

TESLA MOTORS



CHICAGO CONVENTION CENTER
IMTS 2014



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PHASE 1
“THE NARRATIVE”

GENERAL BRIEF

COMPANY NAME:

Telsa Motors

ACTIVITY:

IMTS Convention

PRODUCT CATEGORY:

Full Electronic Luxury Cars

WEBSITE:

[HTTP://WWW.TESLAMOTORS.COM](http://www.teslamotors.com)

ANNUAL EXPO ATTENDANCE:

Tesla Motors plans to attend only two events this year. The north american international auto show in Detroit, Michigan as well as the Geneva Auto Show in Switzerland. Each one has signifcant importance because of the low number of trade shows they attend each year.

BUSINESS OBJECTIVES:

Tesla has a track record of cherry-picking their presence on trade fairs/ motor shows. As a company they believe the investment in frequent trade shows are notworthwhile because its position as a innovative automobile company. Their dealshiper and showrooms are no located on main roads but mostly Malls. Tesla Motors has attended less then ten trade shows since 2006. They are not demand-restricted, not even cash-restricted they are currently production-restricted.

WHO DO YOU CONSIDER VIP AND WHY?:

Due to Tesla's reputation as a non-marketing car company we have put less emphasis on the VIP/CIP area. Instead of creating of divisions from these distinct areas we have provided two resting areas with standing tables within the exhibit space.

TRADE SHOW TITLE:

The International Manufacturing and Technology Show

LOCATION, TIME & DATE:

Chicago Convention Hall, September 8-13, 2014

EXHIBITION HALL NUMBER:

9419

BOOTH SIZE:

100 x 80ft

BOOTH TYPE:

Island

LIGHTING:

The exhibit will have direct spotlights on the inside overhang of the outer ceilings. Indirect lighting will be provided by six strong beams pointed up at the reflective ceiling to cast more overall lighting on the main floor.

STORAGE:

Storage for tables, graphics, and other objects will be provided by the top left and bottom right corners of the exhibit

SMART GLASS:

Guests will be able to virtually interact with the large structural display screens on both North and South sections of the exhibit. This glass uses SMART GLASS technology combined with MICROSOFT XBOX KINECT for animated diagrams and visual features that create the ultimate responsive experience for the guests

OBJECT LIST



[2] MODEL S (17' X 5.5')

Two Model S will serve as a display while the other will be open for guest interaction



[1] MODEL X (17' X 5.5')

The Model X will just be featured, showing guests what to look forward to with the new design.



[2] ROADSTER (17' X 5.5')

Two Roadsters will serve as a display while the other will be open for guest interaction.



[1] WALL CONNECTOR (VARIES)

Basic wall connector that acts as a cord to connect the vehicle to the charging station.



[1] MOBILE CONNECTOR (VARIES)

Both the connectors will be mounted into the walls near the supercharger station to display the alternative ways of charging Tesla



[2] SUSPENSION MODELS (17' X 5.5')

TWP Model S will serve as a display while the other will be open for guest interaction



[6] TESLA KEY

TWP Model S will serve as a display while the other will be open for guest interaction



[2] 17' DISPLAY (17')

Interactive displays will be available for guests to test out. They will be mounted on the suspension model



[6] STANDING HEIGHT TABLES (3' X 4')

We will be providing three tables for each resting area for Guests and consumers to converse and discuss matters.



[2] LARGE XBOX KINECT SENSOR (20' X 4")

A large sensor using XBOX KINECT technology will be placed above each SMARTGLASS to detect motion interaction



[20] DIRECT SPOTLIGHTS (17' X 5.5')

These spotlights will be positioned on the inner overhang on the outside ceilings.



[12] STRONG LED SPOTLIGHTS

TWP Model S will serve as a display while the other will be open for guest interaction



[1] LARGE CENTER SPOTLIGHT (17.5' X 17.5')

TWP Model S will serve as a display while the other will be open for guest interaction

EXHIBIT CONCEPT

SIMPLICITY The visual flow and direction of the exhibit is quite distinct. A simple geometric, symmetrical, and open exhibit space allows convenient traffic flow for maximum exposure

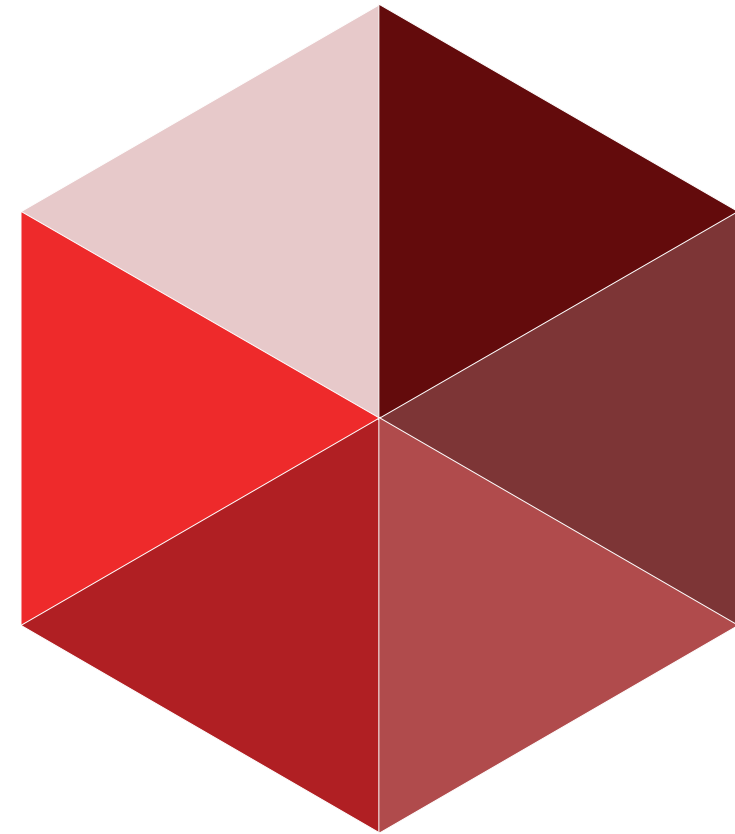
ELEGANT Tesla represents luxury vehicles. Our products are engineered with the highest precision and technology available. We are breaking new grounds everyday and we want our products to represent that.

INTERACTIVE We want our guests involved as much as possible. Our exhibit offers many features that allow the user to take charge of their experience through revolutionary motion sensor technology

MODERN Not only do we want our technology to be the contemporary but our aesthetics as well. Our exhibit presents Tesla Motors and its cars to be "the" cars of the future.

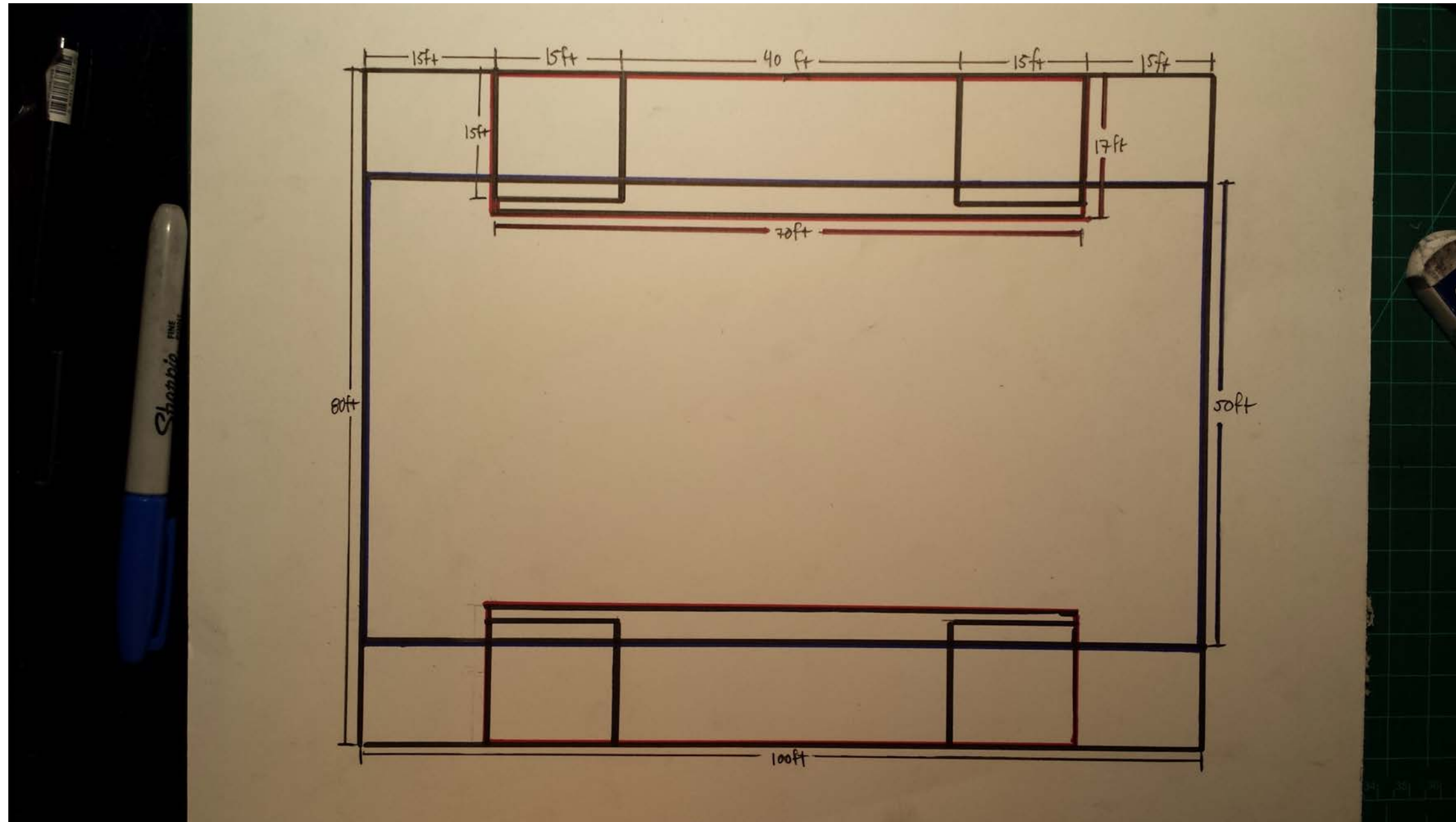
SUSTAINABILITY All Tesla cars produce zero emissions. it is the foundation of the company to represent full electronic vehicles of the highest class

ENTERTAINING Our exhibit not only display our cars but we break down what it truly means to own a high end piece of equipment like a Tesla car. We explain the advanced technology and engineering poured in to our work.



