



# Ray-Ban

EXHIBITION

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# **CONTENTS**

<b>Section 1: Exhibition Overview</b>	<b>2</b>
<b>Section 2: Exhibition Details</b>	<b>13</b>
<b>Section 3: Exhibition Identity</b>	<b>25</b>





**SECTION 1:  
EXHIBITION  
OVERVIEW**



General Information	Architectural Elements	Graphic Identity
<p>Company Name :</p> <input type="text"/> <p>Activity :</p> <input type="text"/> <p>Product Category :</p> <input type="text"/> <p>Website:</p> <input type="text"/>  <p>Annual Expo attendance :</p> <p><small>please ask your client how many events they have plan to attend in 2014, and which one is the most important event for them and why?</small></p> <input type="text"/>	<p>Who do you consider as your VIP guest and Why ?</p> <p><small>Beside the VIP guest who are the most important audiences you are expecting to have in your booth.</small></p> <input type="text"/>  <p><b>Exhibition information</b></p>	<p>Product Stands</p> <p><small>Please identify : The number of Products, Their fragility, Size-Dimention, Weight, Material, Preservation Criteria, Accessibility during the show.</small></p> <input type="text"/>  <p>Header ( the number of Logo and Graphic elements):</p> <input type="text"/>  <p>Backlight/Poster/Banners/Steakers</p> <input type="text"/>  <p>Screen Area</p> <p><small>TV/Video Projector</small></p> <input type="text"/>
<p>What are the most important Business objectives that they expect to be archived in their annual trade show attendance :</p> <p><small>please ask your client how many events they are expecting to attend in 2014, and which one is the most important event for them and why?</small></p> <input type="text"/>	<p>Trade show Title:</p> <input type="text"/> <p>Location, Time &amp; Date :</p> <input type="text"/>  <p>Exhibition Hall Number</p> <input type="text"/>  <p>Booth Size/Floor Plan</p> <input type="text"/>  <p>Booth type</p> <p><small>BUILD and BURN or MODULAR</small></p> <input type="text"/> <p>Island booth <input type="checkbox"/>    Corner Booth <input type="checkbox"/>    End Cap Booth <input type="checkbox"/>    Back wall Booth <input type="checkbox"/></p> <p>Double-Decker <input type="checkbox"/>    Flat <input type="checkbox"/></p>	<p>VIP and CIP Spaces :</p> <p><small>The number of VIP and CIP space and their dimensions. Please Clarify the level of privacy of each including Private or Semi Private. In case you need to doable-decker booth, please address the size of the second floor as well.</small></p> <input type="text"/>  <p>Lighting</p> <p><small>Lighting Techniques including Typical or complex lighting methods. Ex : laser technique lighting is classified as the complex method while using regular lighting elements like Halogen and projectors is considered as the typical lighting method)</small></p> <input type="text"/>  <p>Lock-up &amp; Storage</p> <p><small>Please identify the number of Lock up and storage and the size of each</small></p> <input type="text"/>  <p>Information Desk and VIP-CIP furnitures</p> <p><small>Please clarify the number of booth staffs who are hosting clients at the age of your booth during the show.</small></p> <input type="text"/>  <p>Any other Consideratios</p> <input type="text"/>

## DESIGN PHILOSOPHY

- \* Never Hide campaign
- \* different designs (color, frame style) to fit individual people and their personalities

## RAY BANS GLASSES

- \* Aviators
- \* Clubmaster
- \* Wayfarer
- \* 2015 line: velvet, titanium, denim, Ray Ban Remix

CONCEPT  
MAP

RAY BANS

## FASHION

- \* constant innovation on colors, frames, styles
- \* have become a fashion must have and have stayed relevant as a trend

## INNOVATION

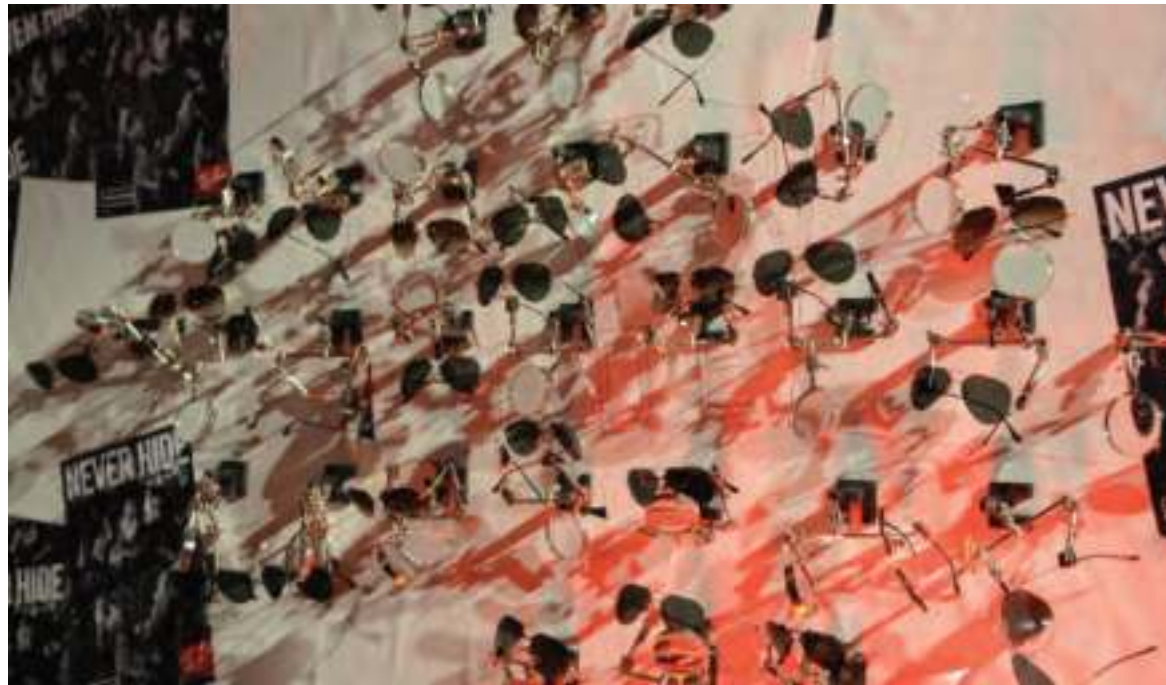
- \* Ray Bans has created a balance between modern, classic and innovative

## ICONS

- \* Ray Bans have been a top sunglass choice and been worn by actors, musicians, and many people in the social media

