

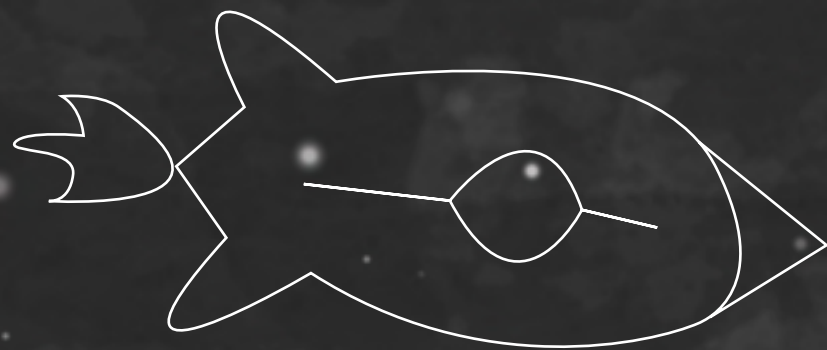
ACORN STUDIO Presents:

L LUNA A

EXHIBITION

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EXHIBITION OVERVIEW



GENERAL INFORMATION**Company Name:** Acorn Studio**Activity:** Interior Furniture**Product Category:** Home Décor**Website:** <http://www.luna-the-moon.com/>**Themes:**

Playful, Imagination, "What if", Explore, Intimate, Romantic, Mood, Calm, Earthy

Annual Expo Attendance: N/A**Business Objectives:**

- Gain presence
- Gain normal customers
- Get sold through international brand name companies (VIPs)
 - Urban Outfitters
 - Spencer
 - Hot Topic
 - Modcloth
 - Anthropologie
 - IKEA, World Market
 - Bed Bath & Beyond
 - Target

Who do you consider as your VIP guests and why?

They consider brand name companies that sell fun and unique interiors as their VIP guests. They are their VIP guest because they would help them to get their products in stores to sell internationally.

Exhibition Information**Location:** Chicago Convention Center, McCormick Place, II**Time, & Date:** September 8-13, 2014**Booth Size:** 80 x 136**Booth Type:** End Cap Booth**Architectural Elements****Product Stands:**

Weight: <5lbs

Material: Fiber glass and non-toxic latex

Lighting:

Mood Lighting

Intimate

Themed for areas

Lock-up & Storage:

Located in the VIP room behind the tree bar.

Information Desk and Vip-CIP furniture:

The information desk and CIP furniture is all made out of tree strumps and the VIP furniture is a modern white couch and art installation couch that Acorn Studio created.

Graphics**Headers:** LUNA name**Screen Area:** N/A**Backlight/Poster/Banners/Stickers:**

There will be many posters around the exhibition providing information about the different spaces. There will be one vinyl sticker on the ground as a header at the entrance.

LUNA MOOD BOARD



LUNA XXS
3.2 inch
(DIAMETER)

LUNA XS
5.9 inch
(DIAMETER)

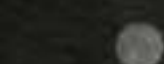
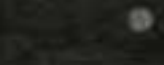
LUNA S
7.9 inch
(DIAMETER)

LUNA M
11.8 inch
(DIAMETER)

LUNA L
15.8 inch
(DIAMETER)

