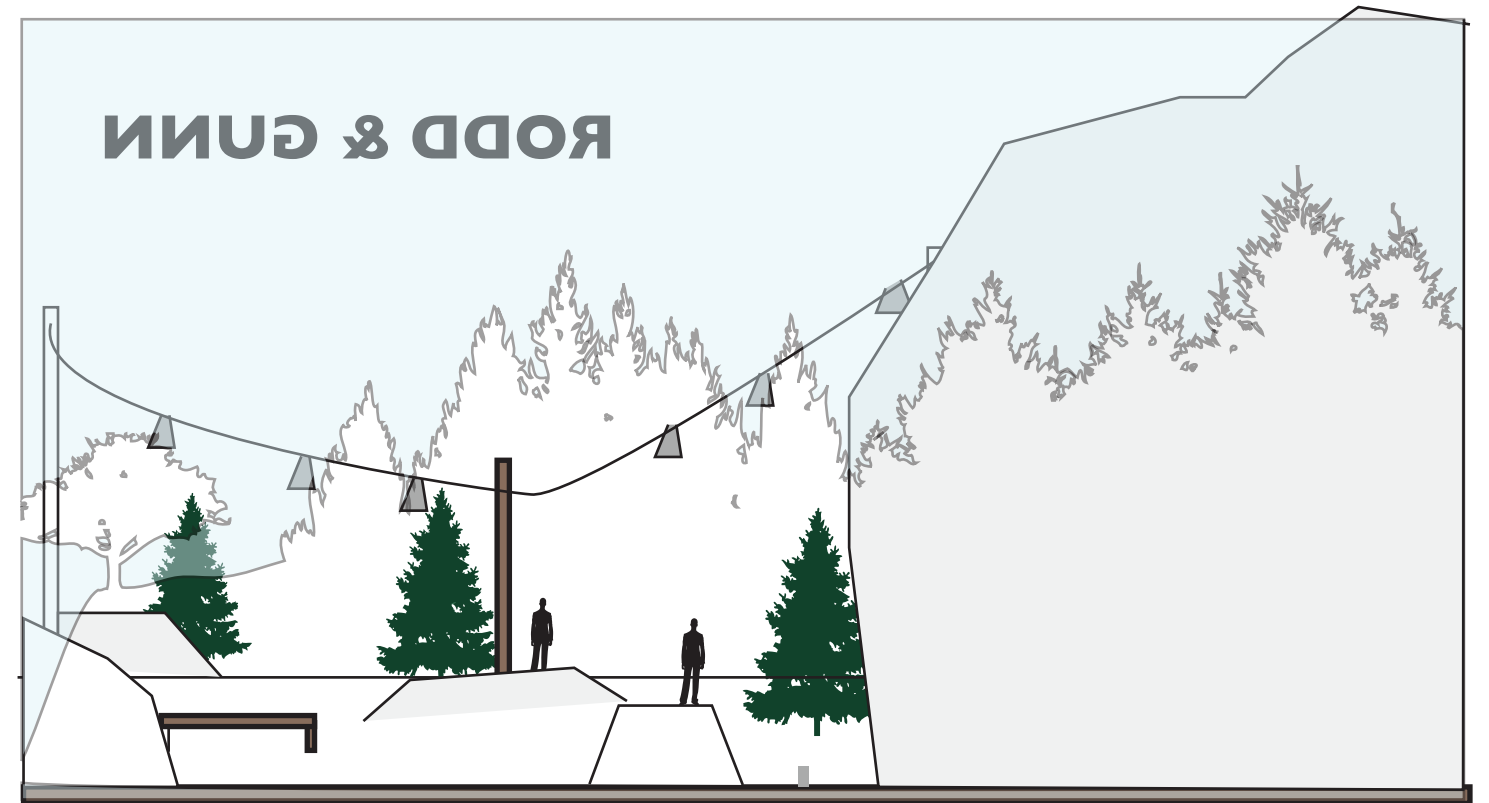


**Generalized
Light Plan**
Scale: 1/4" = 1'
Scaled to fit 11 x 17" paper

**Lighting has been simplified to match physical model.



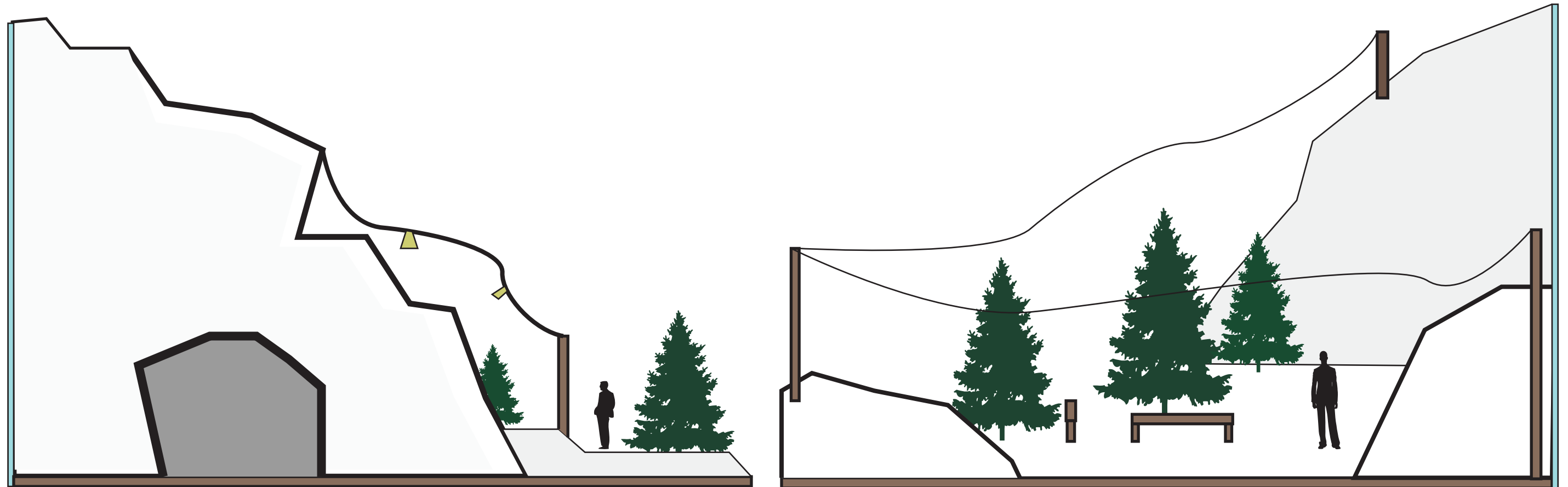
NORTH ELEVATION



SOUTH ELEVATION



The North and South elevations show the other entrances to our exhibit. The North side shows how everything is tied together from the mannequins, mountains, light fixtures and wayfinders to fit our overall theme of the mountain range. The South elevation is the back side of our exhibit. Although it seems to be an endbooth exhibit, our backwall can be completely walked through the back, and our wall is see-through so that that the wall doesn't completely distract from the other exhibits around it.