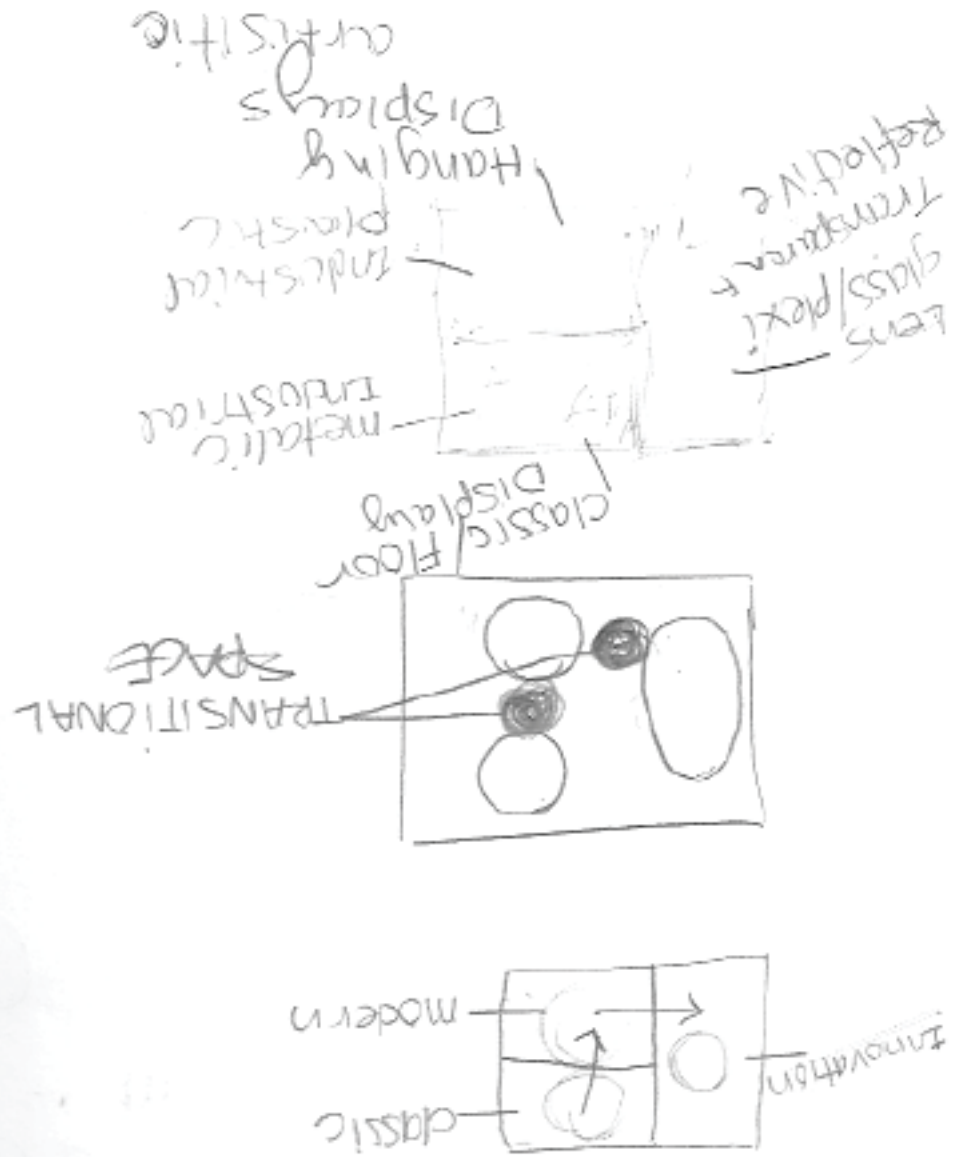


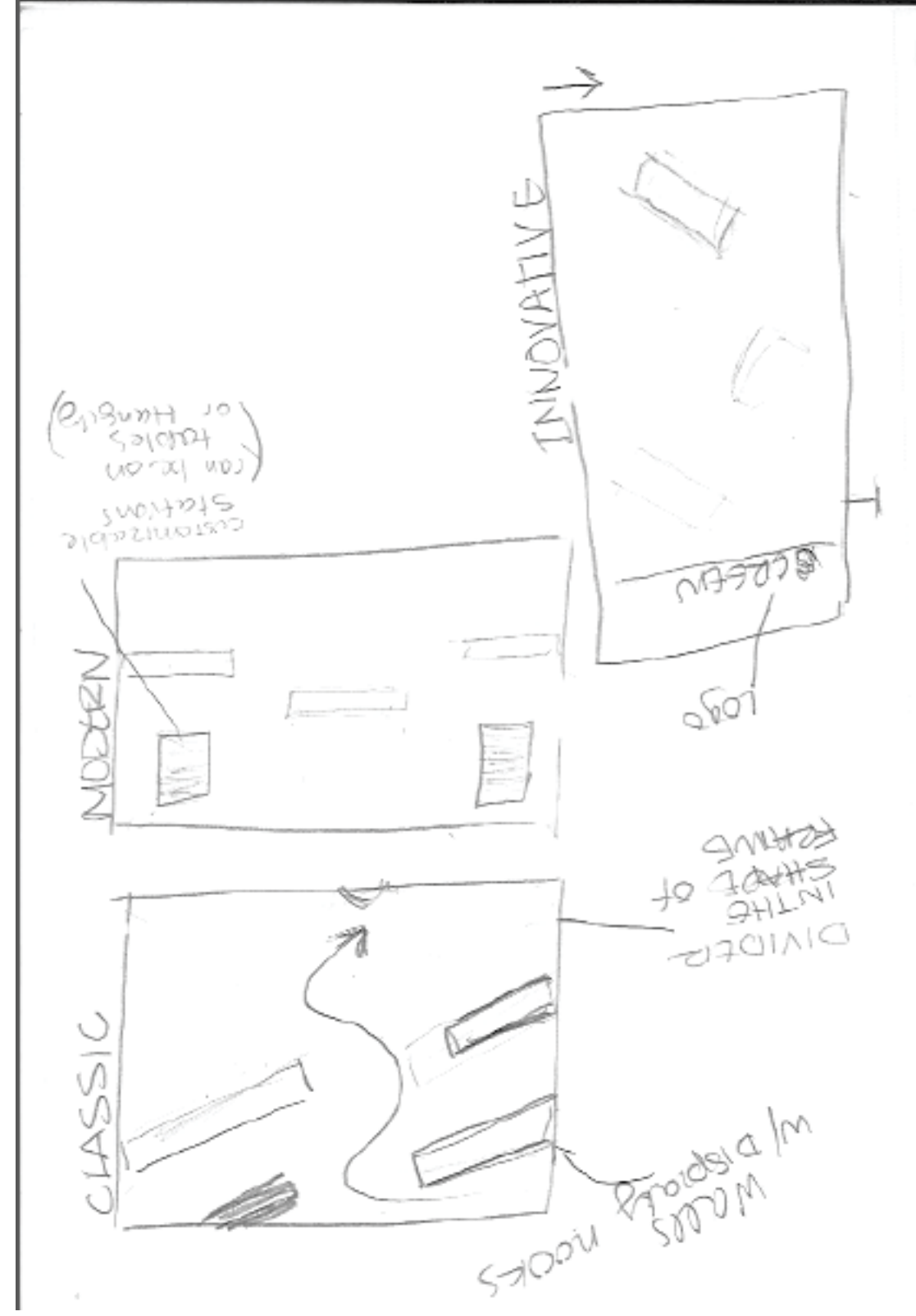
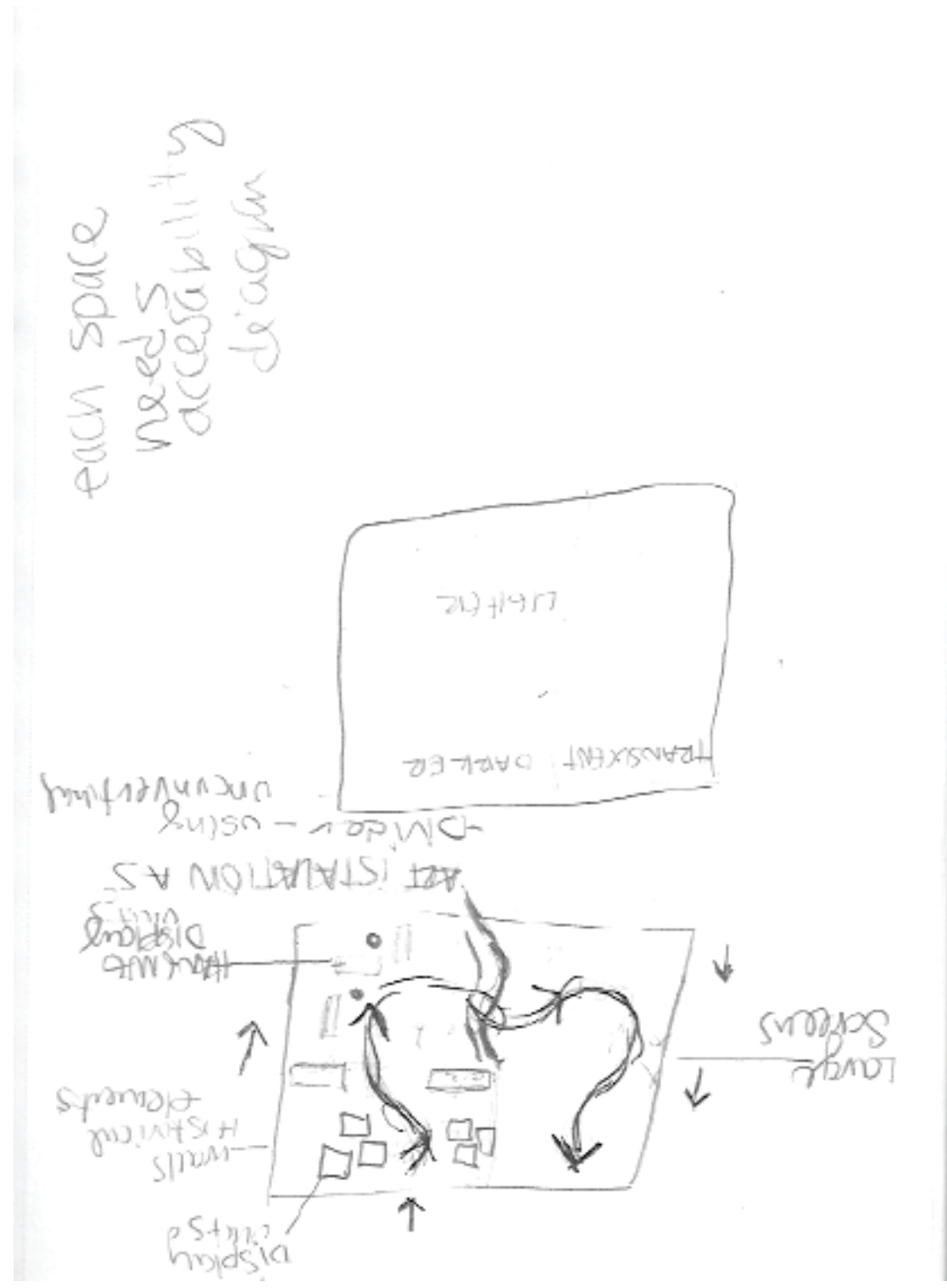
# INSPIRATION