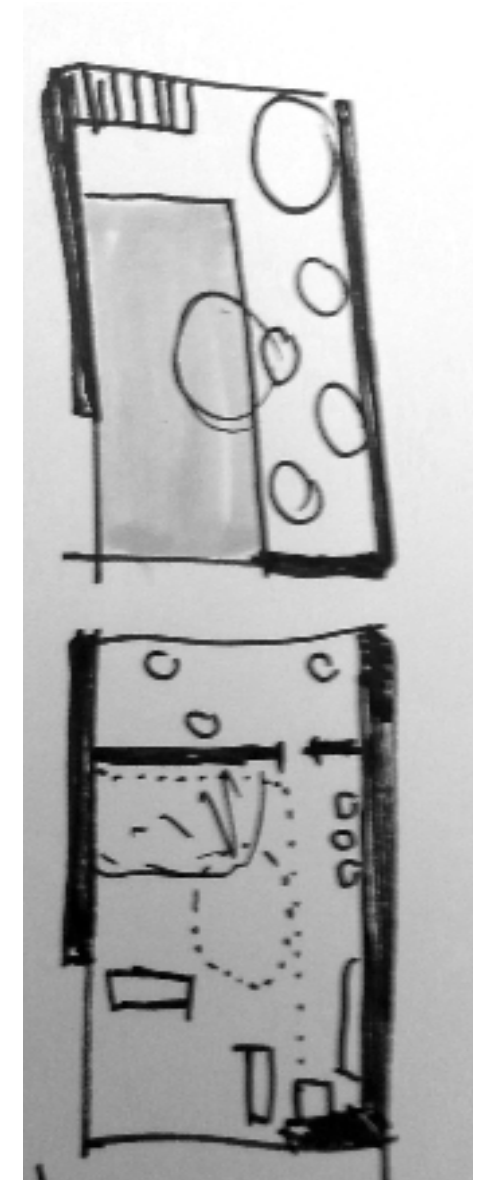
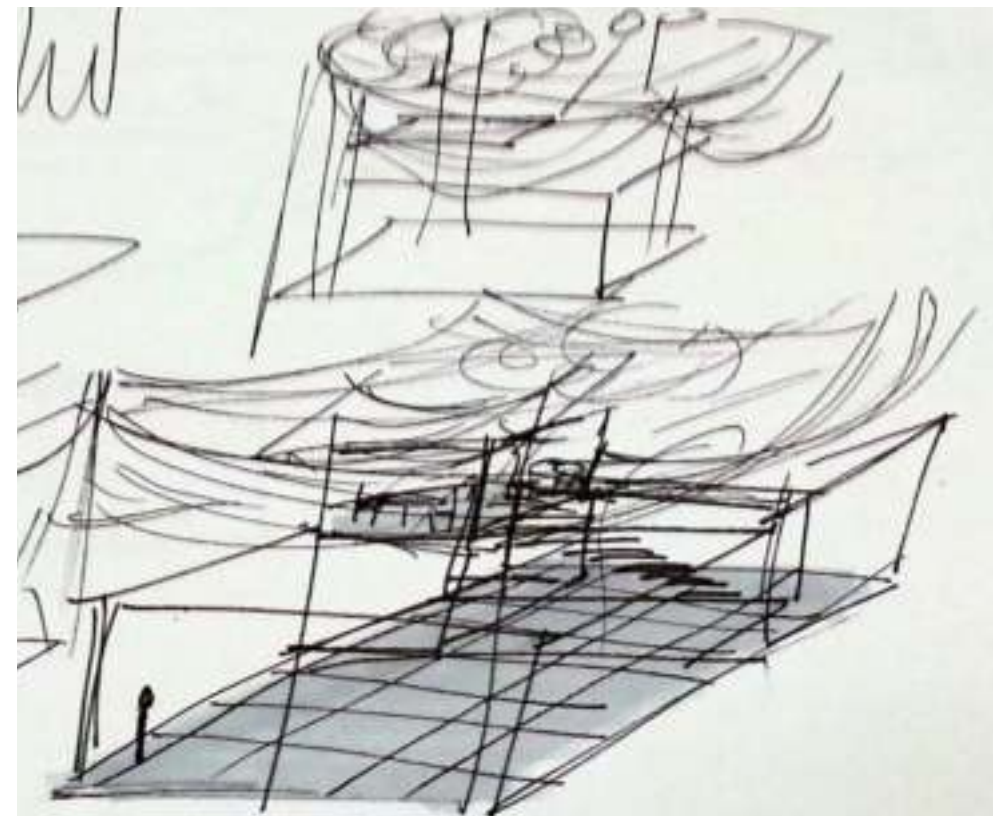
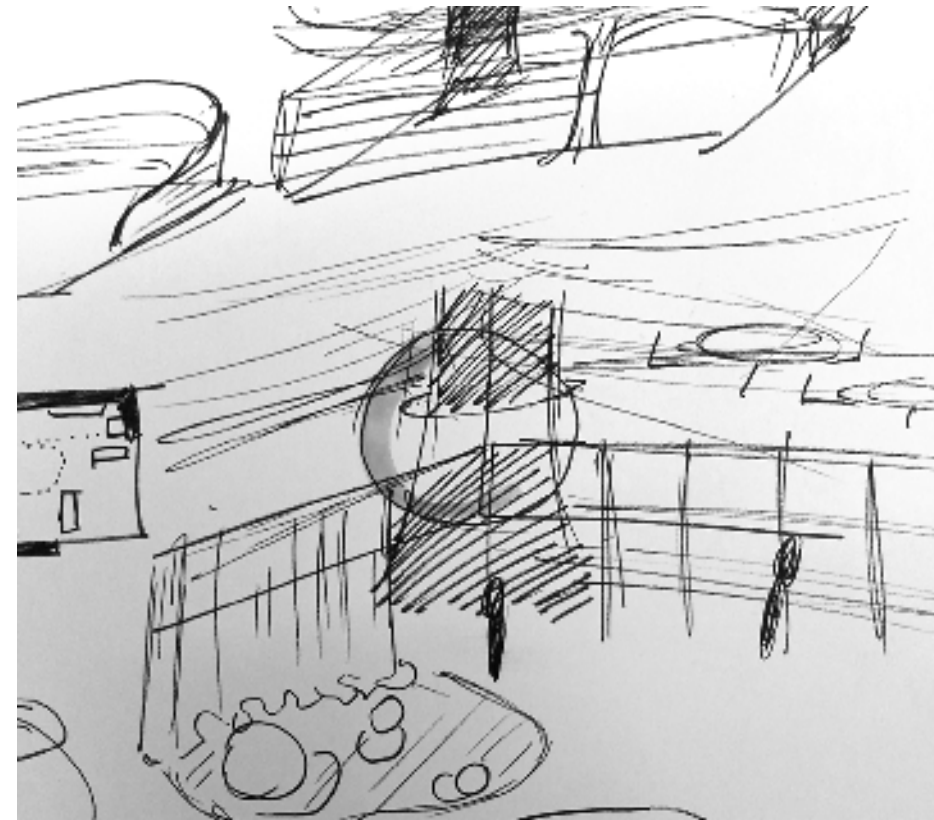
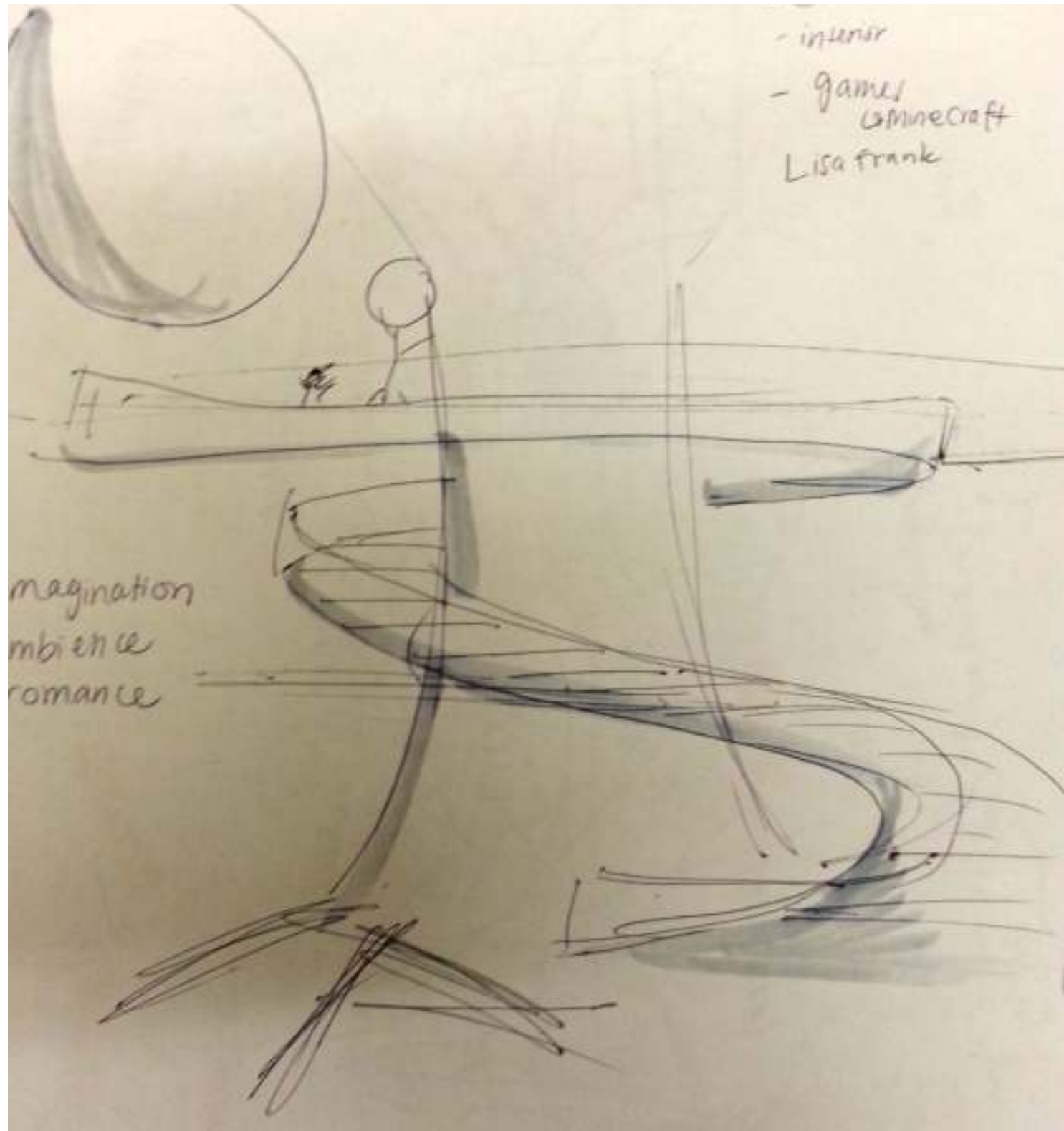
LUNA XL
19.7 inch
(DIAMETER)