PHASE 2
“SPATIAL PLANNING”

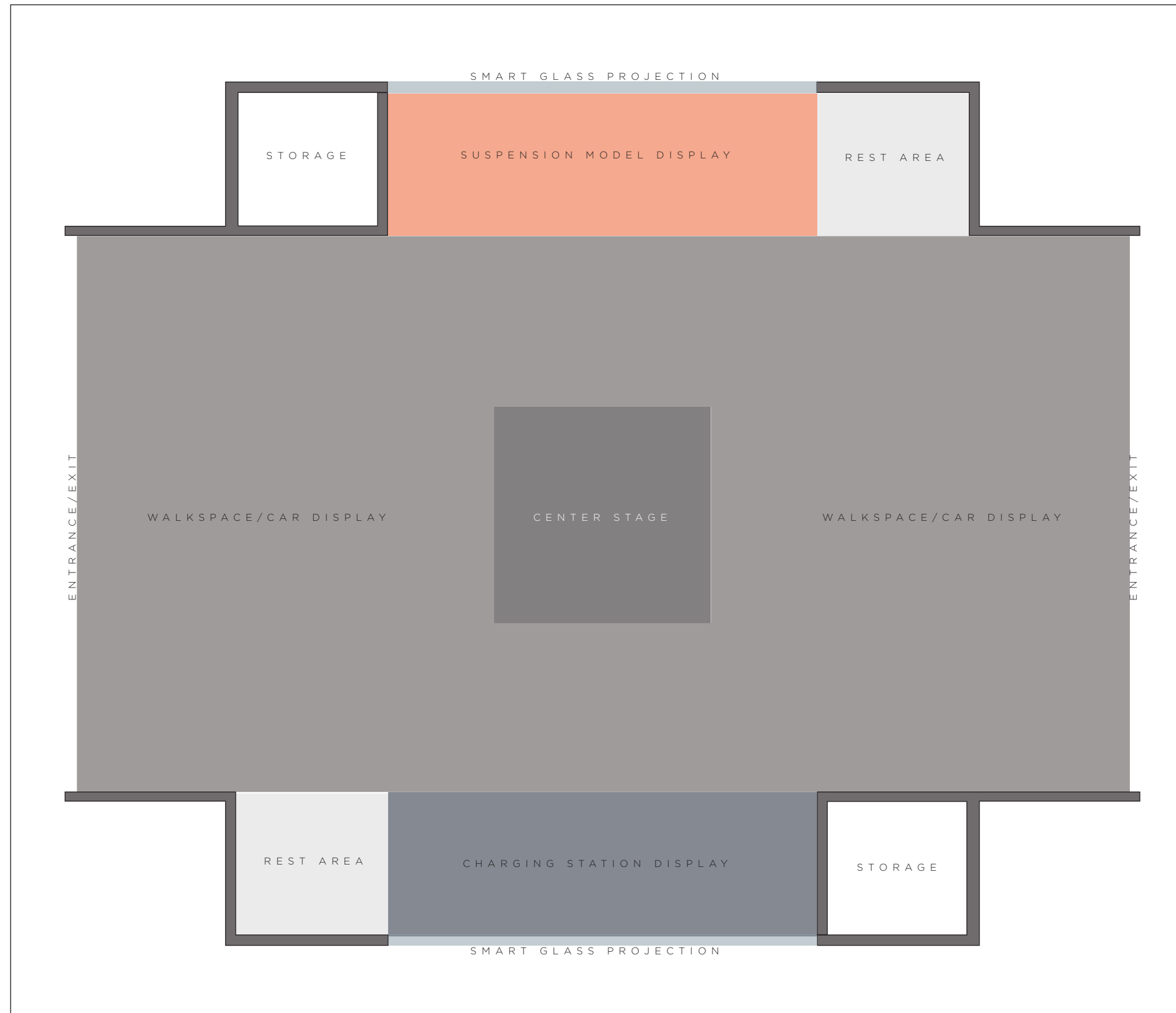
FLOOR PLAN (SKETCH)



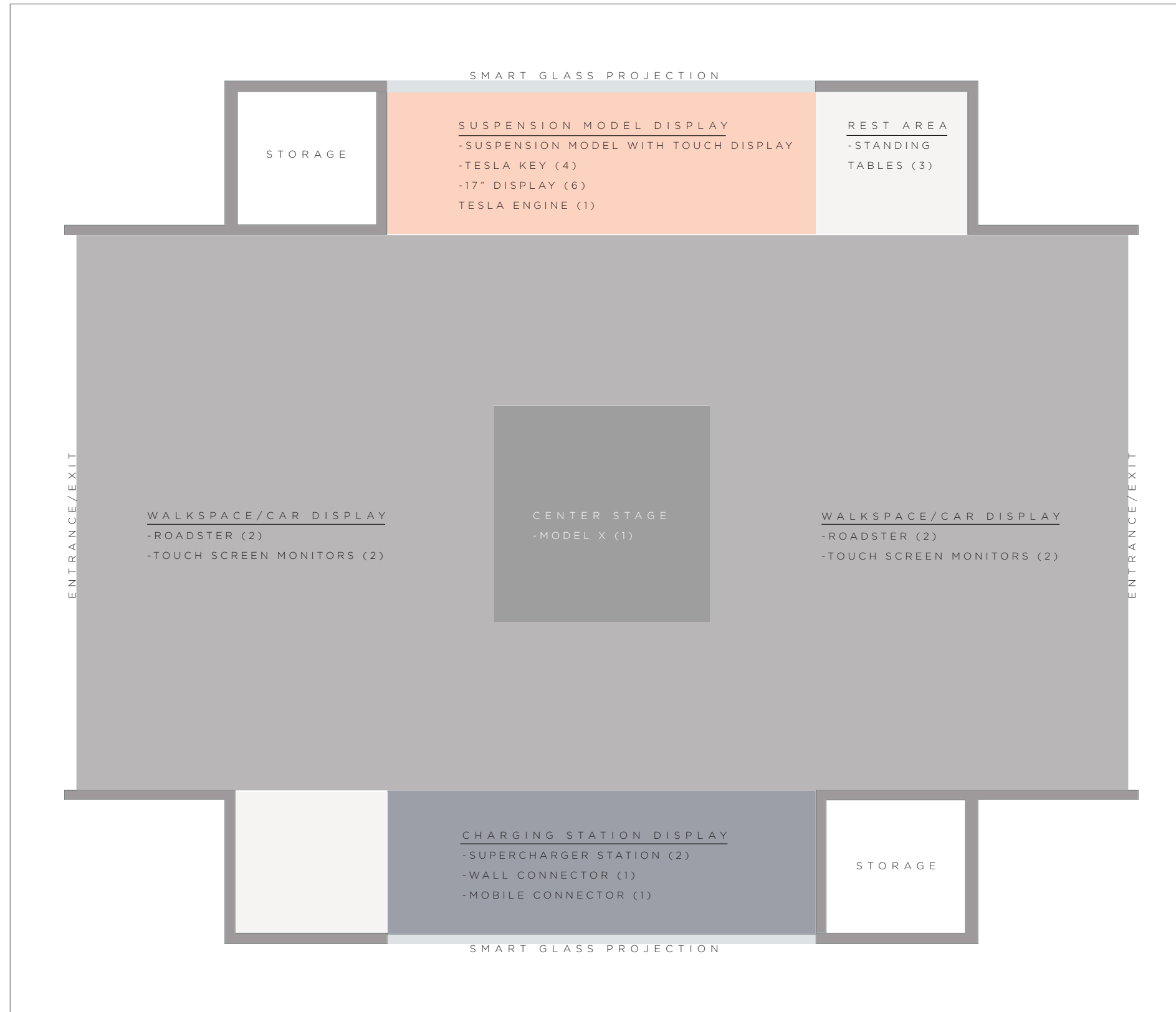
The sketch above represents our early developments of the floor plan for our exhibit. We started brainstorming with basic geometric shape arranged in symmetrical proportions. The large opening allow for maximum traffic as well as exposure in the convention.

FLOOR PLAN (ILLUSTRATOR)

A simple geometric layout with asymmetric entrances/exits allow for maximum traffic through exhibit. This open space can provide both display and interactive features to the exhibit

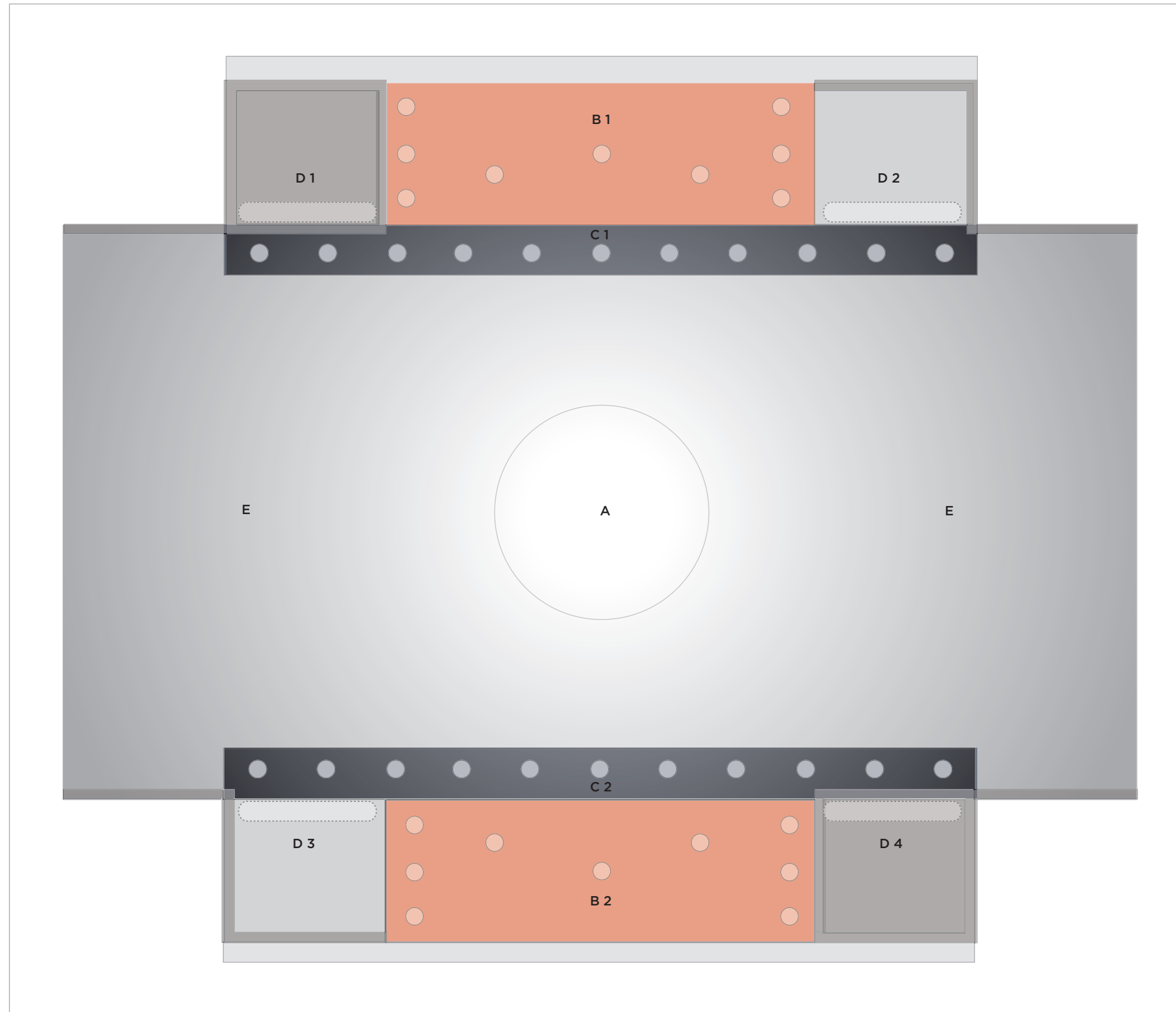


OBJECT DETAILED FLOOR PLAN (ILLUSTRATOR)