# Preliminary Sketches





AVIATOR

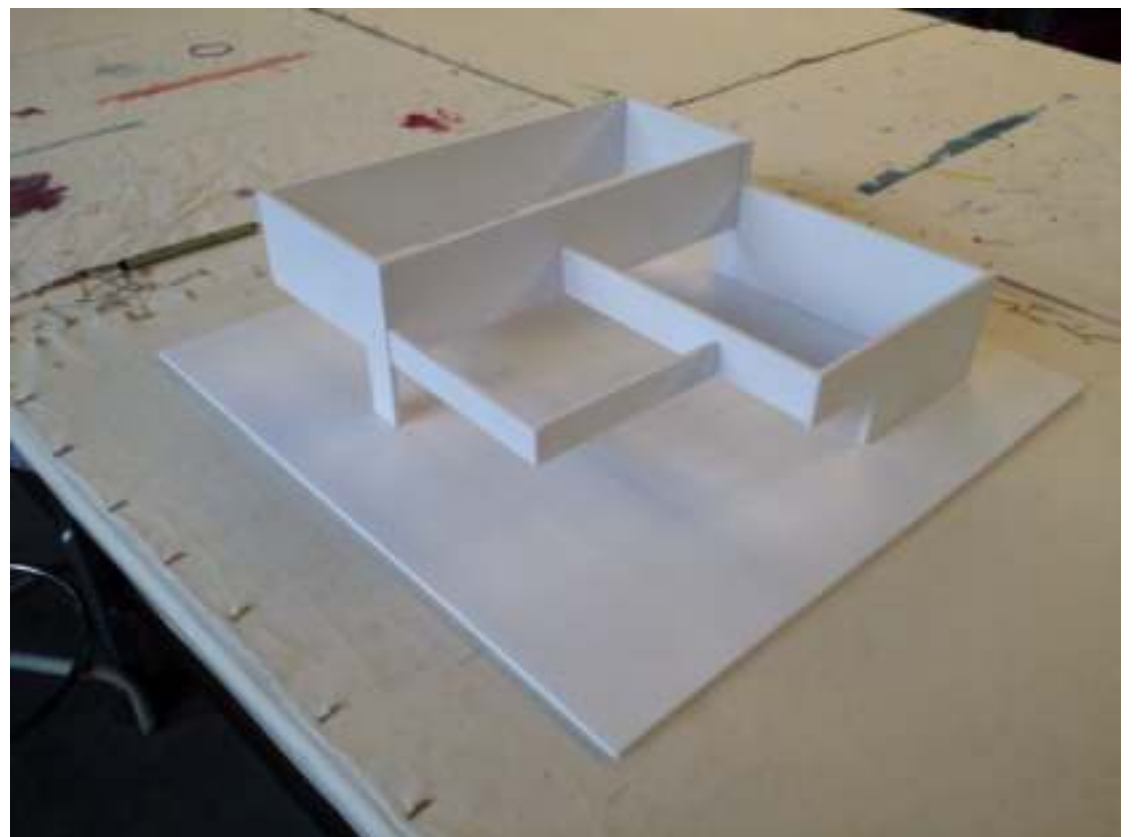
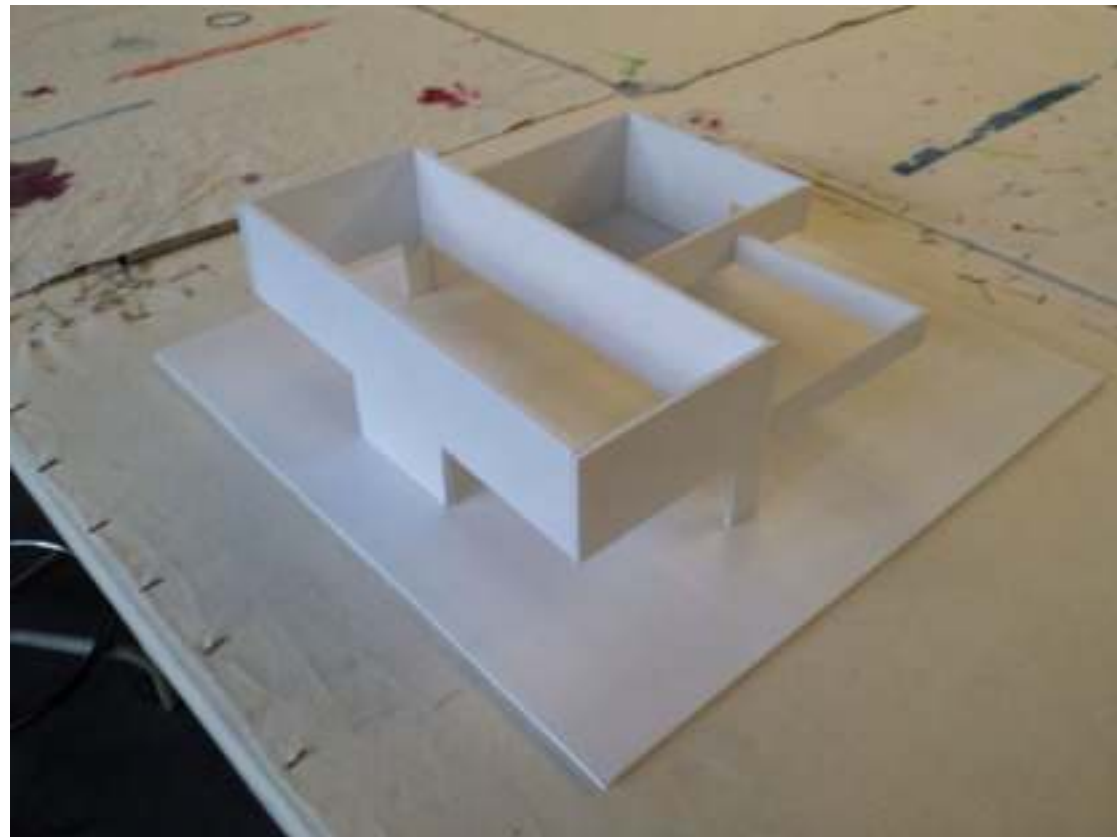
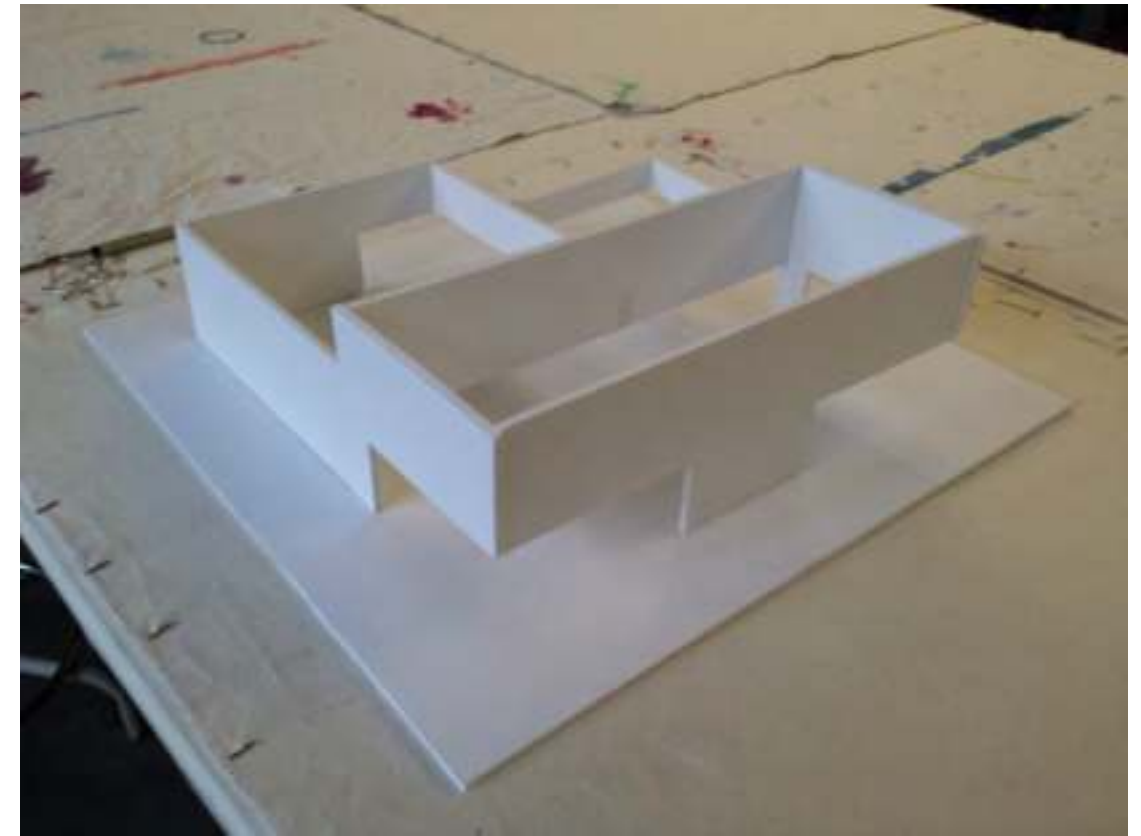
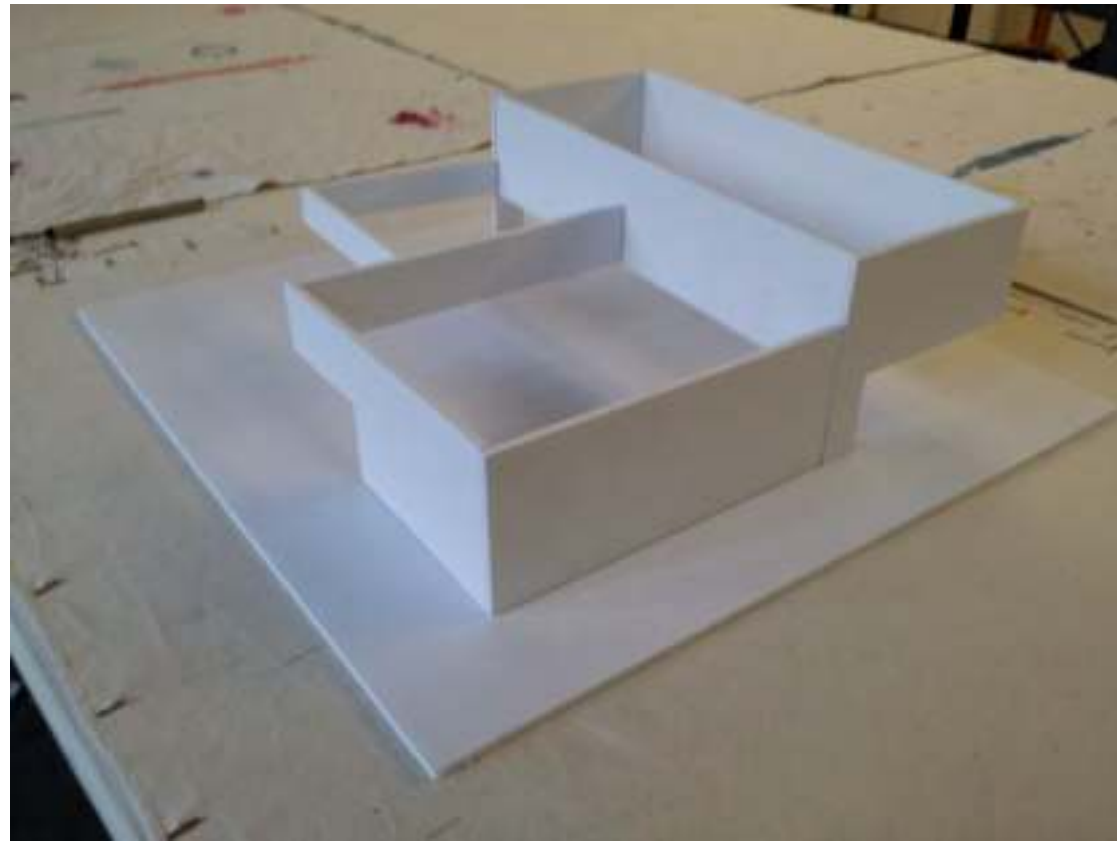