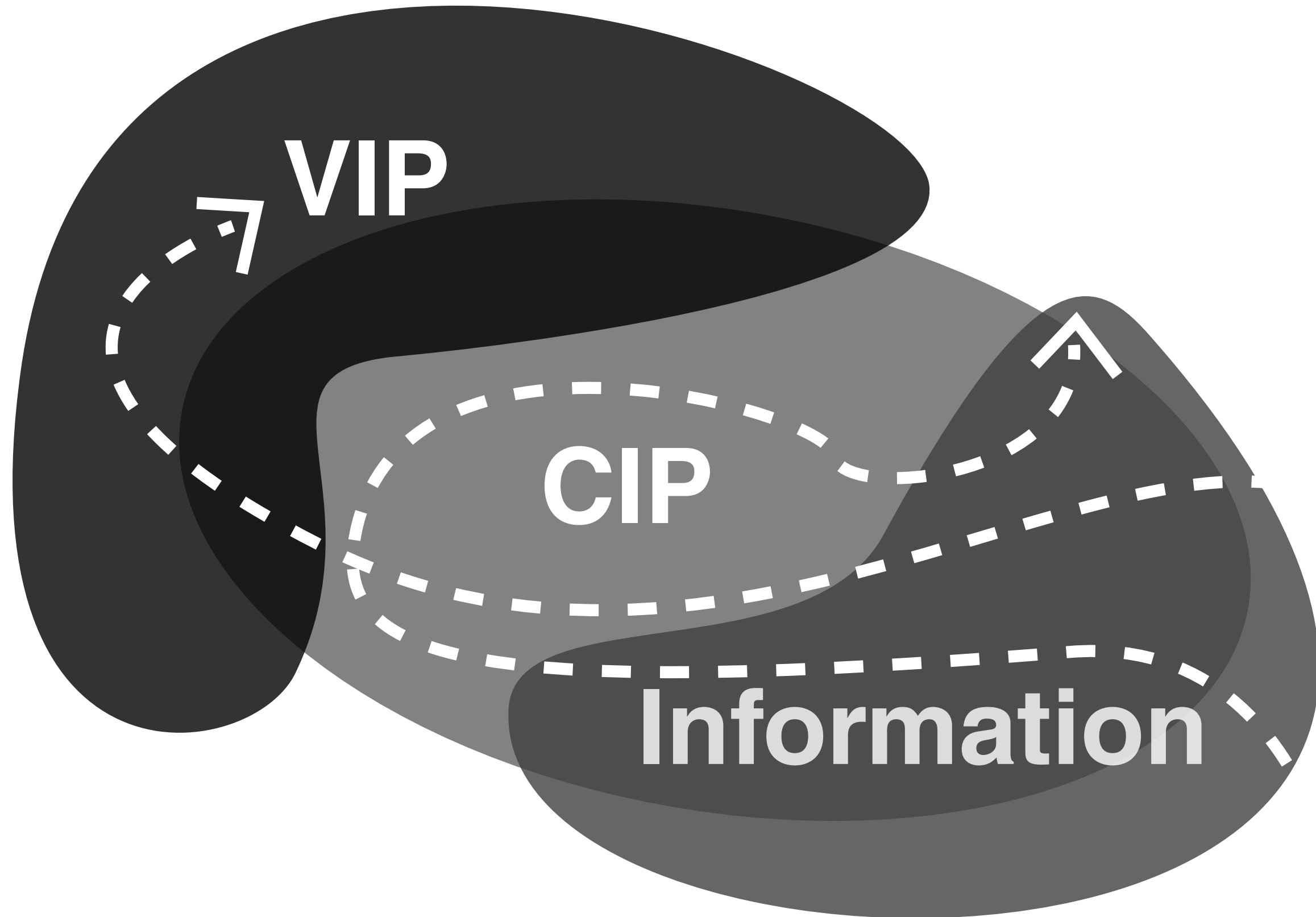
LUNA XXL
23.6 inch
(DIAMETER)