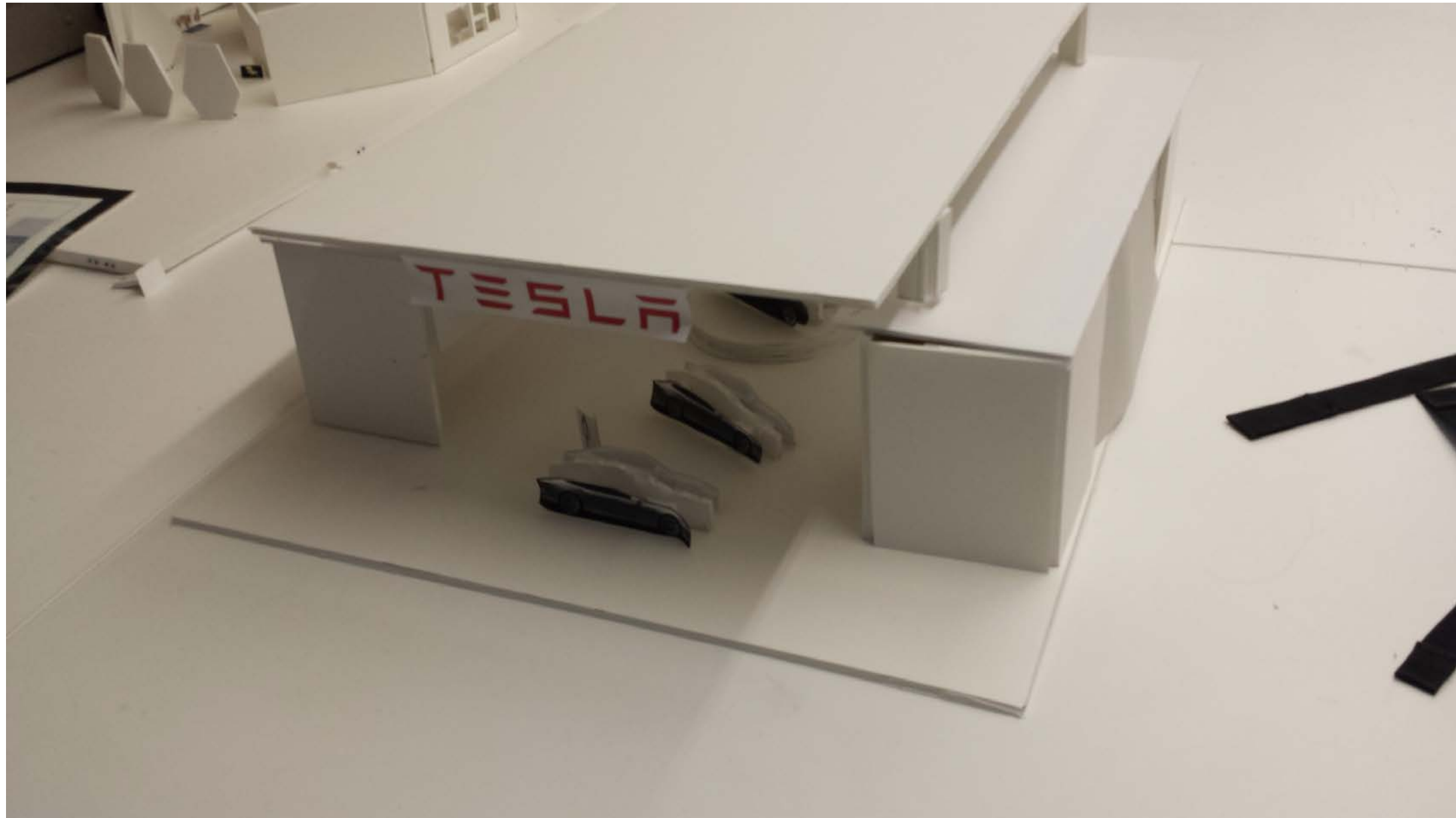
CEILING LIGHT PLAN (ILLUSTRATOR)

- A. CENTER SPOTLIGHT (1)
- B. ROUND LED LIGHTS (12)
- C. POWER SPOTLIGHTS (22)
- D. POWER LIGHTS (4)
- E. REFLECTIVE CEILING



SCALE MODEL (FOAM BOARD)

OUR MODEL used a 1/4" scale to best display our exhibit. The transparent SMARTGLASS is implented within the entire structure represented with the tracing paper.



OVERALL EXTERIOR VIEW



ANGLED CENTER AISLE VIEW

A large entrance and exit allows the guest to see the exhibit from a distance and gives a sense of open space.

SCALE MODEL (FOAMBOARD)

Small rest area with 3 tables included for guests to take a break or converse business



ANGLED SUSPENSION MODEL VIEW #1



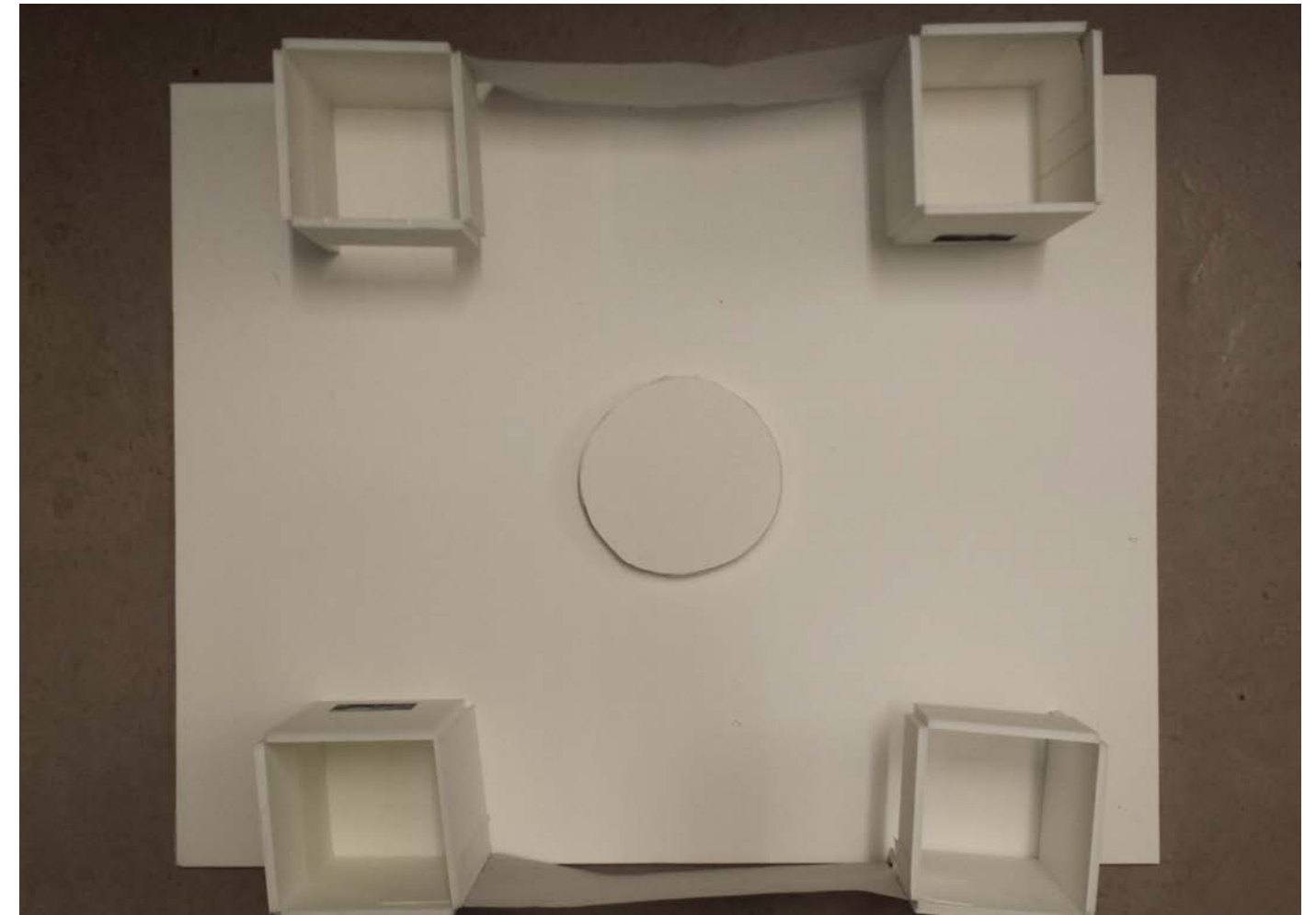
ANGLED SUSPENSION MODEL VIEW #1

SUPERCHARGER station exhibit

SCALE MODEL (FOAMBOARD)



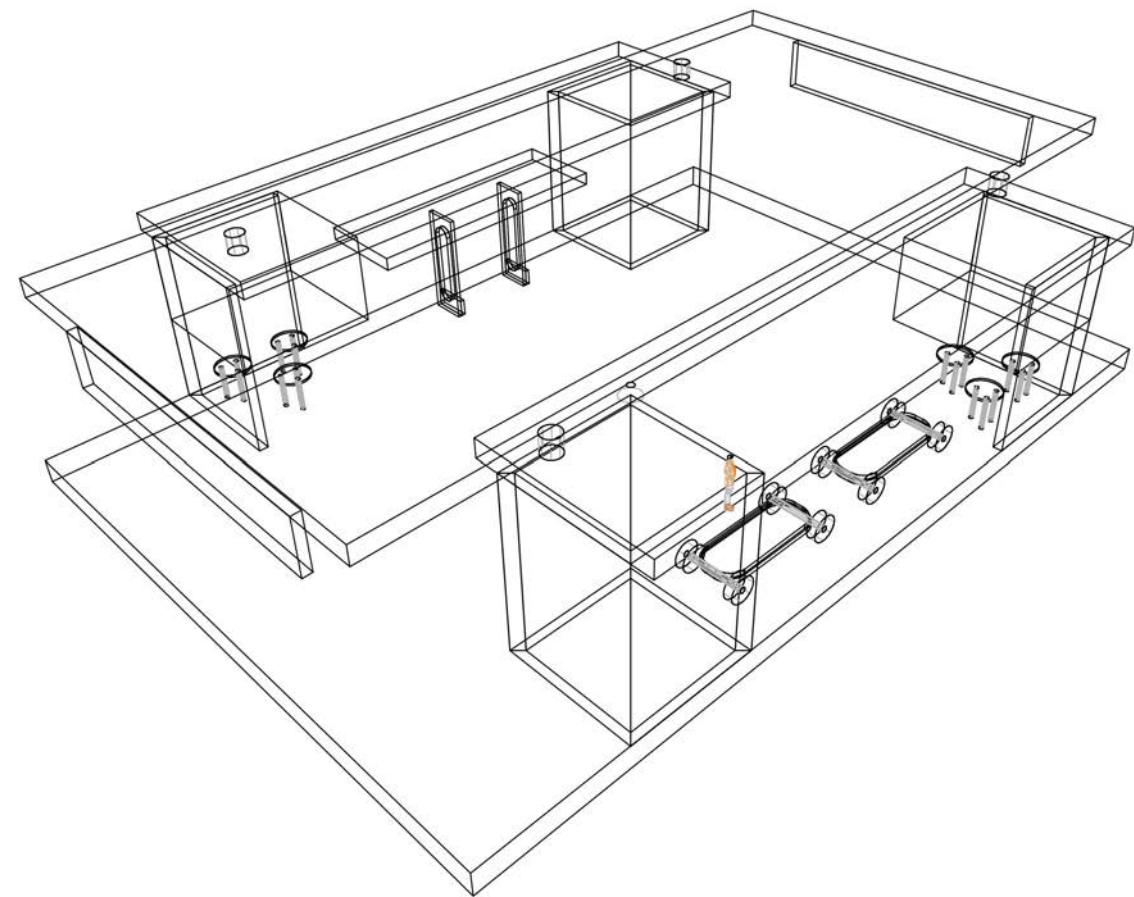
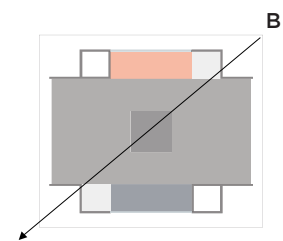
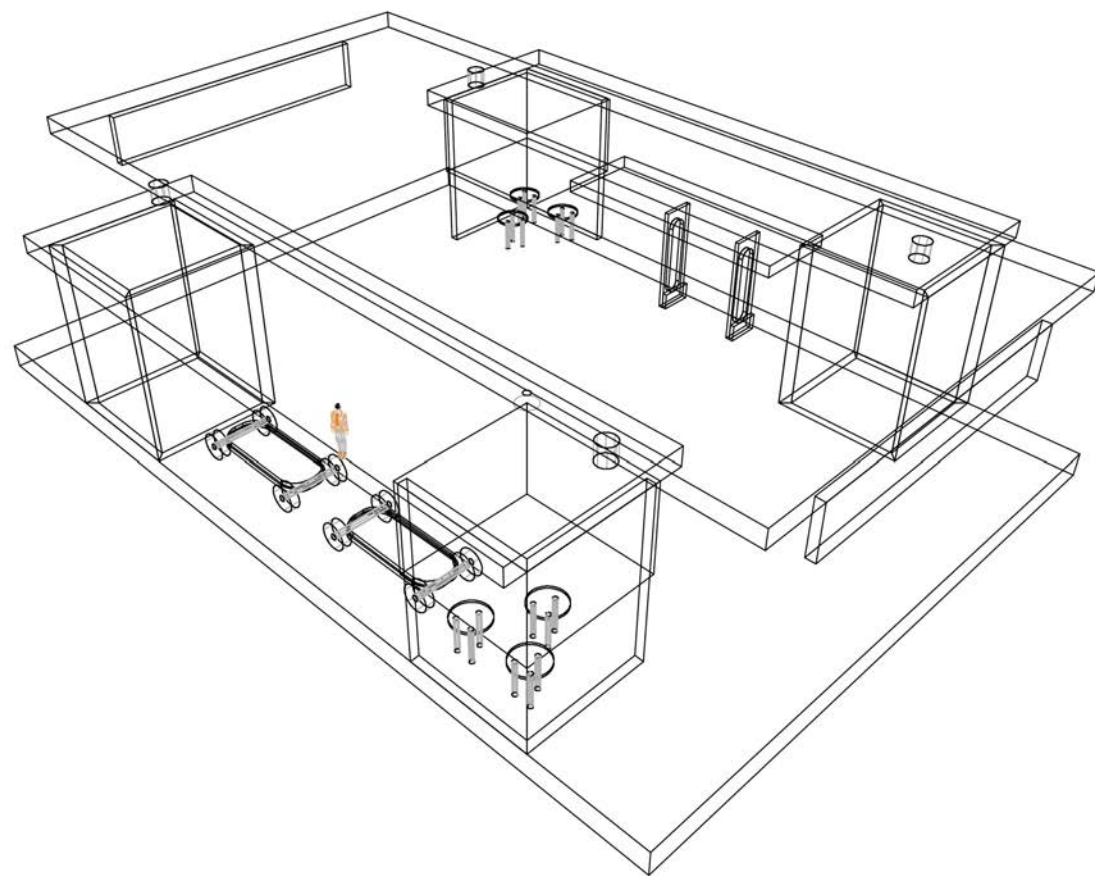
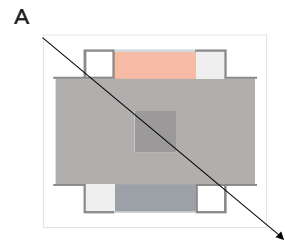
BIRD'S EYE (MAIN ROOF REMOVED)