WAYFARER



CLUBMASTER





**Model:  
Beginning stages**





**Model: Final Stages**




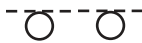

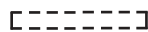


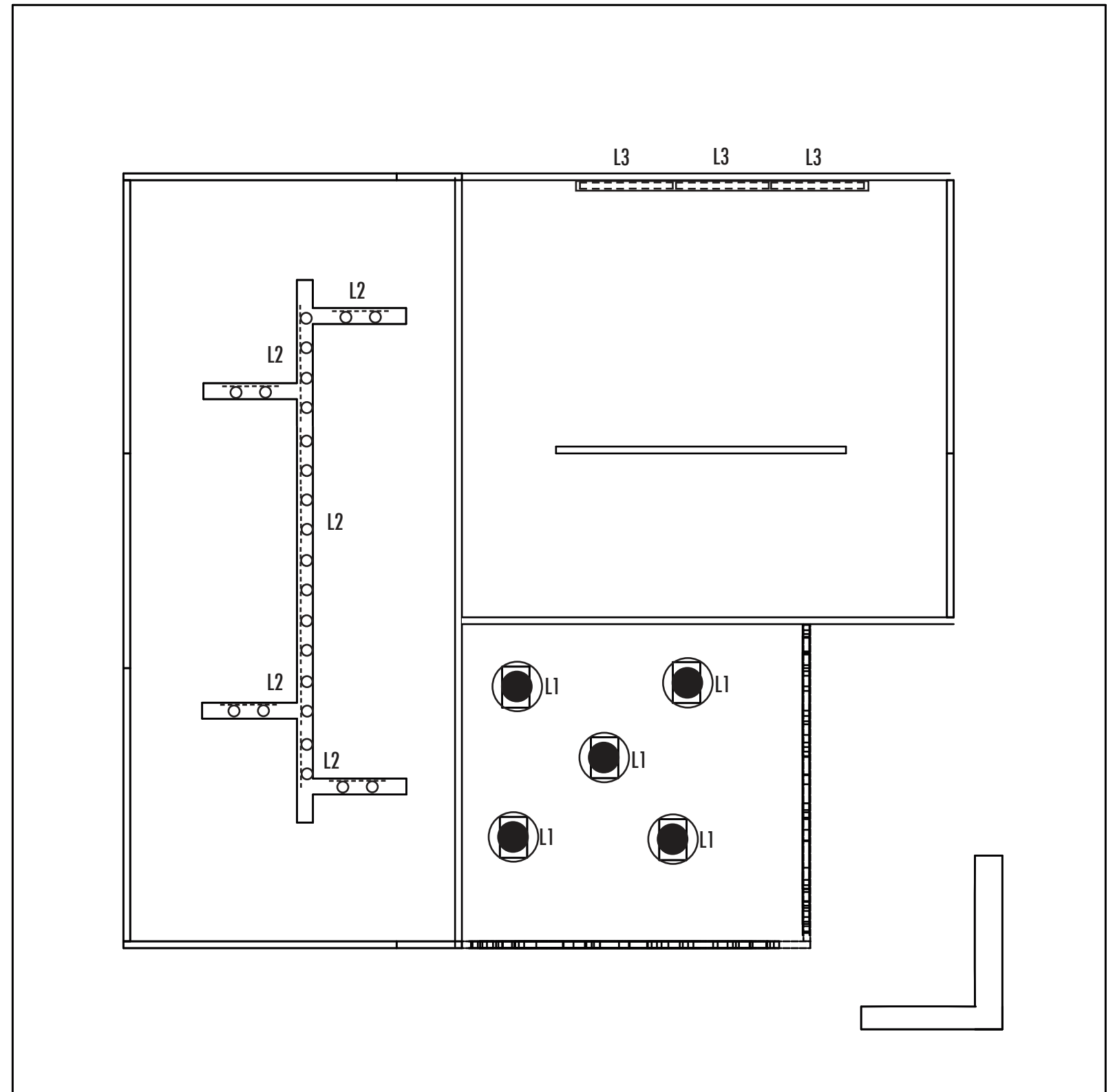






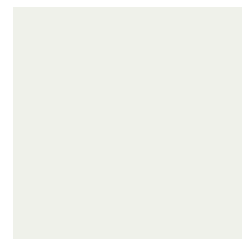
# Lighting

EXAMPLE	SYMBOL	LETTER	NAME OF FIXTURE
		L1	PAR projector 38
		L2	Spotlight fixture P6159-09WB
		L3	Strip lighting