LUNA

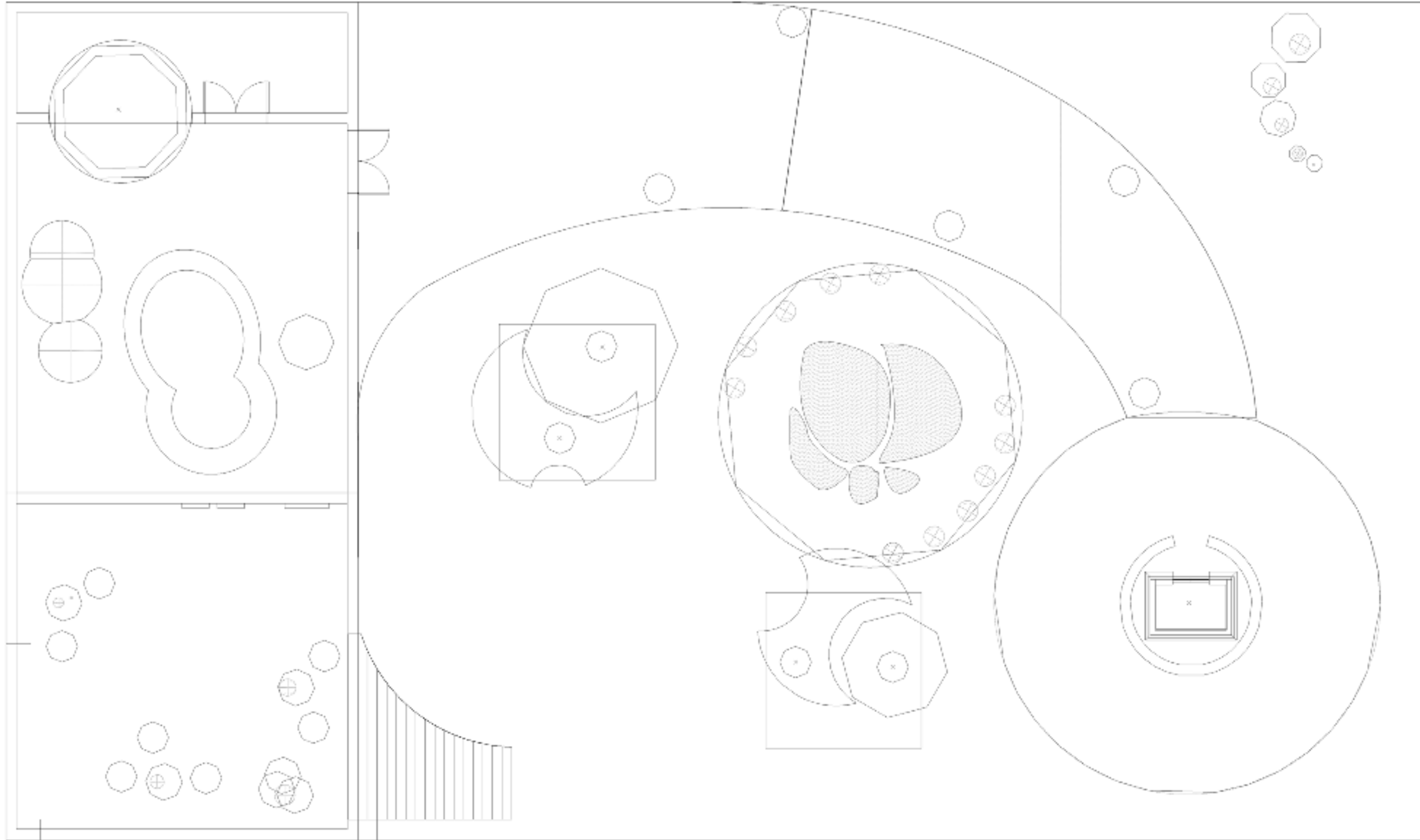
CONCEPT SKETCHES



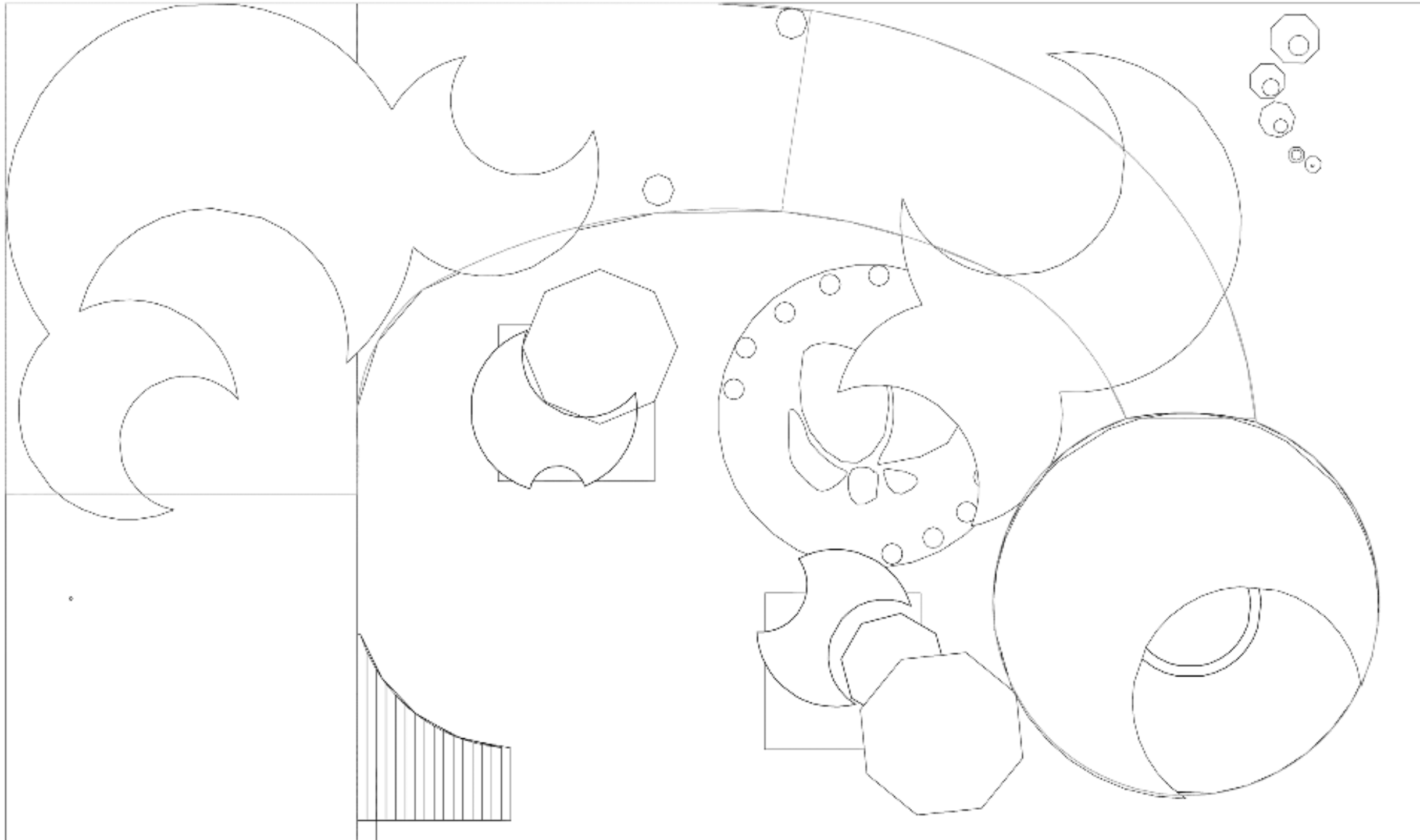