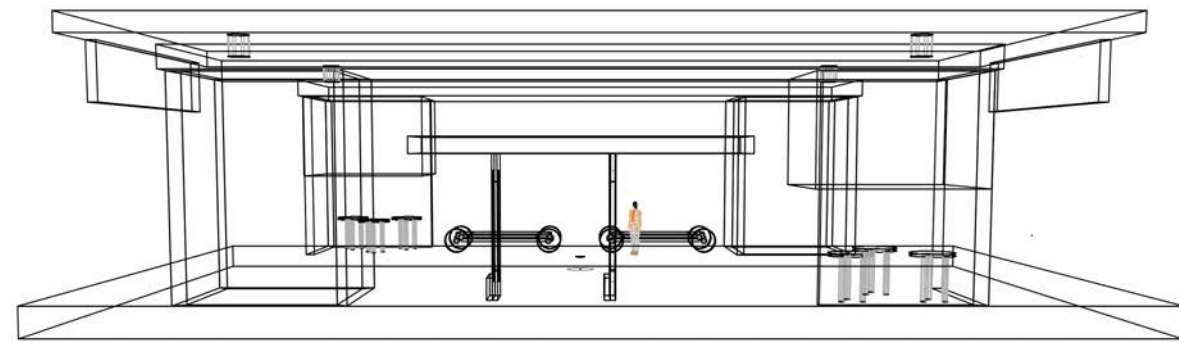
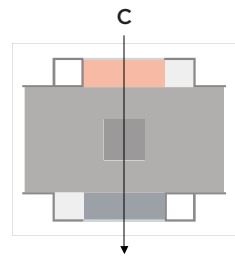


BIRD'S EYE (BOTH ROOFS REMOVED)

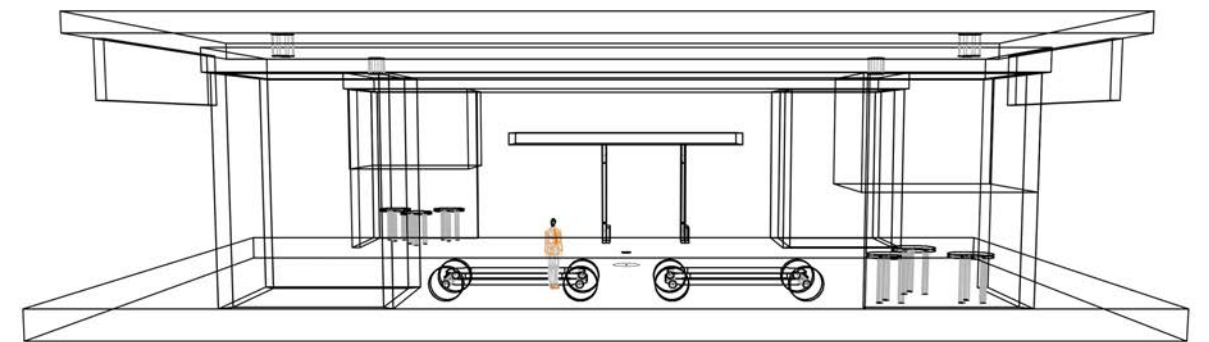
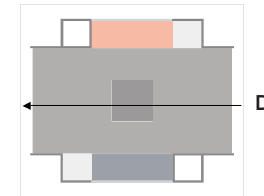
3D MODEL (VECTORWORKS)

Our **3D MODEL** allows you to analyze the wireframe of our exhibit to give a better understanding of its 3D space.

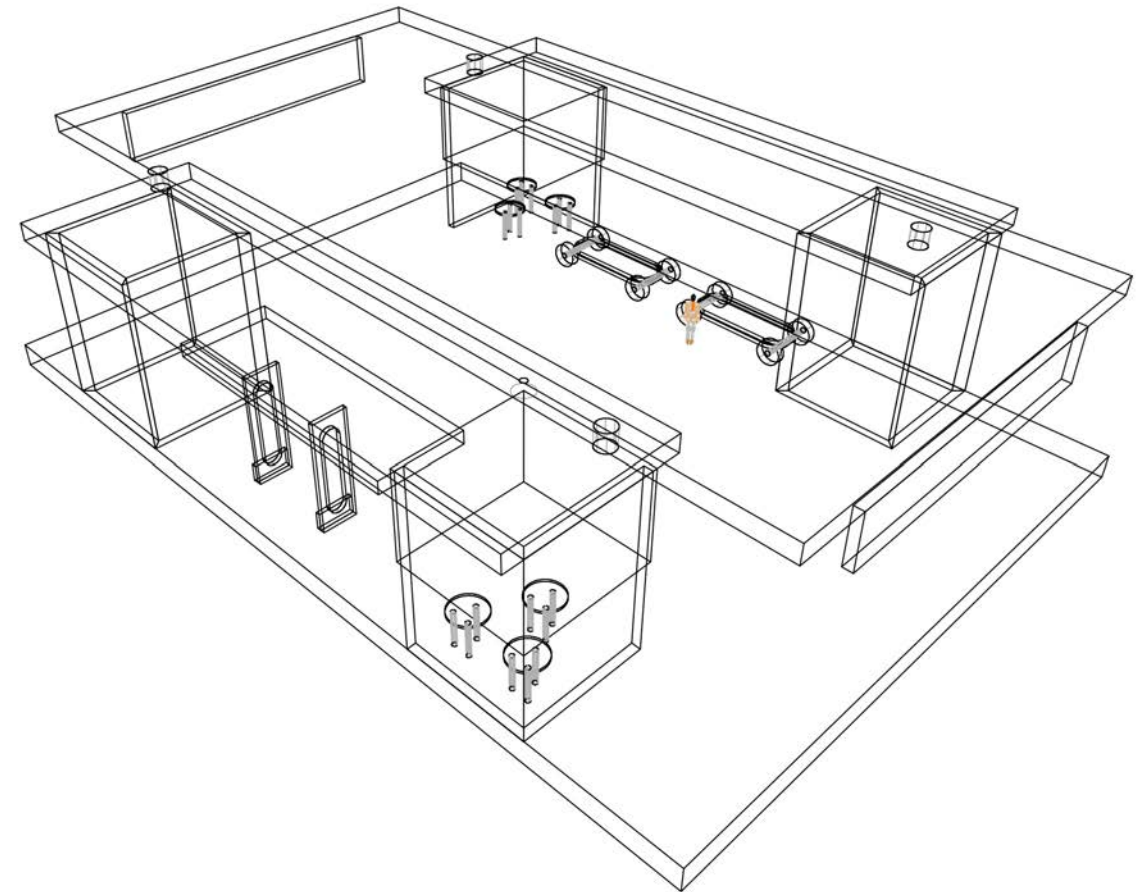
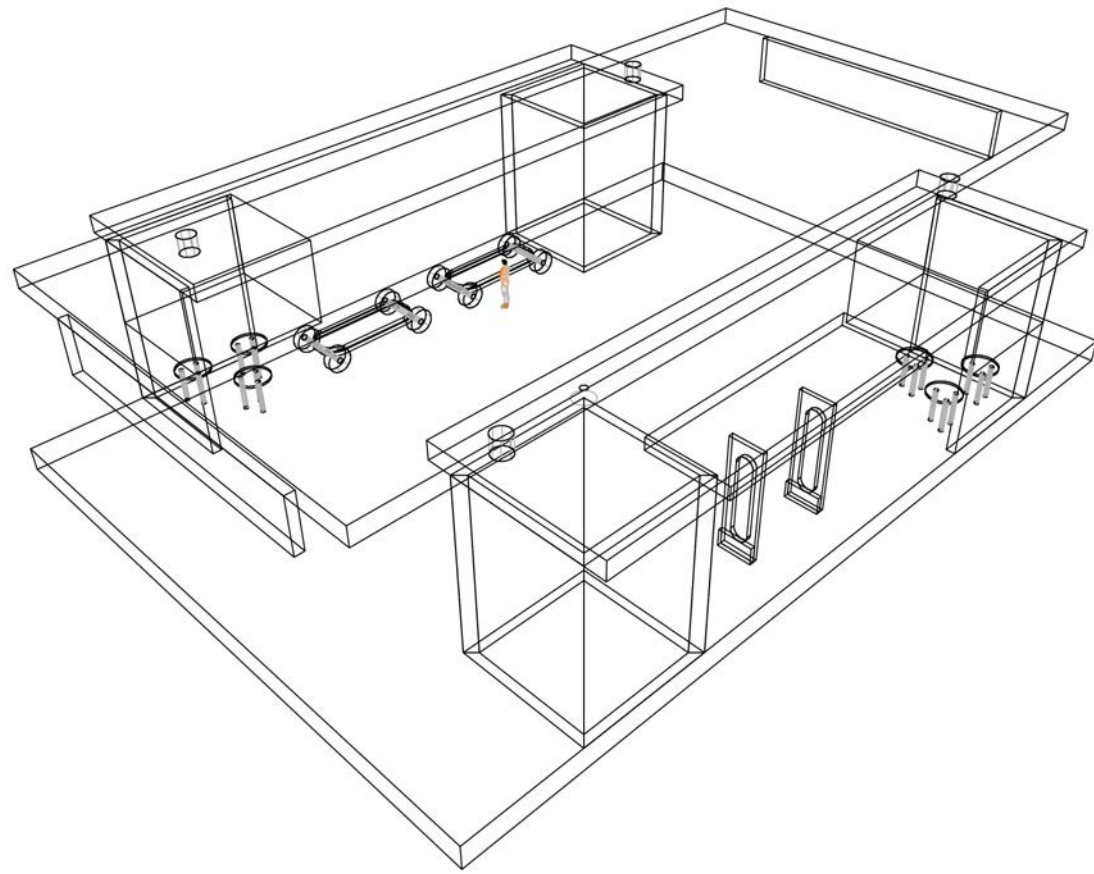
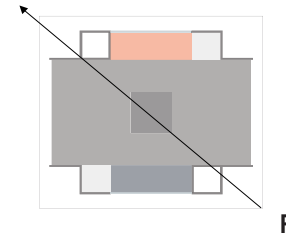
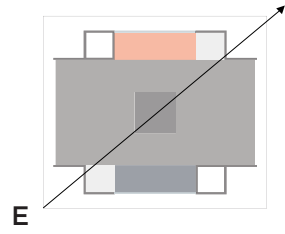