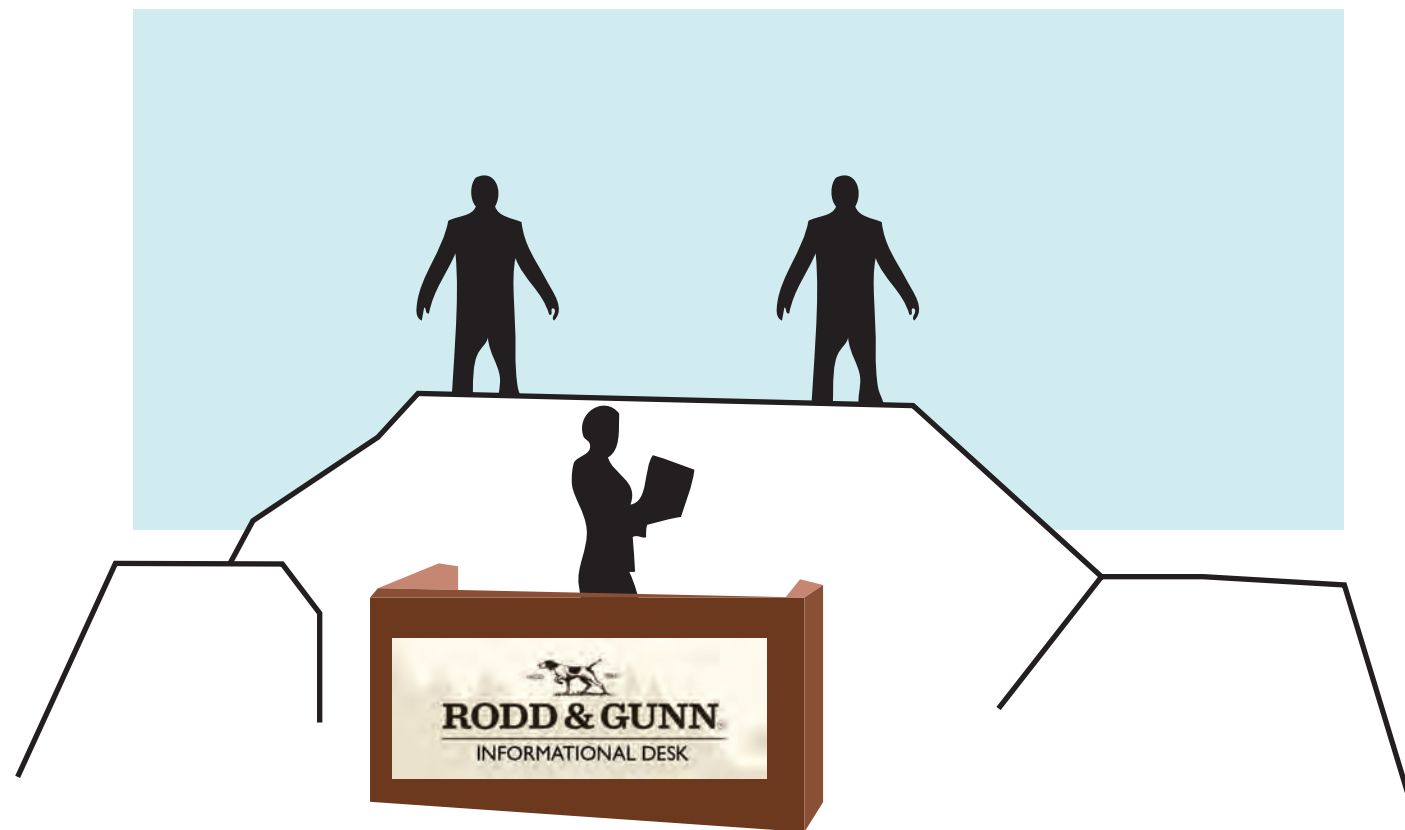
WEST ELEVATION

EAST ELEVATION



The West and East elevations reveal the other entrances of the exhibit. Visitors are welcome to enter on either side. The West side has the entrance to the VIP lounge and bar while the East Side is where the more interactive parts of the exhibit are. Here the dogs and live models interact with the guests. We expect the East elevation entrance to have the most flow and concentrated area of visitors.

These elevations also show how the light posts and lighting together in the entire space. The lights are all connected throughout the exhibit to direct flow of the crowd as well as enclose and bring a continuous theme throughout our exhibit.



Perspective 1: Information Desk

Here is where visitors can interact with our experts on the brand, ask questions and learn more about the history of Rodd and Gunn. Smaller mountains will display mannequins at a more close up level.



Perspective 2: Interactive Dog Area

In this area, models will be dressed alike, holding dogs for visitors to interact with. Here visitors are able to pet the dogs, and also ask the models questions about the brand. There are also benches for our visitors to sit on, to lounge and just relax in our area while watching the dogs.

FIRST MODEL



For our first model we experimented with our use of space, and also how our mountain will be constructed. Our VIP area originally was going to be a treehouse, but it didn't seem to connect with other forms of the exhibit.

FINAL MODEL



In our final model, we finalized how our mannequins will be displayed on the mountain, but having different levels so that it also plays with light. We moved the VIP area to inside the mountain, to integrate our giant mountain form. Here in this model the light fixtures bring the mountains together into one coherent space.