SPATIAL PLANNING



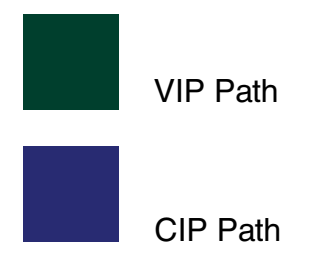
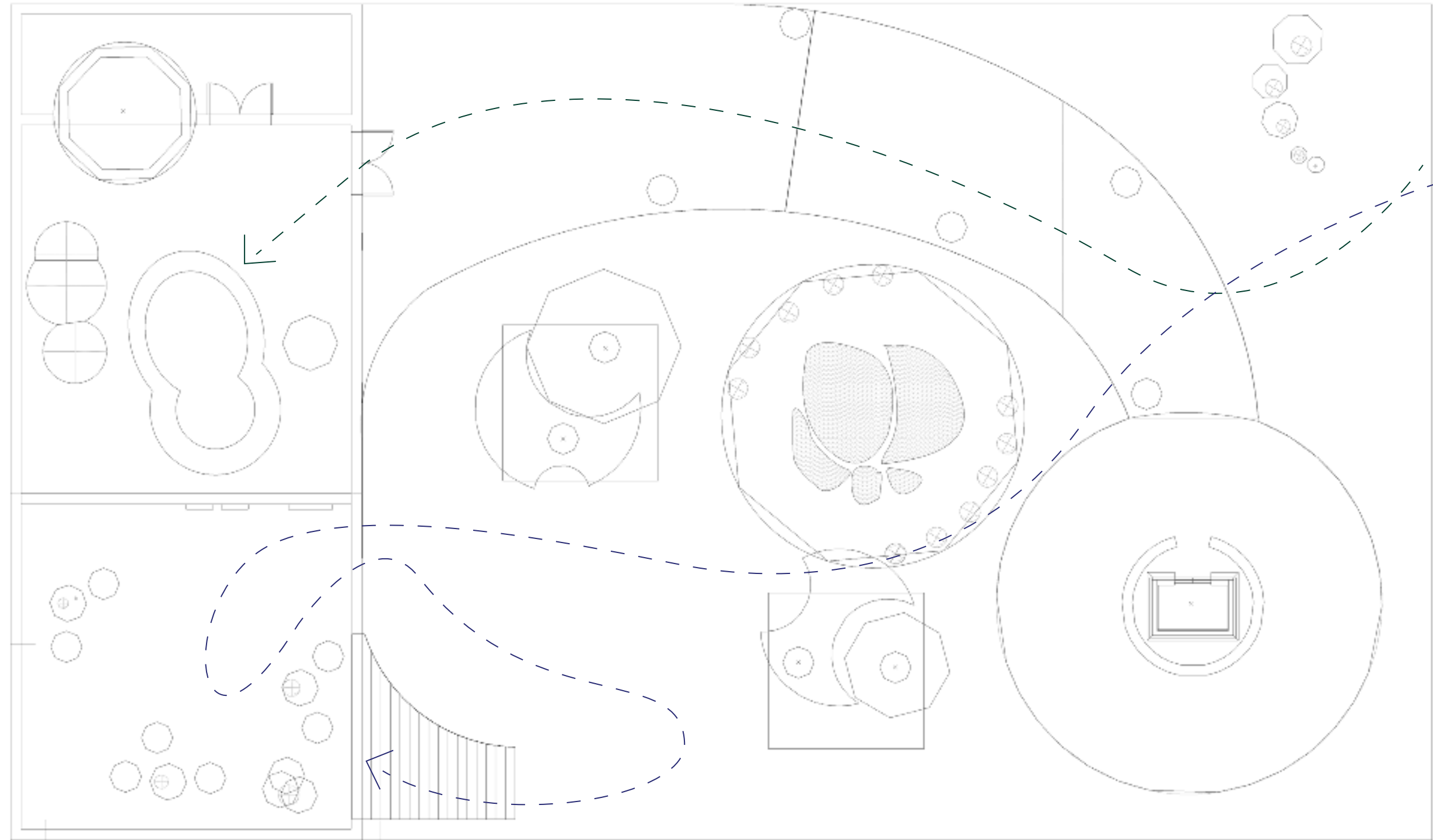
First Floor