C

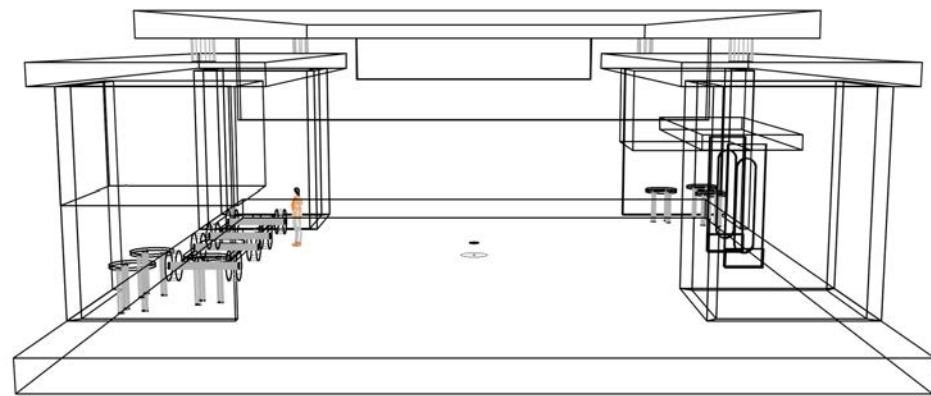
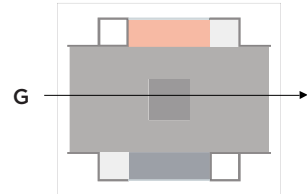


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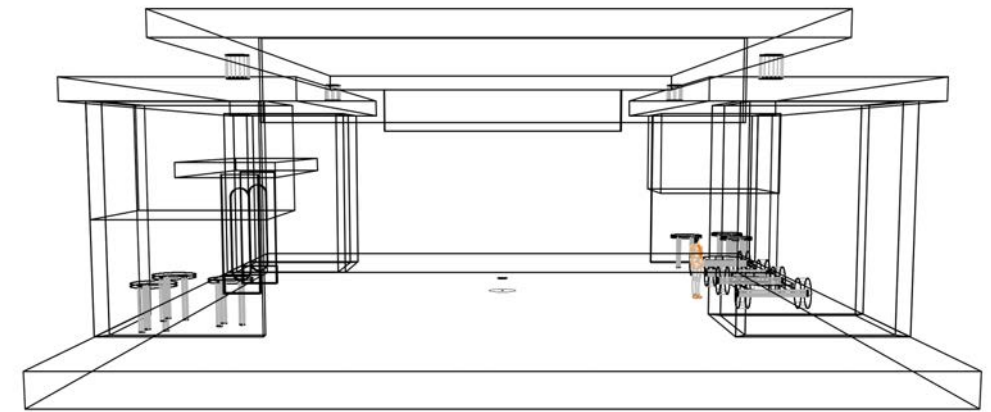
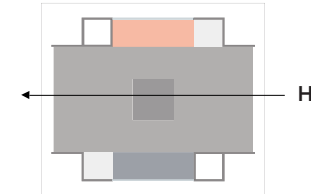


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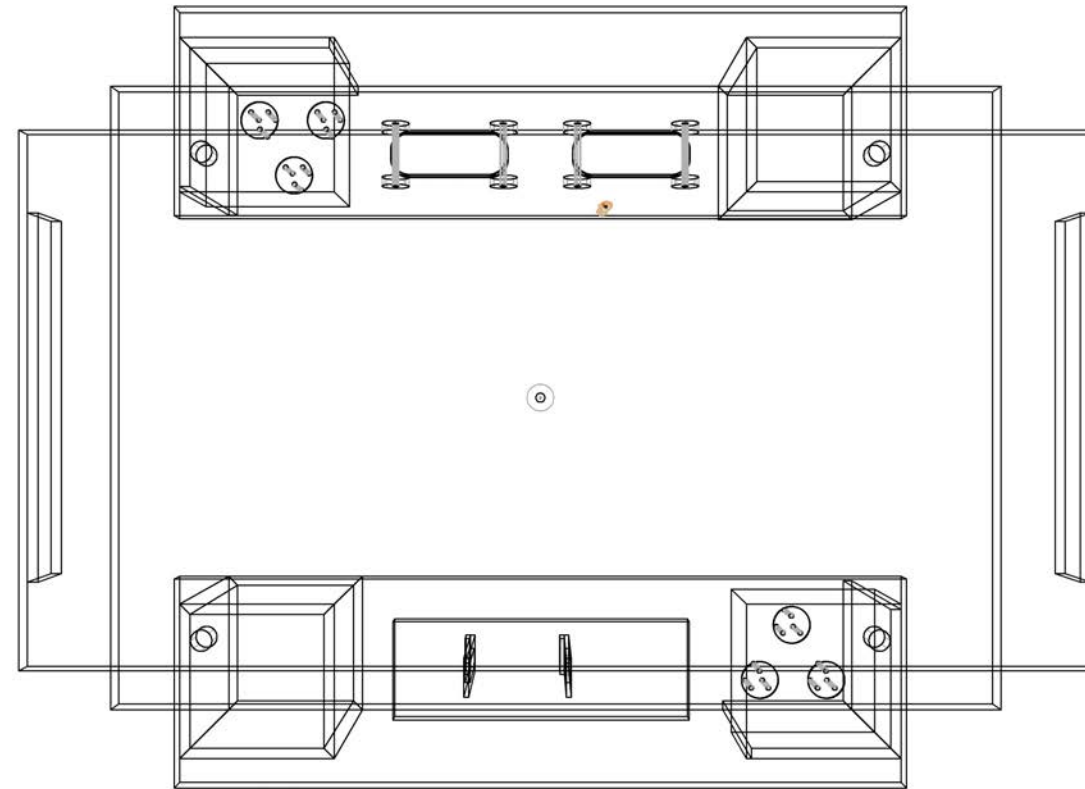
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H

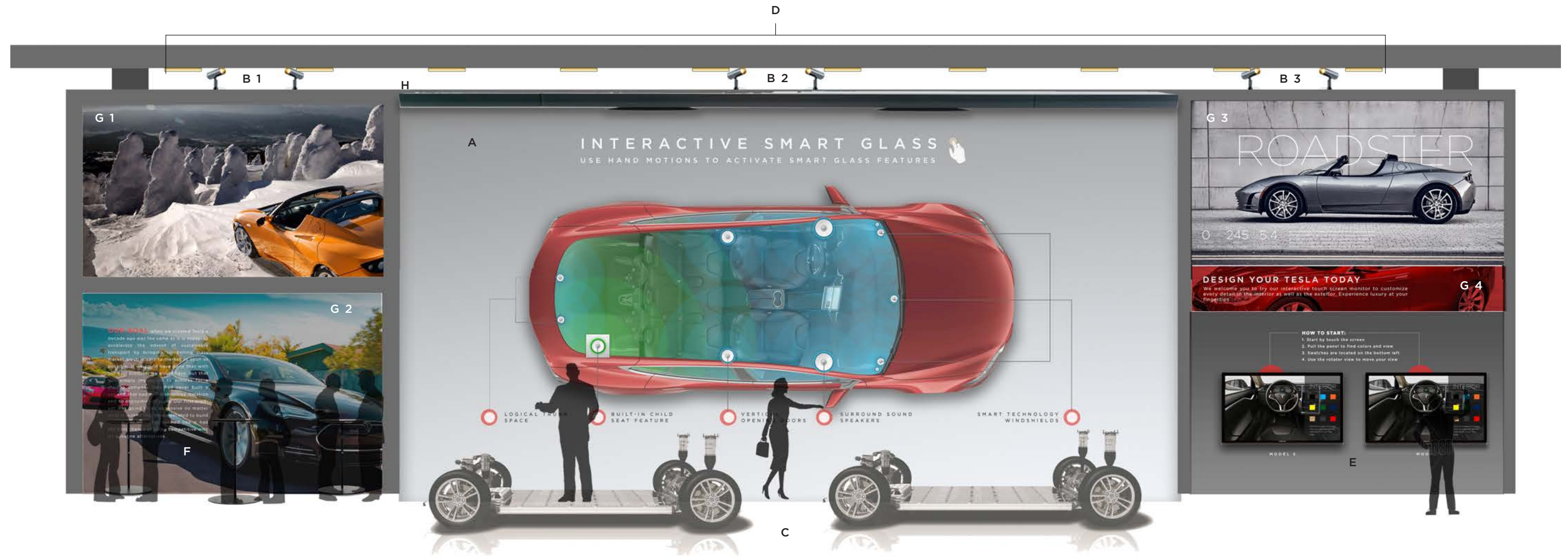


TOP VIEW

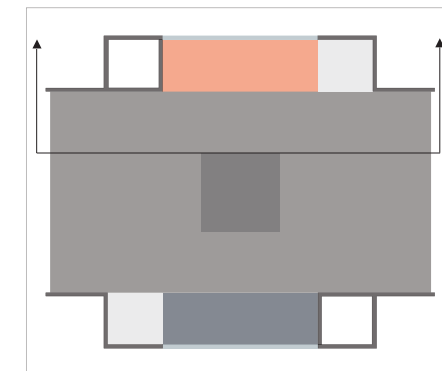
PHASE 3
“EXHIBITION STAGING”

SECTION #2 (NORTH SIDE)

SUSPENSION MODELS Here the viewers are able to physically interact with the suspension models but virtually as well. 17" displays are mounted on each model to demonstrate the various changes in elevation for different driving conditions. The smart glass behind the users uses XBOX KINECT technology to read the hand motion controls. The project includes information on many features including the technology behind the revolutionary suspension technology in every Tesla vehicle



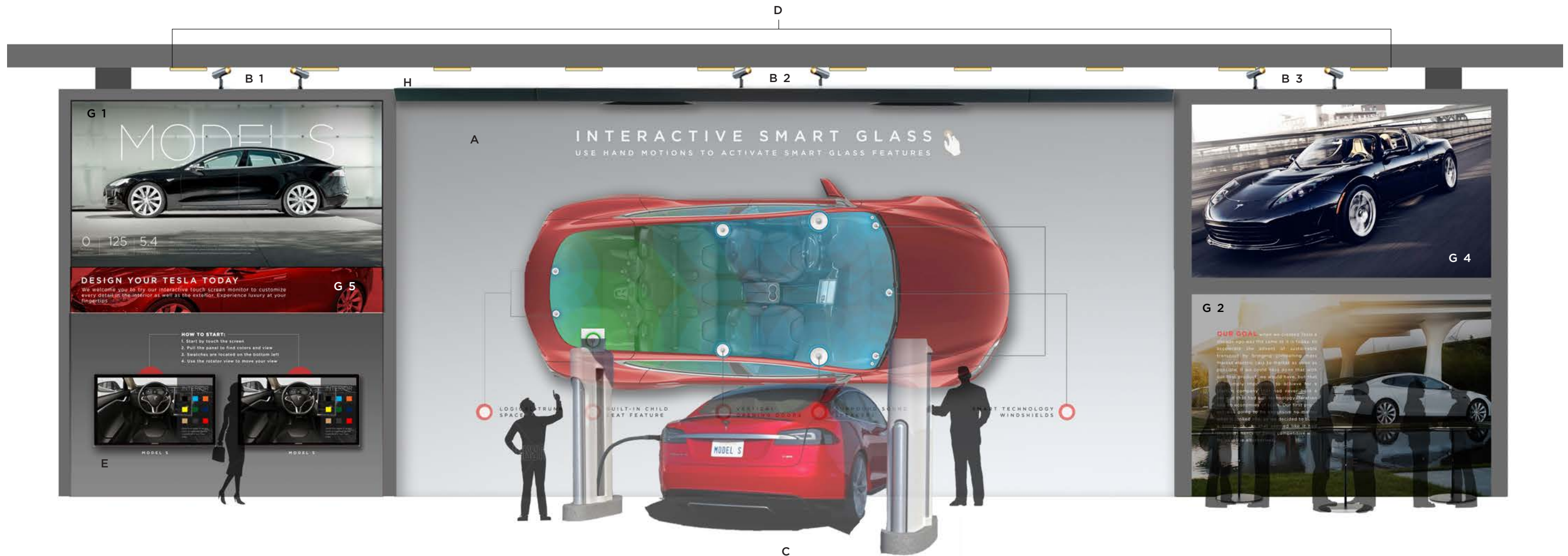
- A:** INTERACTIVE SMART GLASS (TOUCH TECHNOLOGY)
- B:** STRONG SPOTLIGHTS (ANGLED AT CEILING FOR MAIN AREA LIGHTING)
- C:** SUSPENSION MODEL DISPLAYS
- D:** ROUND LED LIGHTS SPOTLIGHTING INTERIORS/PRODUCTS
- E:** INTERACTIVE TOUCH SCREENS FOR INTERIOR/EXTERIOR CUSTOMIZATION
- F:** RESTING AREA (3 STANDING STOOLS IN EACH AREA)
- G:** INTERIOR GRAPHICS
- H:** MOTION INTERACTION SENSOR