# Materials and Color Palette

## COLOR PALETTE



Falling Snow  
PPU 18-7



Intellectual  
PPU 18-19



Black Suede Suede  
S-H-790



Poinsettia  
150B-7



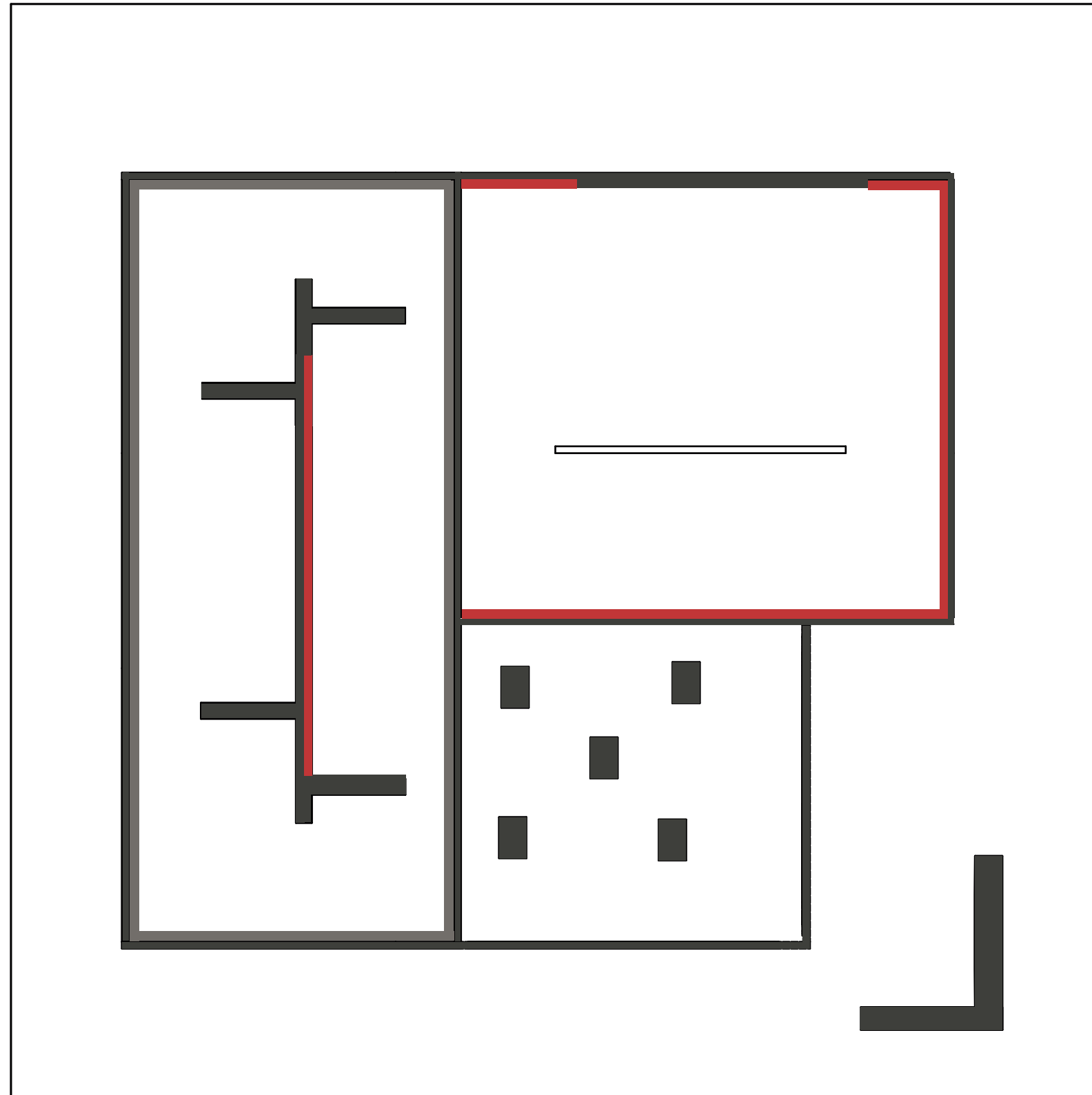
## FLOORING



Hardwood flooring  
Bamboo in Tan

## VIP WALL DIVISION





# FURNITURE



**VIP:**  
White leather couches and sofa chairs will be provided for the VIPs for comfort

**CIP:**  
Benches and tables to allow some of the CIP's to have some options for seating



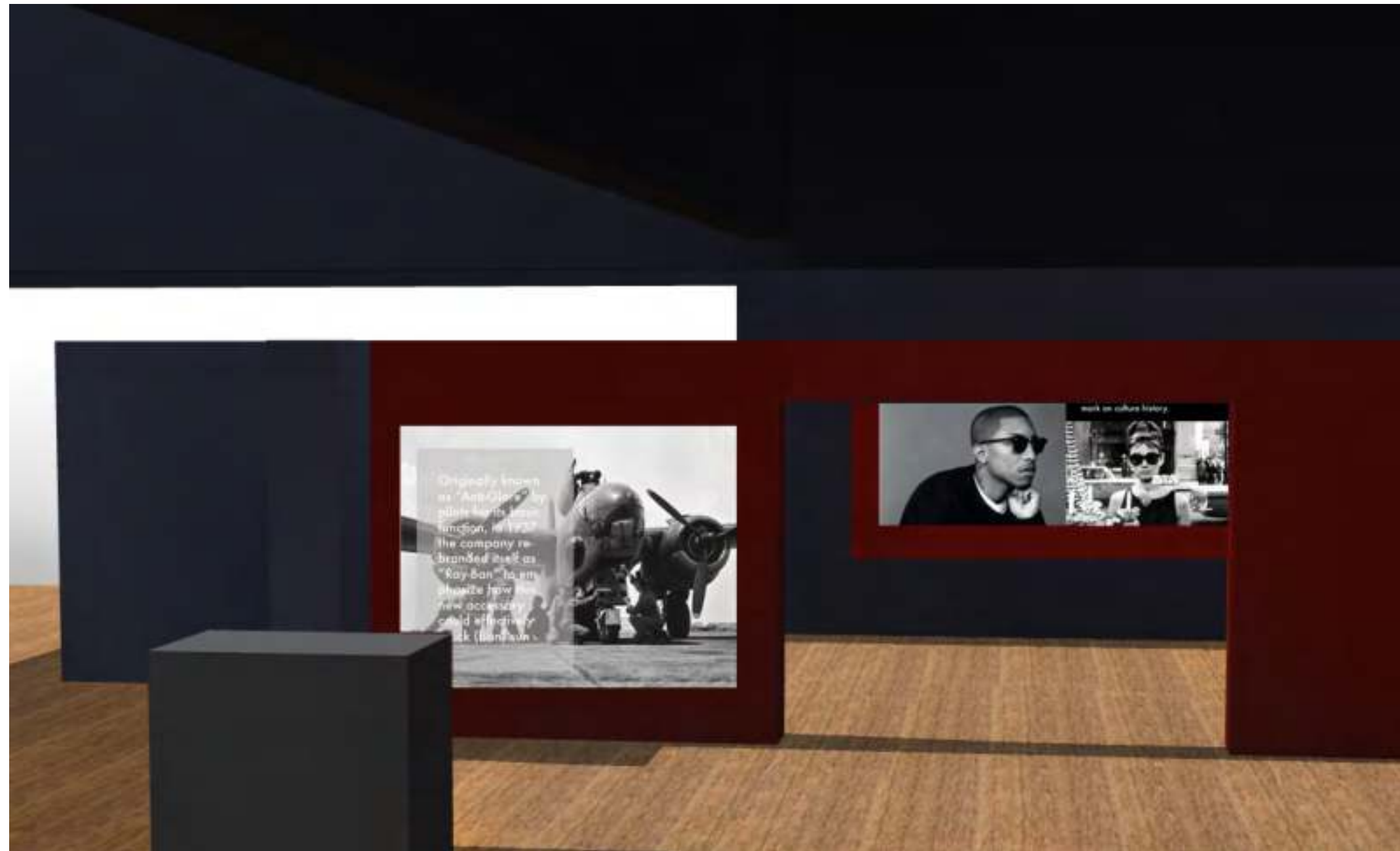