Second Floor

LUNA

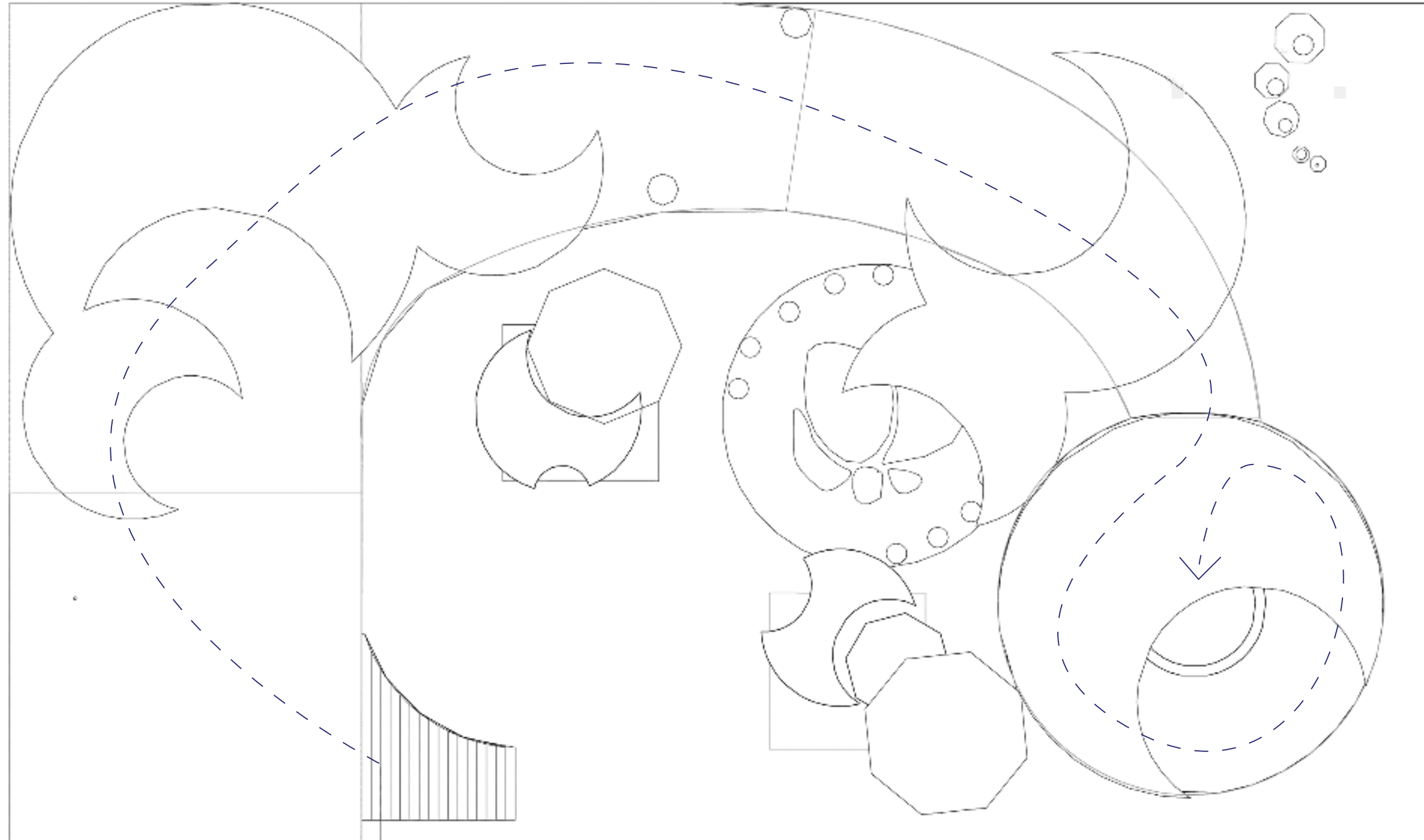
FLOW OF CIRCULATION



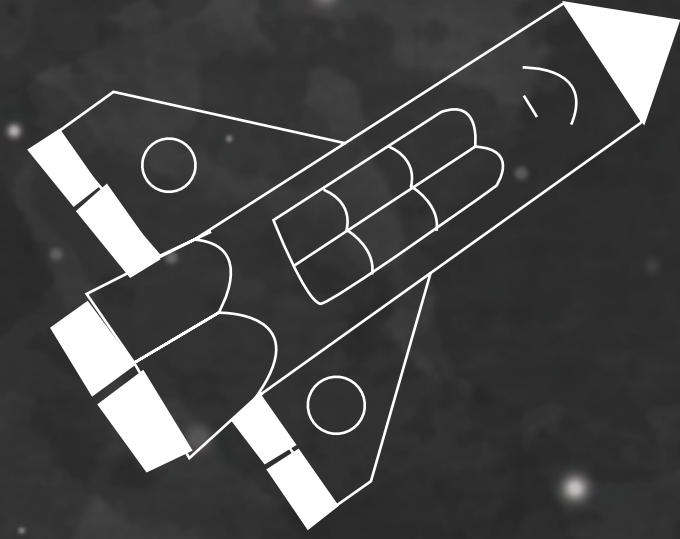
First Floor

LUNA

FLOW OF CIRCULATION



Second Floor



EXHIBITION STAGING

LUNA

MATERIAL AND COLOR PALETTE

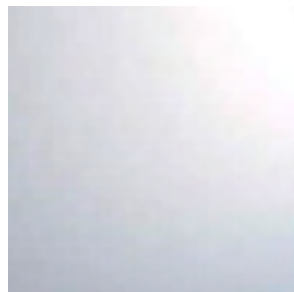
Wall/Roof Treatments



Plastic (Bark)



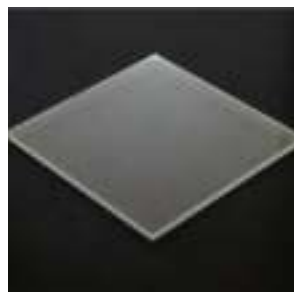
Chiffon Gauze



Mirror Glass



Clear Plexiglass

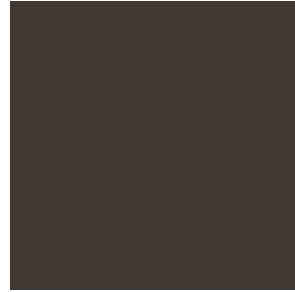


Frosted/Colored
Plexiglass

Paint Colors



Green
Benjamin Moore
Amazon Moss
2037-10



Brown
Benjamin Moore
Bittersweet Chocolate
2114-10

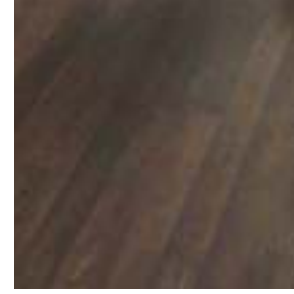


Neutral
Benjamin Moore
Wheeling Neutral
HC-92



Black
Benjamin Moore
Tulsa Twilight
2070-10

Flooring



Textured Linoleum Floor



Bausen Hardwood
Timberline Birch
Distressed Collection

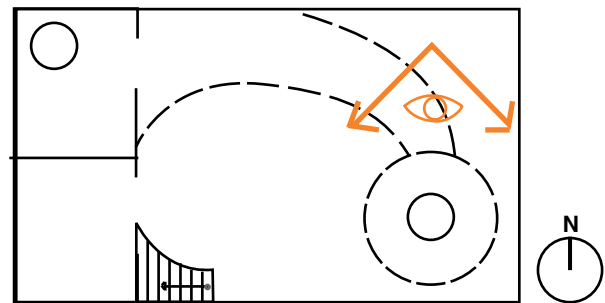
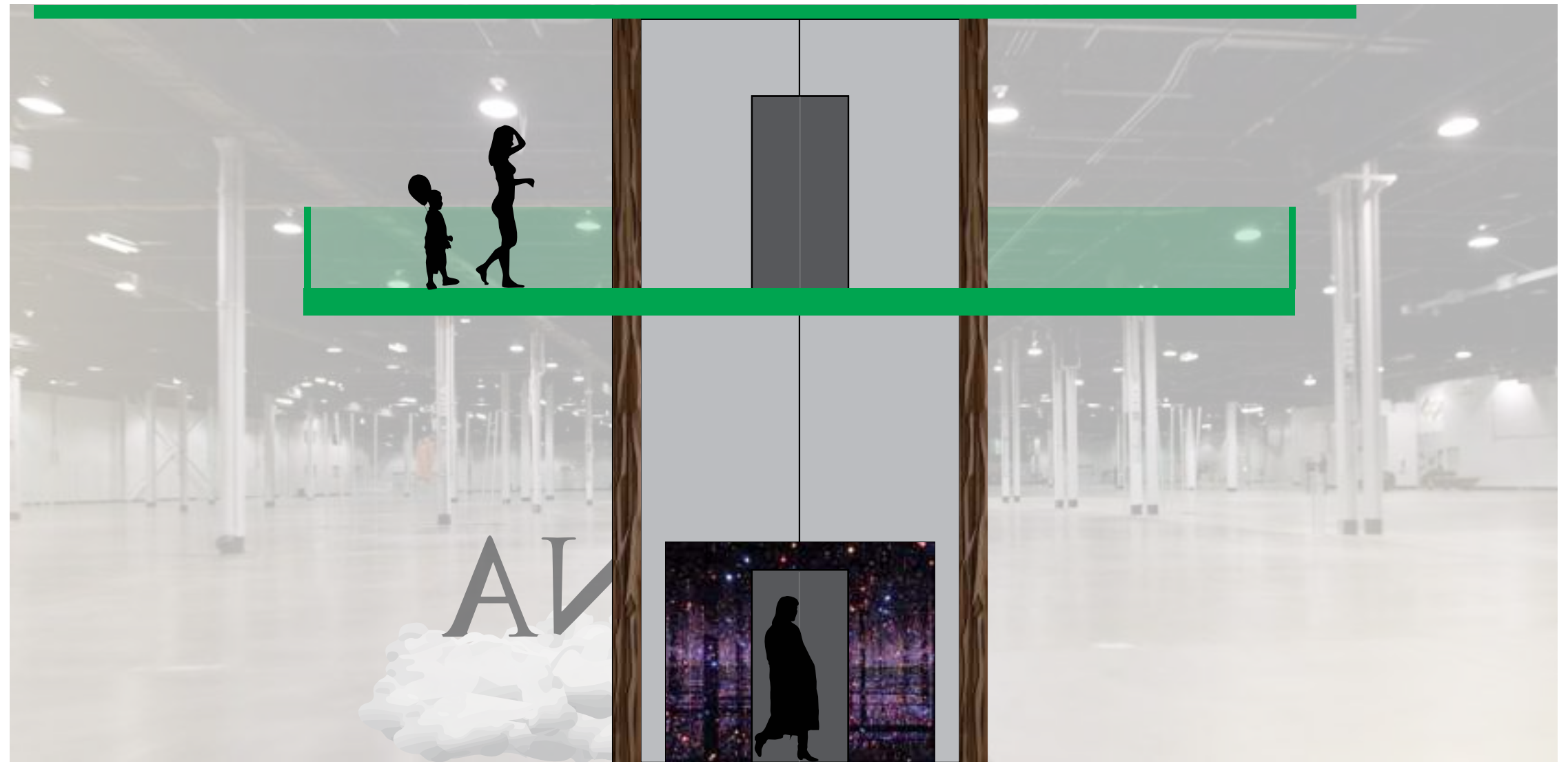
Structural Elements