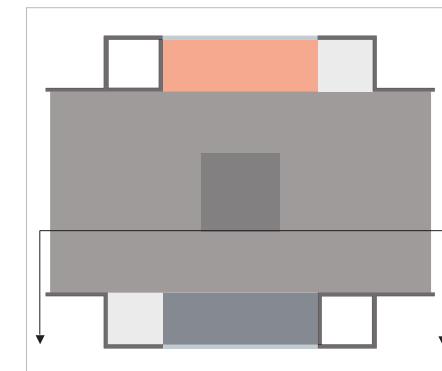
SECTION #2 (NORTH SIDE)

SECTION #2 (SOUTH SIDE)

CHARGING STATION This section of the exhibit shows the SUPERCHARGER at work. The guest is able to self-examine the station to see how it operates. The large interactive screen behind the charging station allows the user to virtually learn about the technology behind the SUPERCHARGER as well as many Tesla Motor features including its revolutionary engine and suspension adjustment control.



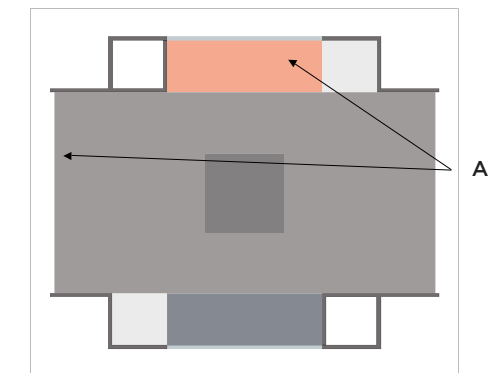
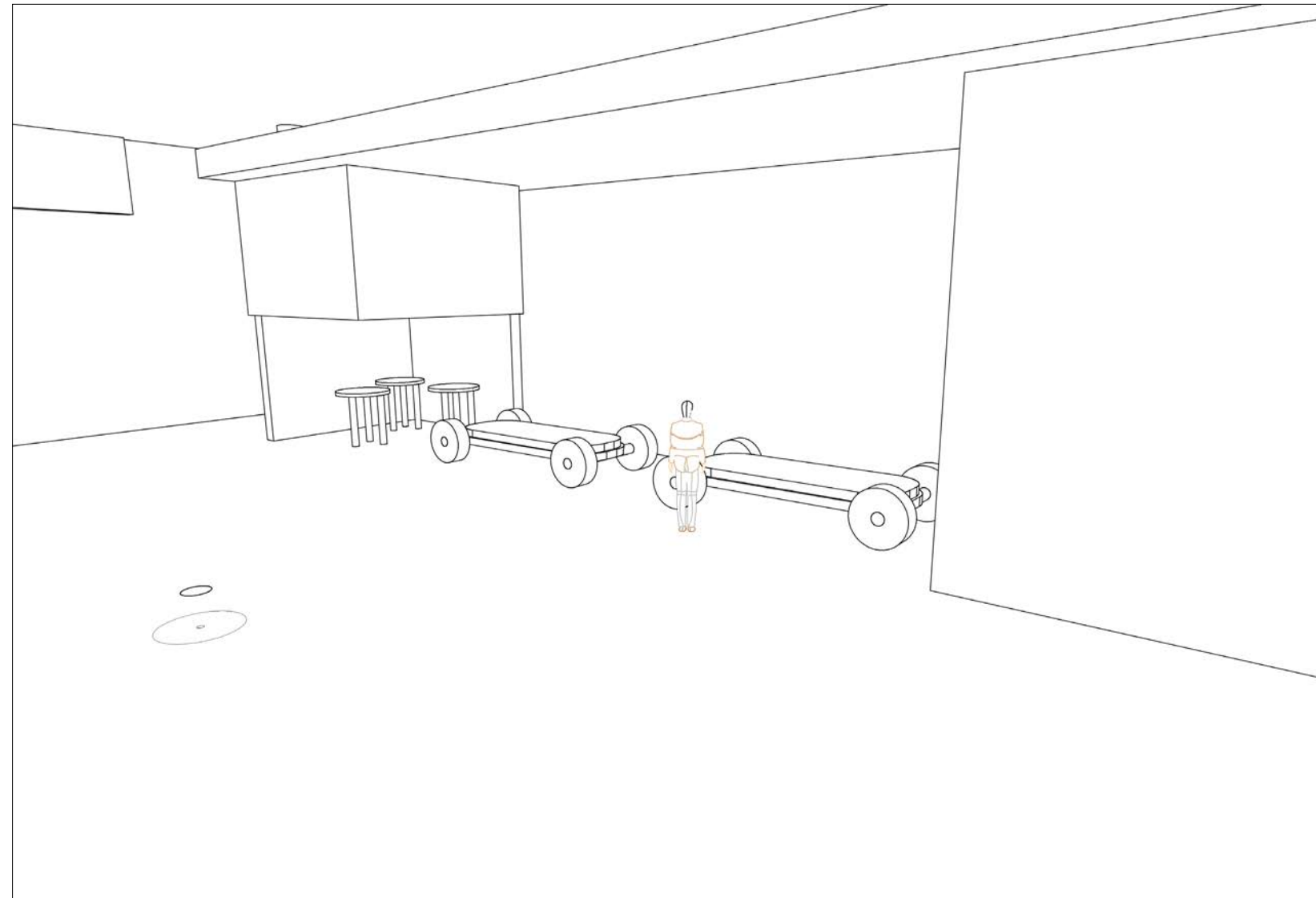
- A:** INTERACTIVE SMART GLASS (TOUCH TECHNOLOGY)
- B:** STRONG SPOTLIGHTS (ANGLED AT CEILING FOR MAIN AREA LIGHTING)
- C:** SUPERCHARGING STATION
- D:** ROUND LED LIGHTS SPOTLIGHTING INTERIORS/PRODUCTS
- E:** INTERACTIVE TOUCH SCREENS FOR INTERIOR/EXTERIOR CUSTOMIZATION
- F:** RESTING AREA (3 STANDING STOOLS IN EACH AREA)
- G:** INTERIOR GRAPHICS
- H:** MOTION INTERACTION SENSOR



SECTION #2 (NORTH SIDE)

SUSPENSION VIEW #1 (FACING NORTH SIDE)

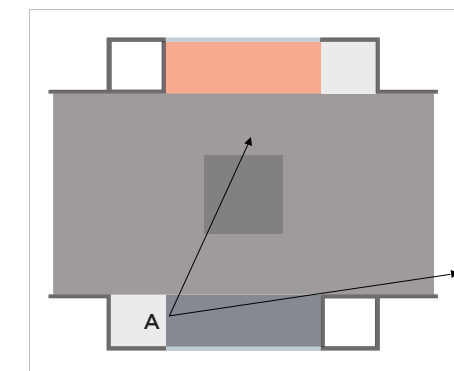
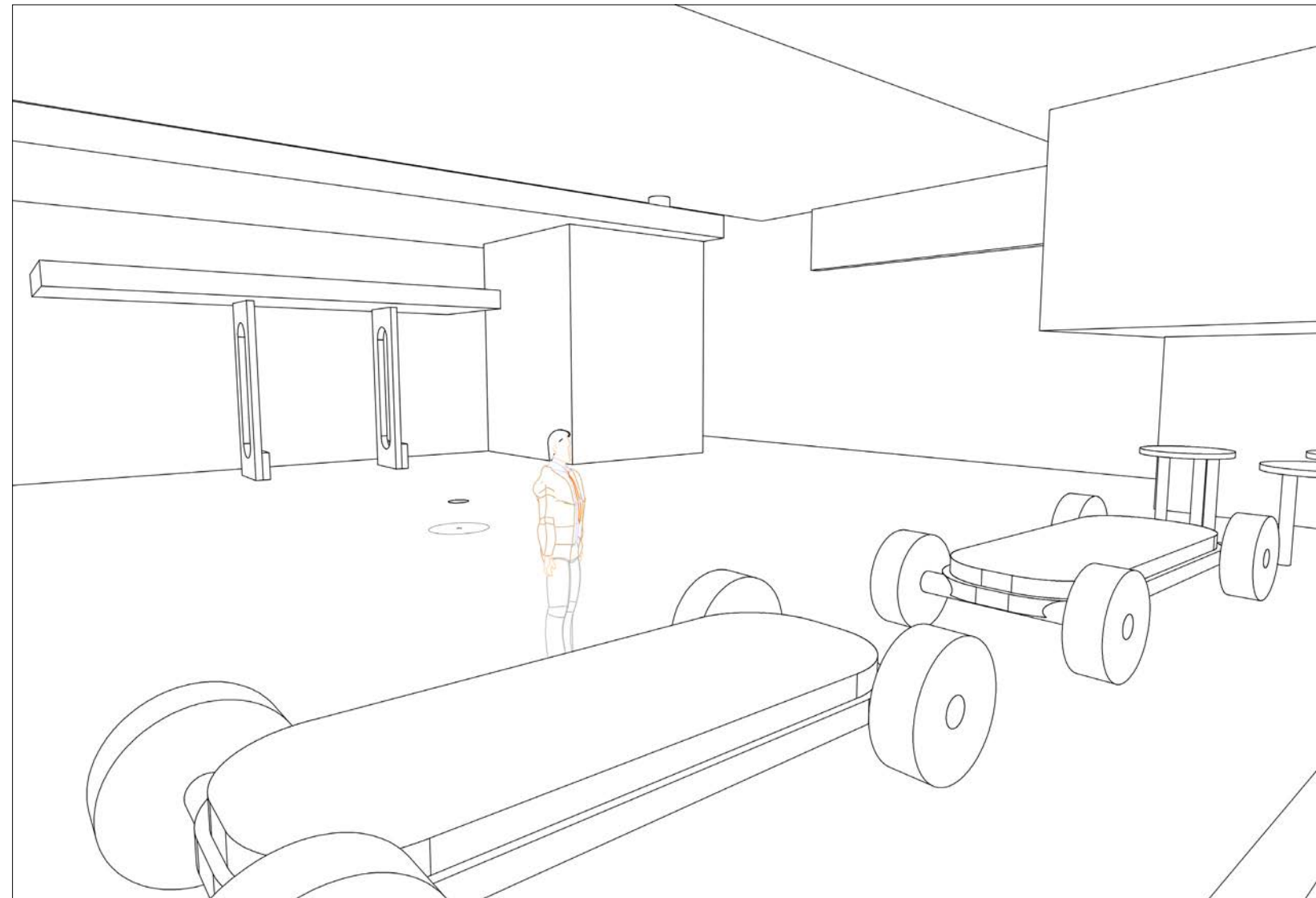
View of the North side from the middle perspective shows how much open space the exhibit provides



SUSPENSION VIEW #1(FACING NORTH SIDE)

SUSPENSION VIEW #2 (FACING SOUTH SIDE)

This view of the exhibit from the perspective of the Suspension models facing the South side shows all spatial elements and basic product/furniture placement.