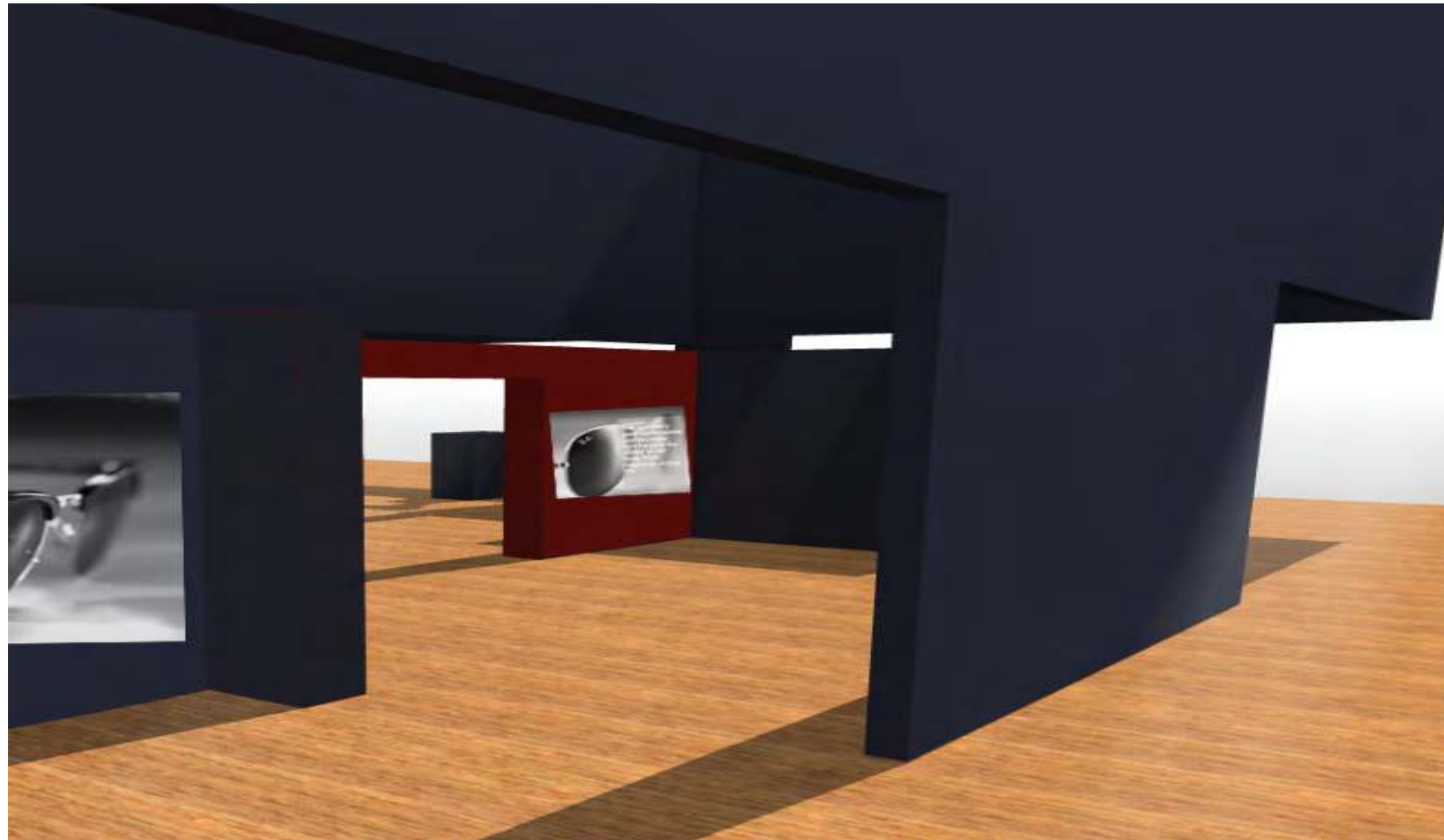
**Lobby and Entrance:** For our exhibition space, we wanted to design an area that is open and welcoming to people passing by. We designed our lobby/ entrance space to be the main attraction from the beginning with 2 wayfarer outlines on top of the walls to give a clear image of what company we are representing. Our information booth is right outside the lobby/display area to welcome our guests and to start off on the good foot with potential or current clients.