Section II

Exhibition Details



LIGHTING

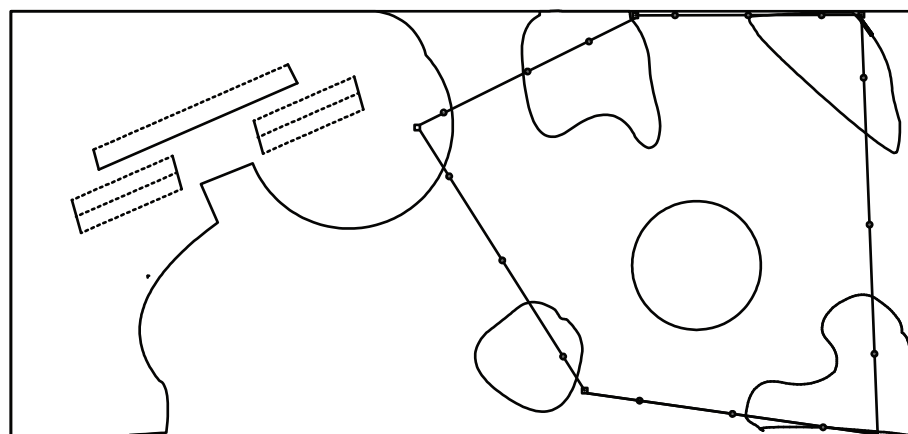


Flexible LED Strip Lighting
 - Under Mannequins
 - Beneath Platforms displaying goods



Snow Lodge inspired overhanging Orb Lighting
 - To set winter mood
 - Bring unity to all mountains
 - Bring overall mood lighting to main part of exhibit.

(please note number of orbs in lighting plan have been simplified due to size of lights in 1/4" = 1' scale and potential random nature of lighting. They've been modified to reflect physical model).



Lighting Schedule
 - - - - = LED Strip Lighting BELOW surface
 ——— = String Wiring
 ● = Overhanging Orbs (generalized)

FLOORING



Acacia Wood Laminate

ENVIRONMENTAL ELEMENTS



Faux Snow



Snow Blanket



Pine Trees

MOUNTAIN STRUCTURE MATERIALS



Hemp Structure

BACK WALL BANNER WITH ENTRIES



PVC Mesh

(Tree-like entries will be laser cut)

Furniture Inspiration VIP



Jonathan Adler Whitaker Chair



Jonathan Adler Rider Coffee Table

Furniture Inspiration CIP/Public



Draenert Wood Bench



Jonathan Adler Lampert Sectional Couch

Section III

Exhibition Identity

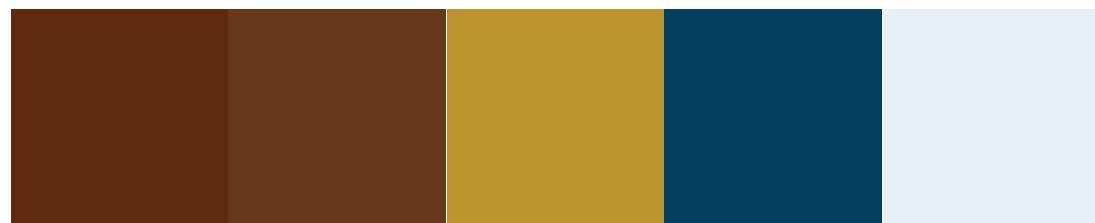




Main Logo Typeface

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Alternate Typeface: Gills Sans



602907 663819 BC9501 073D60 E4EEF4

Color Palette (hex)



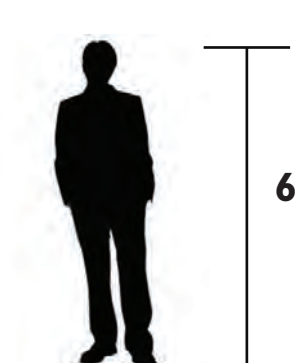
Approved Employee Uniform

A.



These signs will be posted around the exhibit for those who don't want to interact with our staff. These signs will tell the history, the quality, the goal towards the American lifestyle as well as Rodd & Gunn's unique clothing design.

These signs will provide visual and readable content for those who are just walking through our exhibit and are curious about the brand.





These signs will be applied on the front of desks to label and show where to get information if needed. The signs have the same graphic as the backdrop to bring a continuous motif throughout the exhibit.



The words on these way finding signs will be engraved into the wood and direct the visitors to different points of interest in the exhibit. These will be posted on wooden posts throughout the space. These signs hone in on the mountain trail theme as visitors explore our exhibit.



SIZE
36x18"





SIZE: 24x 18'



SIZE: 30 x 90"



BAUTISTA & HIRSTEIN