SUSPENSION VIEW #2 (FACING SOUTH SIDE)

PHASE 4
“GRAPHIC IDENTITY”

TYPOGRAPHY & COLOR

GRAPHIC IDENTITY This exhibit as well the company of Tesla represents precision with elegance, technology, and luxury. Not only should their products represent this but the type, colors, and graphics should all tie together to form a consistent identity.

GOTHAM HTF We chose Gotham HTF as the typeface for our exhibit not only because it is the typeface Tesla uses but due to its clean, masculine san-serif characteristics that help define the visual identity of

Gotham HTF Black

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

Gotham HTF Bold

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

Gotham HTF Medium

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

Gotham HTF Light

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

TESLA RED The color palette we decided on reflects simplicity and subtlety with strong accent reds to create high contrast and high-lights.



#D12229
TESLA RED



#656669
STONE GRAY



#FFFFFF
SMOOTH WHITE



#1C1B1C
NIGHT BLACK

EXHIBIT LOGO For the exhibit logo we wanted something that not only represent the aesthetic qualities of the Tesla company but of sustainable cars as well. The basic triangle helps reinforce the simplicity in the geometric design well as acts as a visual connection from the main title to the convention title. Because of its angled sides it acts as an arrow guiding the viewer's eyes to scan the full logo at a quick glance

TESLA MOTORS



CHICAGO CONVENTION CENTER

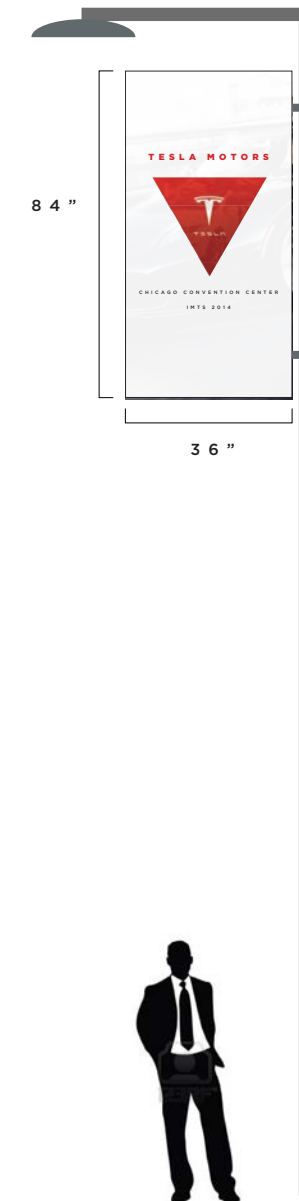
IMTS 2014



STREET LAMP ads are an efficient way to visually market your exhibition. The print costs aren't too expensive and the tall height always many people who are walking by to catch attention



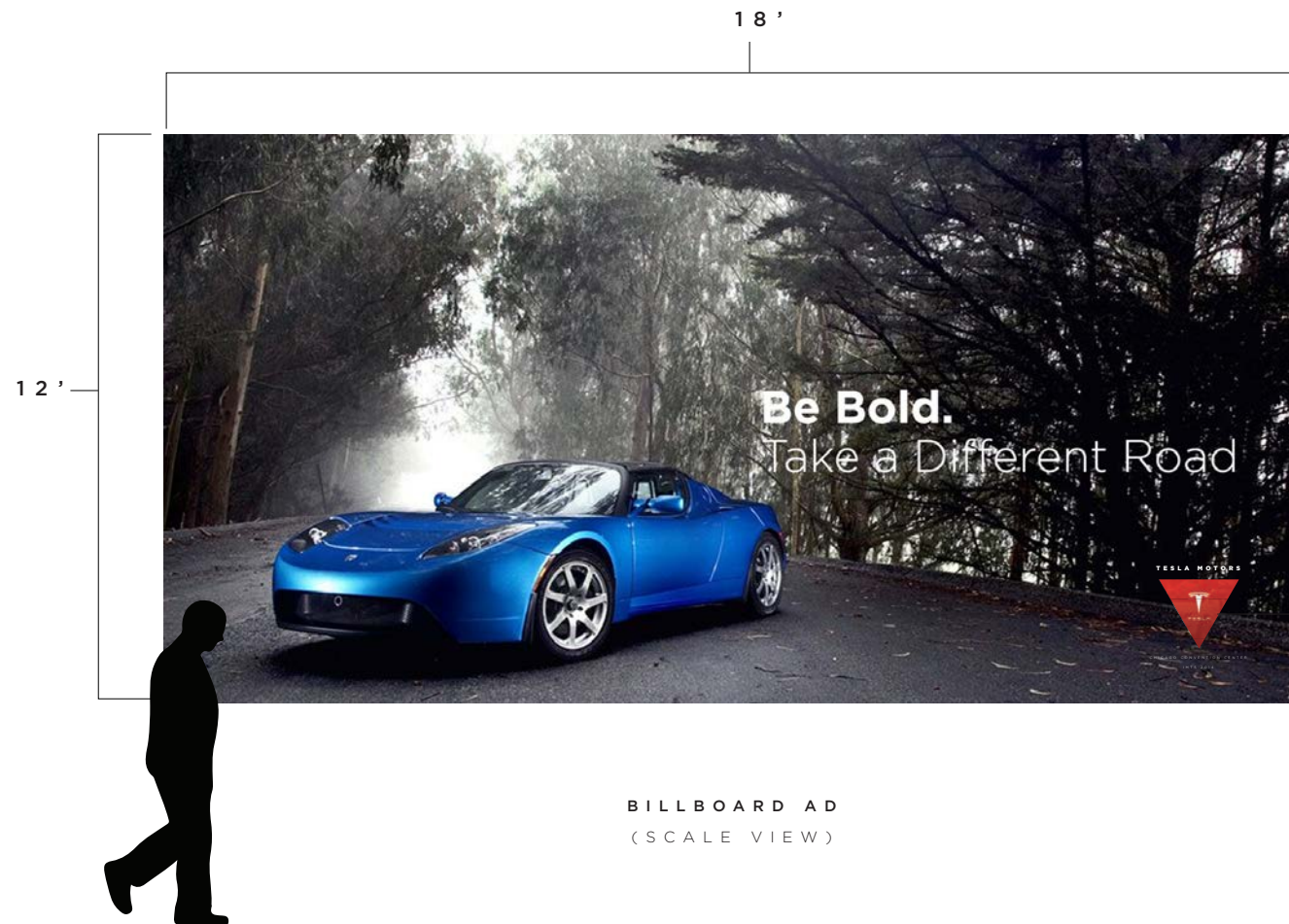
STREET LAMP AD
(IN SITU RENDER)



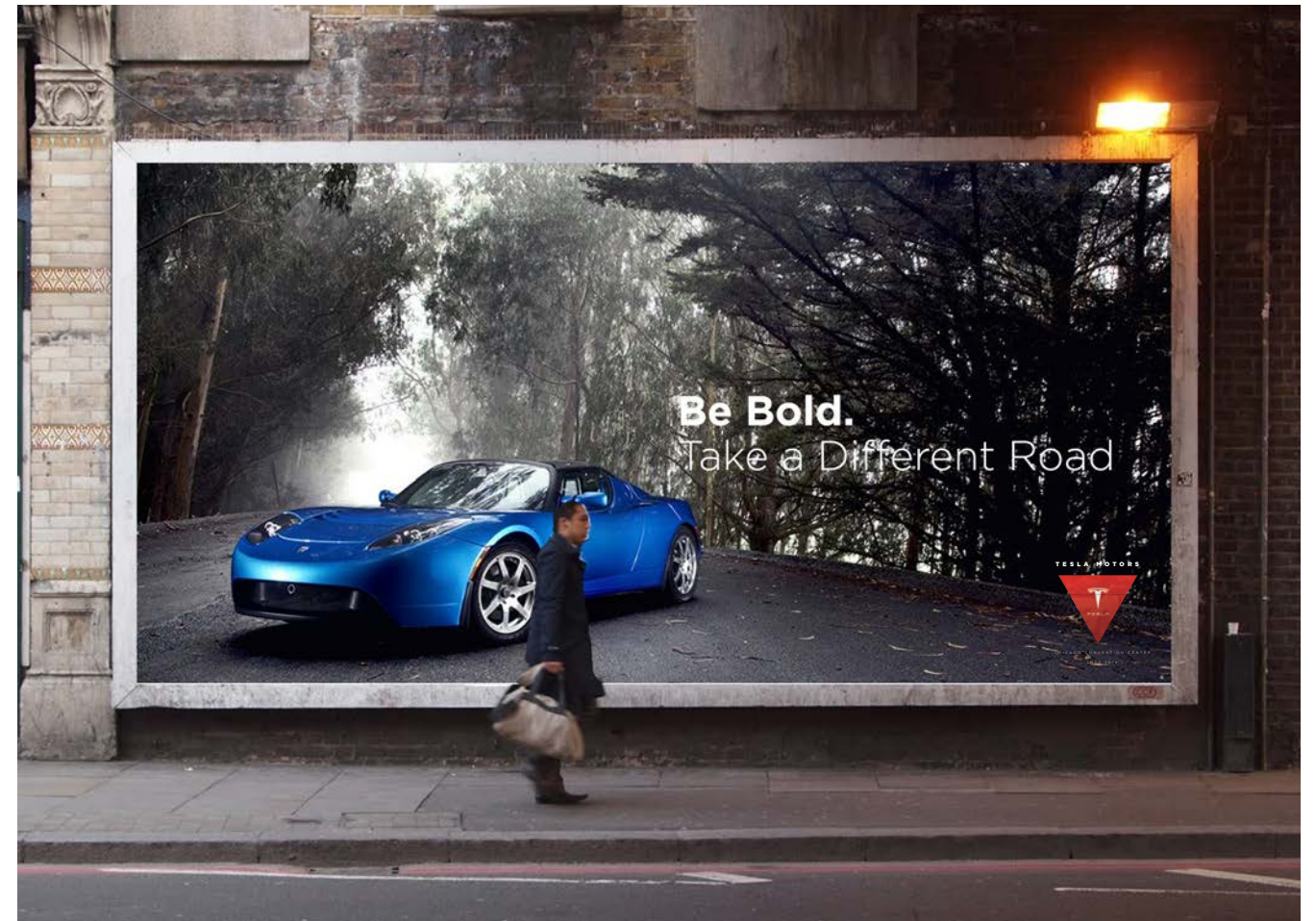
STREET LAMP AD
(SCALE VIEW)

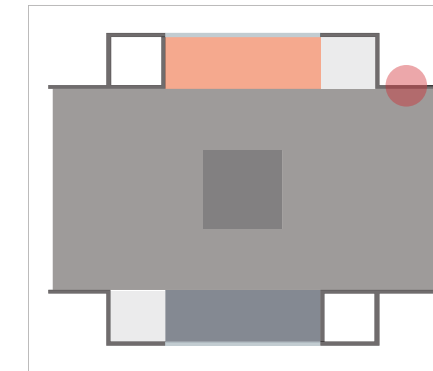
IDENTITY AND PROMOTION (BILLBOARD)

BILLBOARD This visual graphic is designed for another urban location with high pedestrian traffic. The large scale of the promption allow us to shrink the logo without sacrificing legibility. This way the product stands out. The content on the ad hints at the break from the status quo of contemporary gasoline cars. It is telling you to make decision, choose the cleaner, bolder, individual, and ultimately superior Tesla.