**Entrance:** Before entering the exhibition, our message will be clear with our Ray Ban logo and with wayfarer outlines on top of our booth. When entering the Ray Ban exhibition, people will be welcomed by our information booth, and an open display area. Passing through, people will be entering the first room where multiple sunglasses are displayed in our display booths. Continuing to the second room is the VIP area

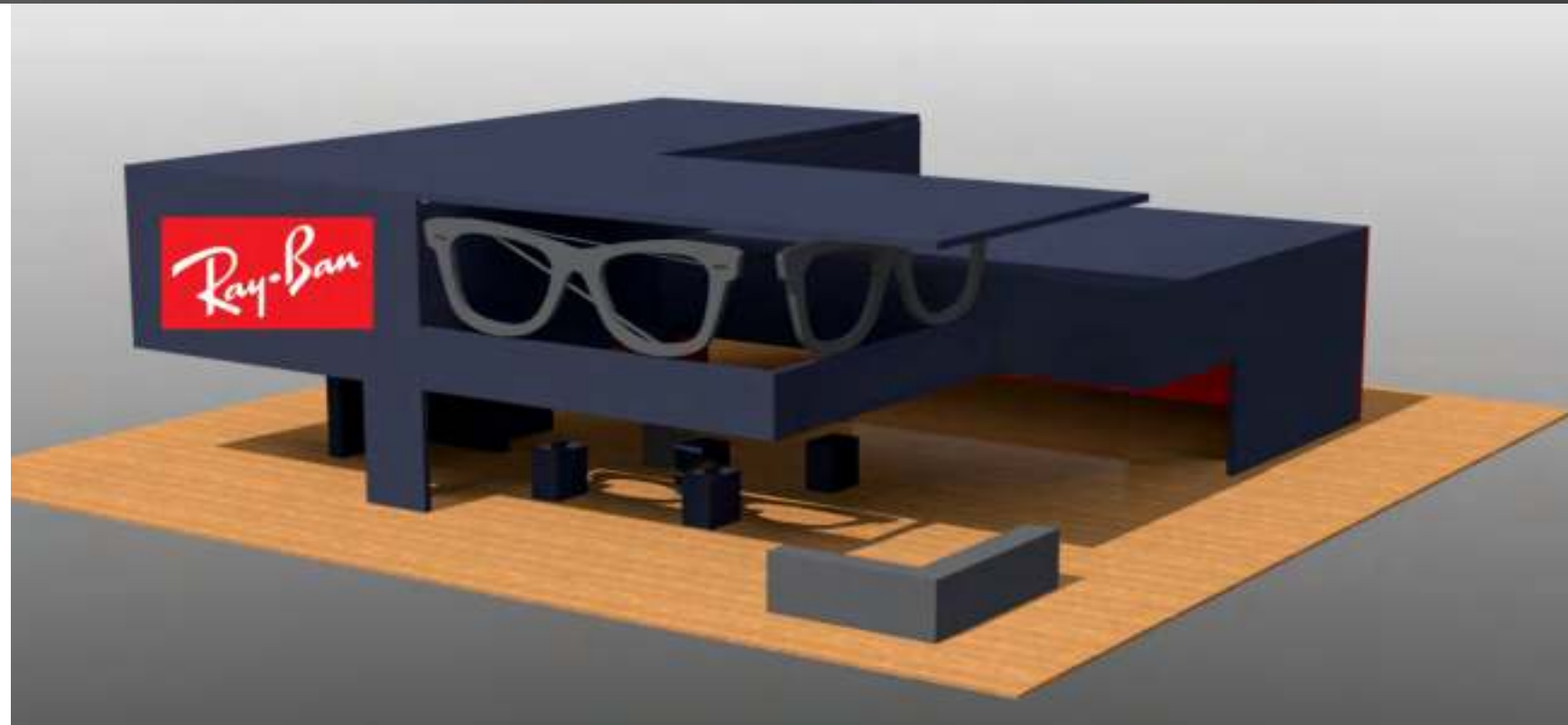


**Second to third room:** Walking from out second room to our third room, we want people to truly value Ray Bans and their dedication to excellence along with modernity and innovation. We have dedicated the third room to be more informative and to let people know about the brand's history. On the wall we have screen that will be portraying information from the start of Ray Bans, the use of them for aviators and even social icons that have tied themselves to the brand.



**Entering from the eastern entrance:** With the openness of our exhibition, we have allowed people to come in through different sections of the exhibition, the eastern side is one entrance. Entering through that side would allow people to enter and be informed from the beginning in our third room, exhibiting history about Ray Ban in your digital screens.