Steel

LUNA

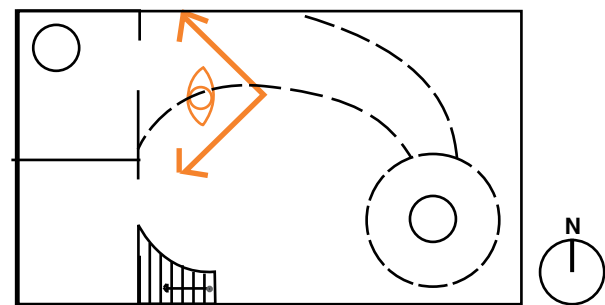
EXHIBITION STAGING



Elevator Elevation

LUNA

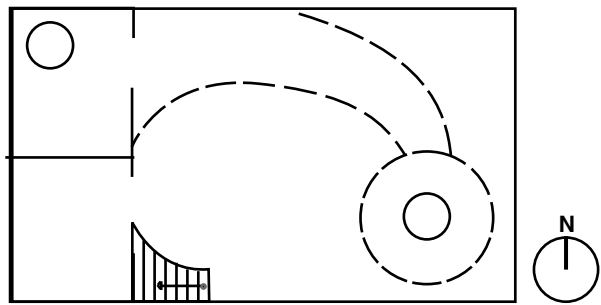
EXHIBITION STAGING



VIP and Second Floor Elevation

LUNA

EXHIBITION STAGING

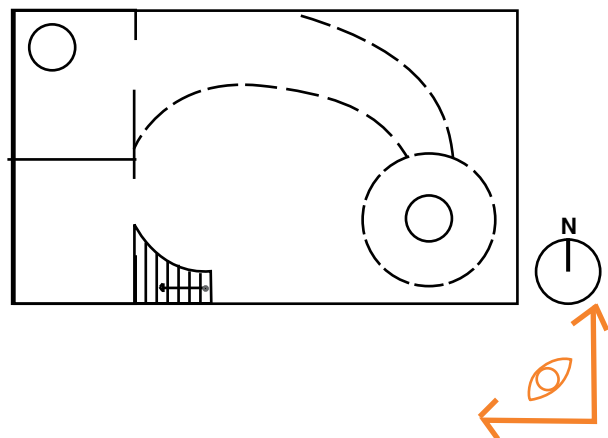


North Elevation



LUNA

EXHIBITION STAGING



Left Isometric

GRAPHIC IDENTITY



LUNA

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Acorn Studio aims to bring out the rich imagination of people as real experiences in their living rooms, studio apartments, yards and more. In order to overcome the limits of traditional decoration style, Acorn Studio branding adopts a humanistic and narrative approach, creating products with immediate sensory value.

LUNA is the company's first public released interior product. Branding and identity for the lamp is essential for their success in fundraising as well as international recognition as a new and upcoming product design company. The moon has been a divine and enchanting symbol in human history, and it brings people mystery, delight, relief and romance-- Luna aims to unveil the potential of familiar spaces.

COLOR PALETTE



Black
CMYK (100, 100, 100, 100)
RGB (0, 0, 0)



Blue
CMYK (100, 83, 38, 29)
RGB (14, 53, 92)



Beige
CMYK (6, 13, 27, 0)
RGB (239, 218, 187)



Brown
CMYK (12, 35, 59, 0)
RGB (216, 168, 119)



Red
CMYK (21, 100, 100, 42)
RGB (117, 6, 12)



Yellow
CMYK (0, 60, 94, 0)
RGB (245, 131, 45)

PRODUCT IDENTITY

LUNA

COMPANY LOGO



TYPOGRAPHY

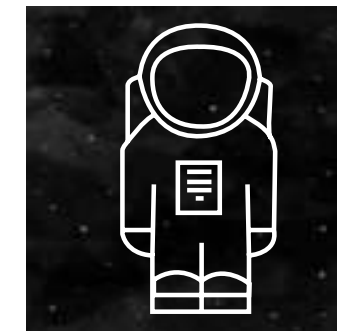
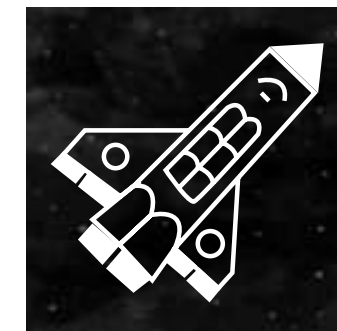
TRAJAN PRO BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

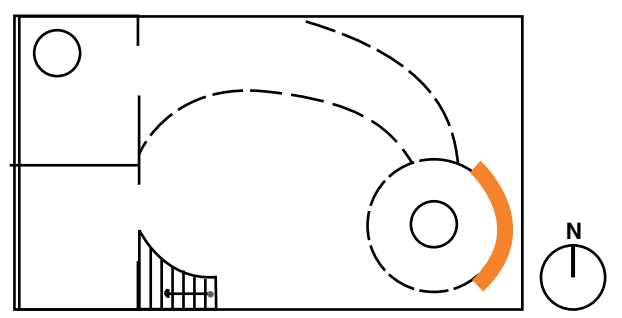
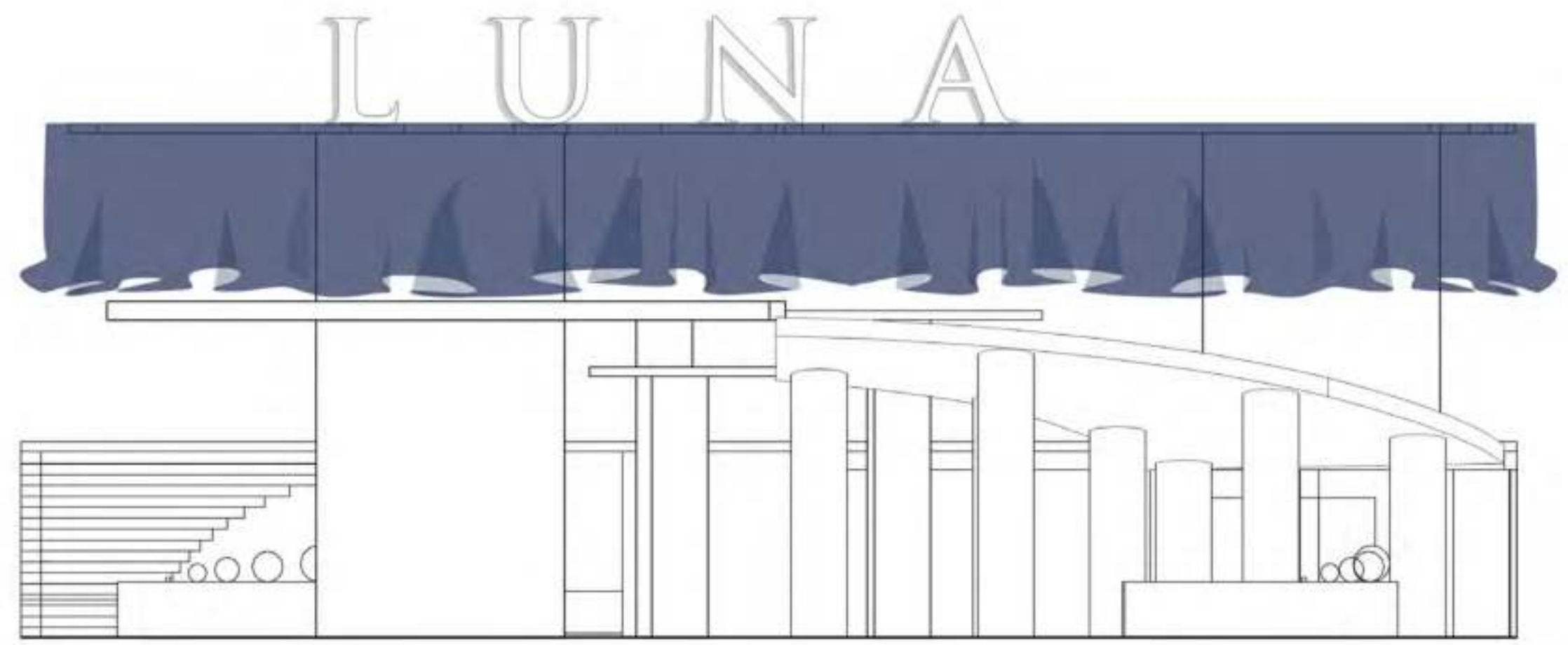
Avant Garde Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avant Demi
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avant Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GRAPHIC ELEMENTS