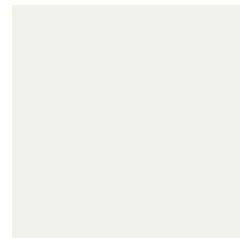




**SECTION 3:  
EXHIBITION  
IDENTITY**



## COLOR PALETTE



Falling Snow  
PPU 18-7



Black Suede Suede  
S-H-790



Intellectual  
PPU 18-19



Poinsettia  
150B-7

## LOGO



## TYPOGRAPHY

### FUTURA CONDENSED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

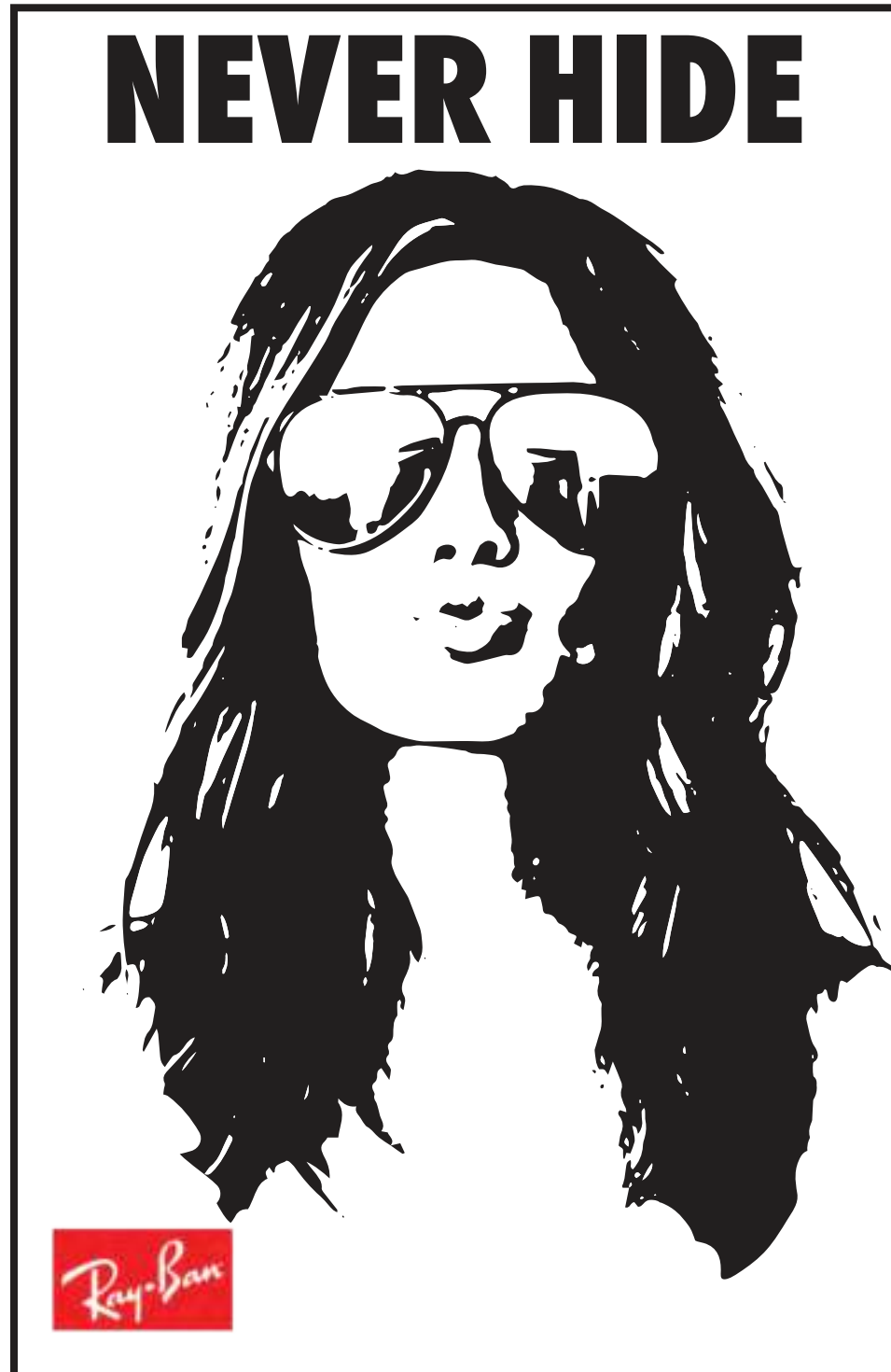
### FUTURA CONDENSED EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

POSTERS

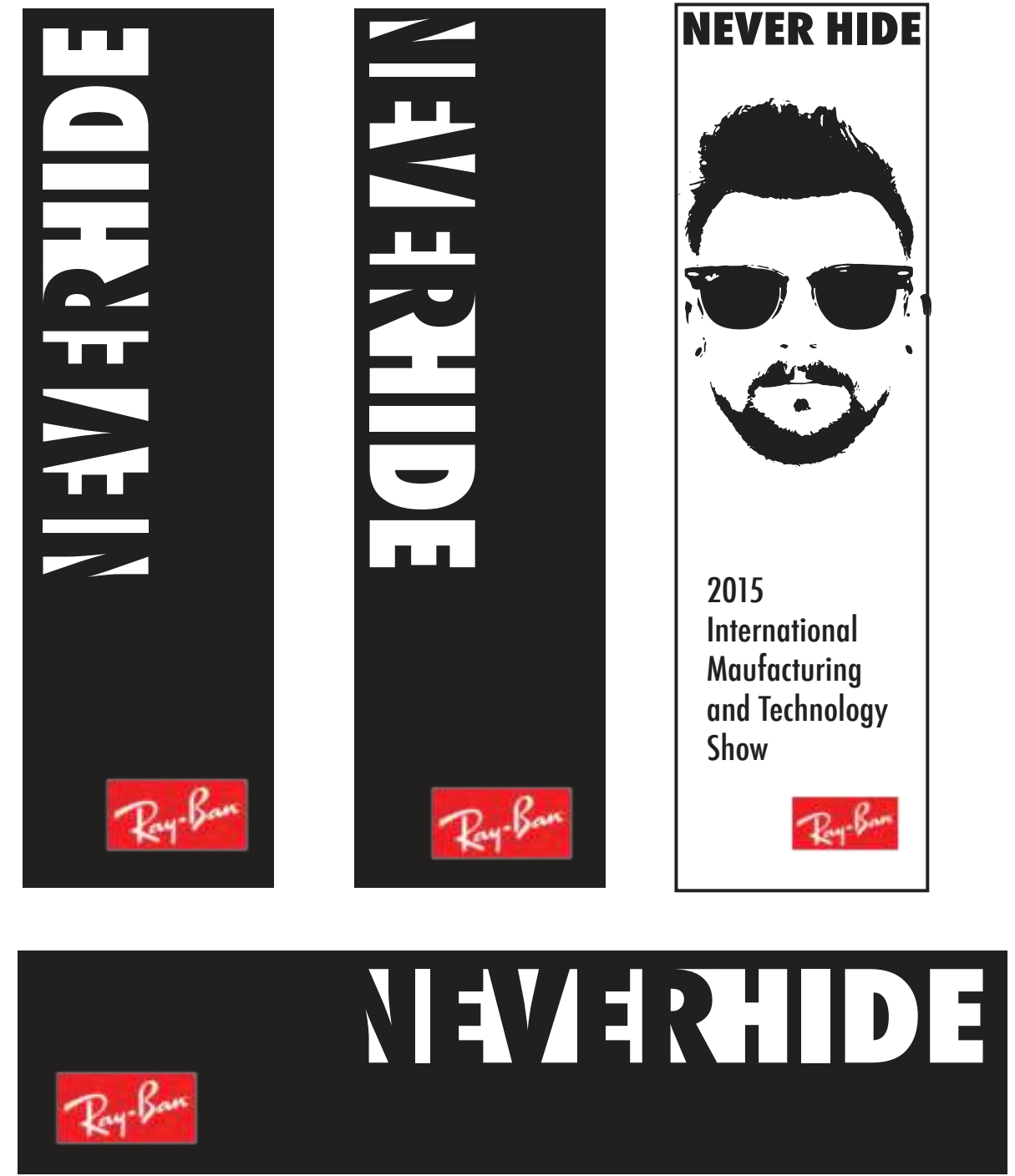


SIZES:  
17x22in.  
&  
24x36in.

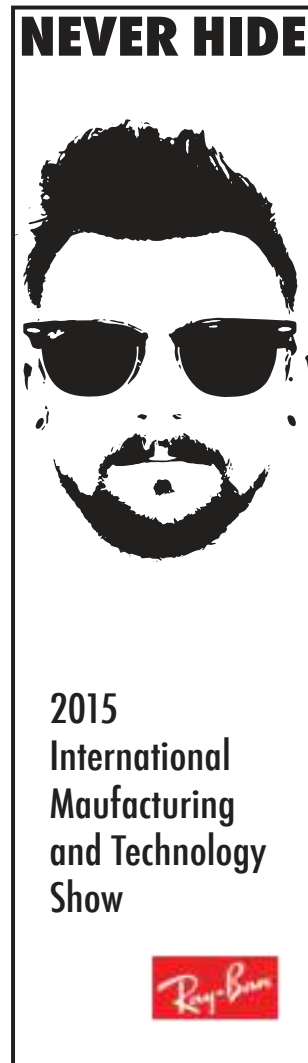


# BANNERS

# NEVER HIDE



# NEVER HIDE













**PROFESSOR  
MAHAN  
SOLTANZADEH**

**ANNA GARIBAY  
DENISE GARCIA**

**DES 185  
FALL 2014**