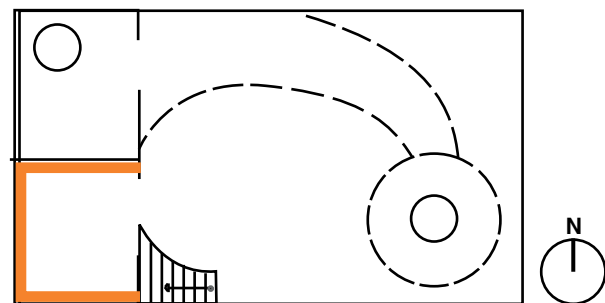




East Elevation

LUNA

GRAPHIC IDENTITY

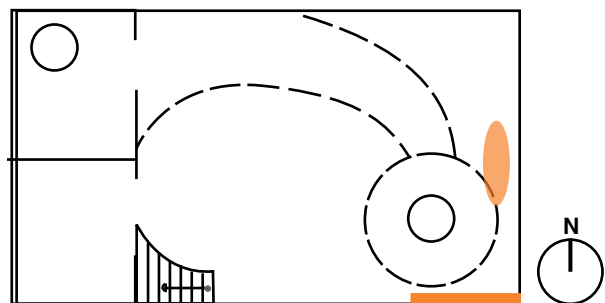
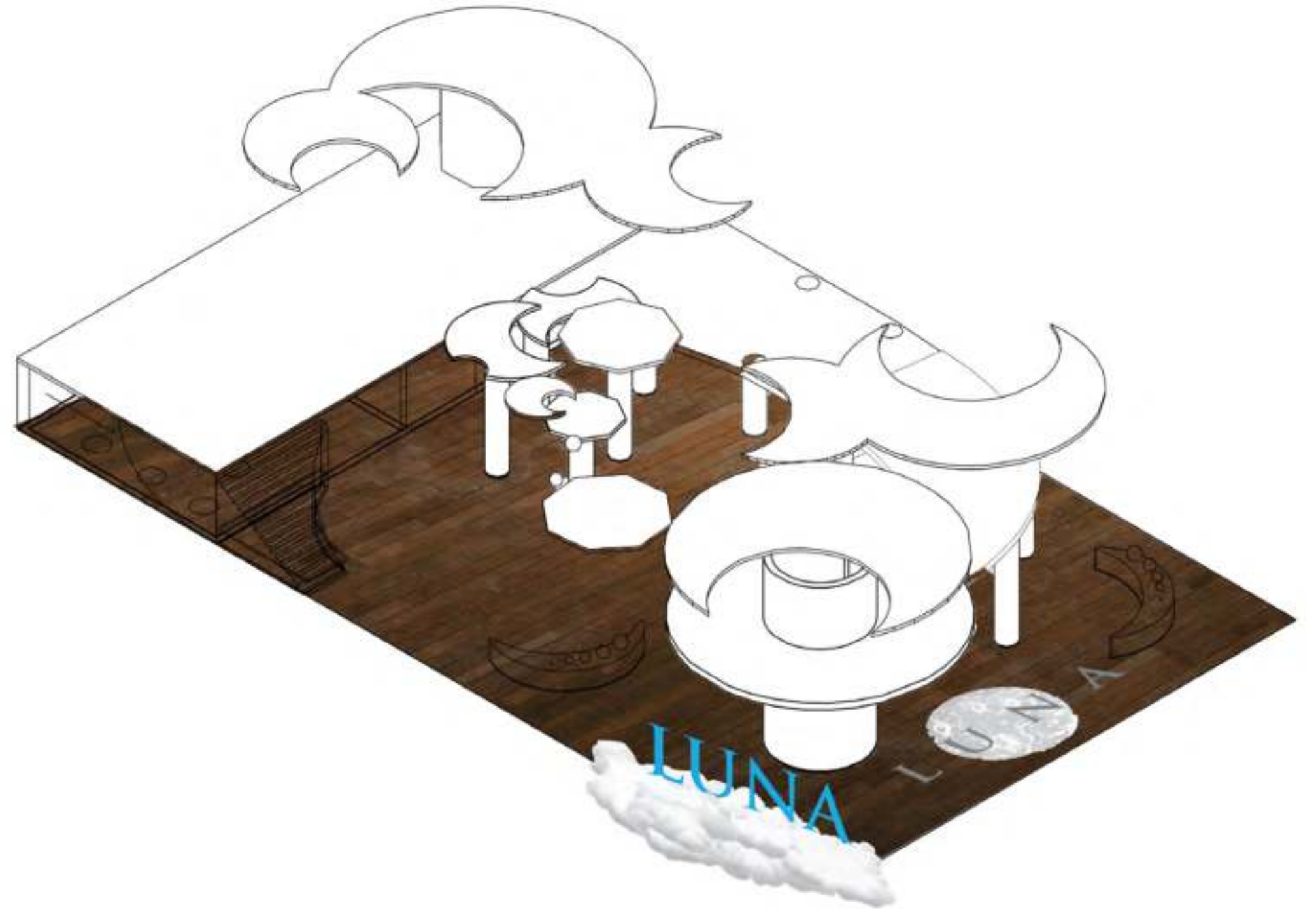


Cafe Interior Elevation



LUNA

GRAPHIC IDENTITY



Left Isometric



L U N A

FINAL MODEL