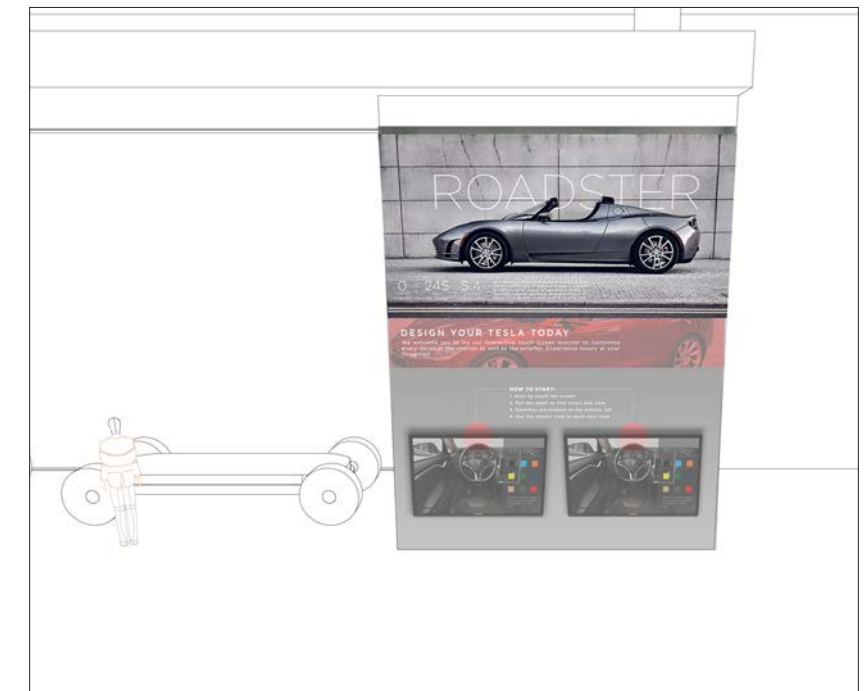


BILLBOARD AD
(IN-SITU RENDER)



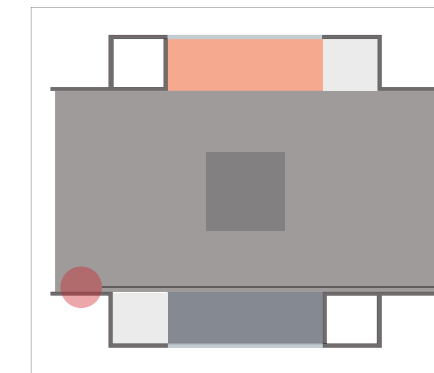


WHERE GRAPHIC
WILL BE APPLIED

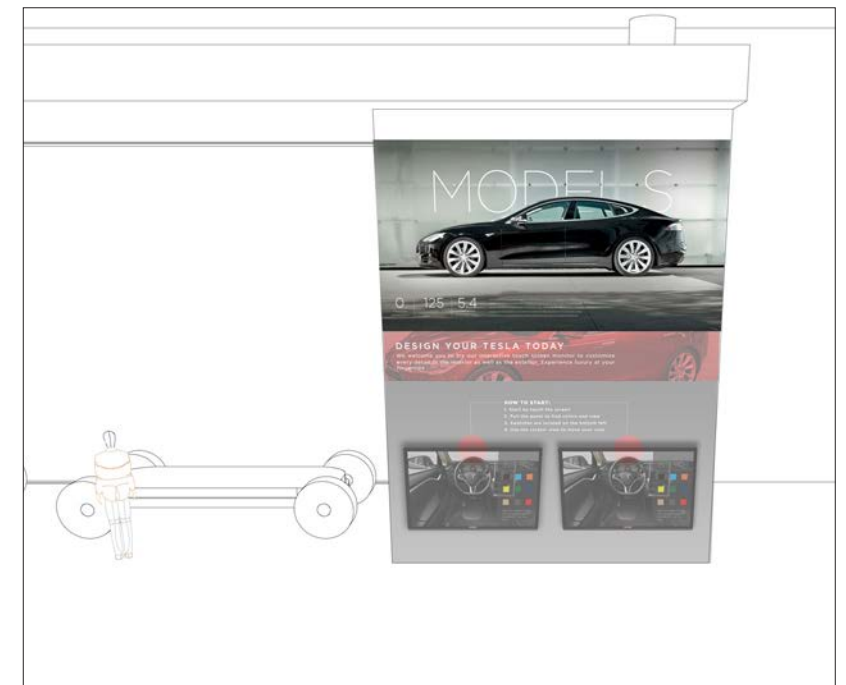


TOUCH TELEVISION #3 & 4

0 Tailpipe Emission	245 Miles Per Charge	3.7 Seconds 0 to 60mph	The AC induction motor and single speed gear box create instant torque from 0 rpm. Up to 295 lbs-ft of torque and 300 horsepower are produced as the car smoothly accelerates from 0 to 60 mph in 3.7 seconds.
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WHERE GRAPHIC WILL BE APPLIED



ROADSTER GRAPHIC RENDER

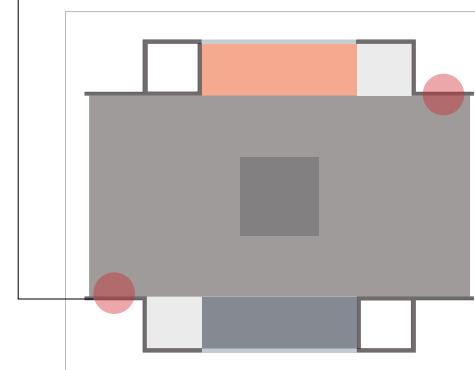
0 Tailpipe Emission	125 Miles Per Charge	5.4 Seconds 0 to 60mph	<p>Tesla's advanced electric powertrain delivers exhilarating performance. Unlike the internal combustion engine with hundreds of moving pieces that spark, pump, belch, and groan, the Tesla motor has only one moving piece: the rotor. As a result, Model S acceleration is instantaneous, like flipping a switch. Hit the accelerator. In 5.4 seconds, Model S is traveling 60 miles per hour, without hesitation and without a drop of gasoline.</p>
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TOUCH SCREEN CUSTOMIZATION Our exhibit offers four 70" televisions with touch screen technology. The user is able to customize the features/colors of both the Interior/Exterior of their car. They also rotating the view wheel the software is able to show the complete 3-D rotation of the car.

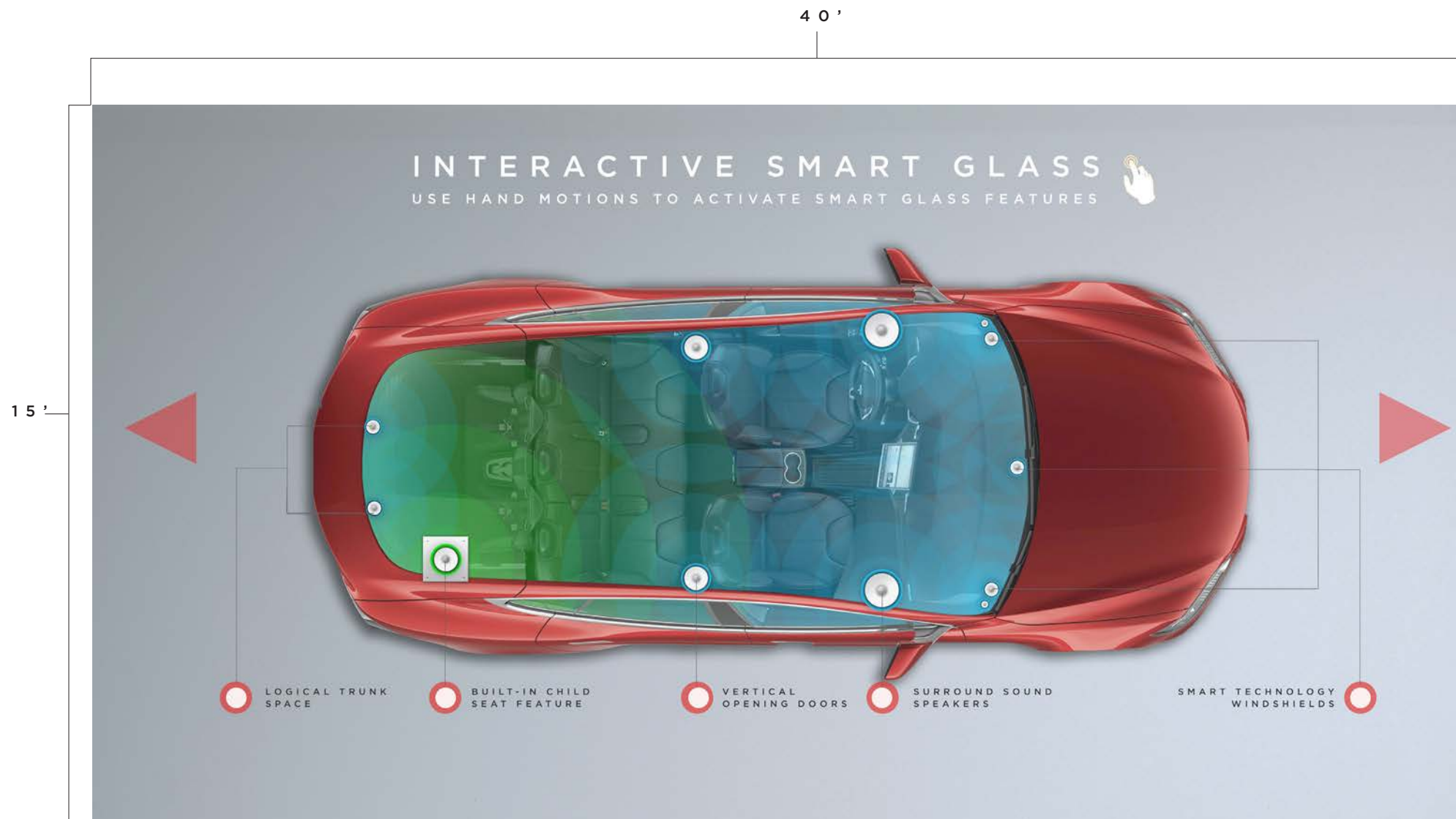


TOUCH TELEVISION #1&2

MODEL S GRAPHIC RENDER



SMARTGLASS One of the main features of our exhibit are the large structural SMARTGLASS displays. These projections act as both an interactive animation and a normal transparent glass. The SMARTGLASS will be combined with XBOX KINECT technology to create the ultimate virtual experience. Not only are you able to control the content and pace of your discovery but the interaction is quite entertaining and memorable.

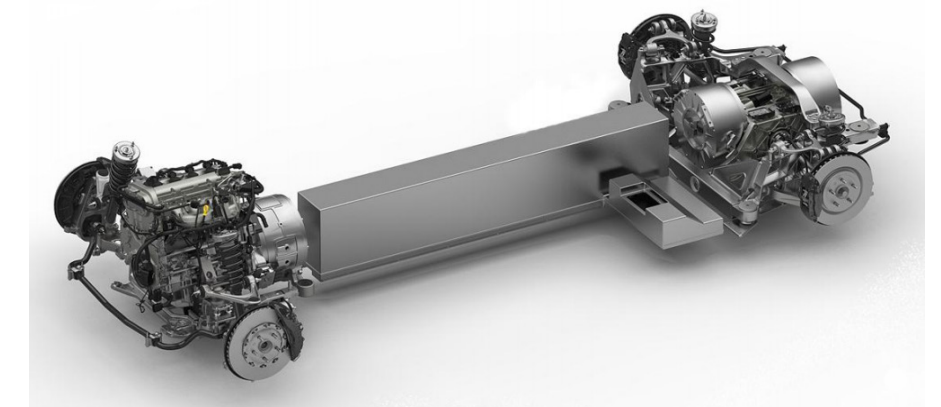


SMARTGLASS INTERFACE FEATURES

INTERIOR/EXTERIOR The most obvious and common features of the SMARTGLASS will be to virtually tour the exterior and interior with various information bubbles that show the viewer the newest additions to Tesla Vehicles

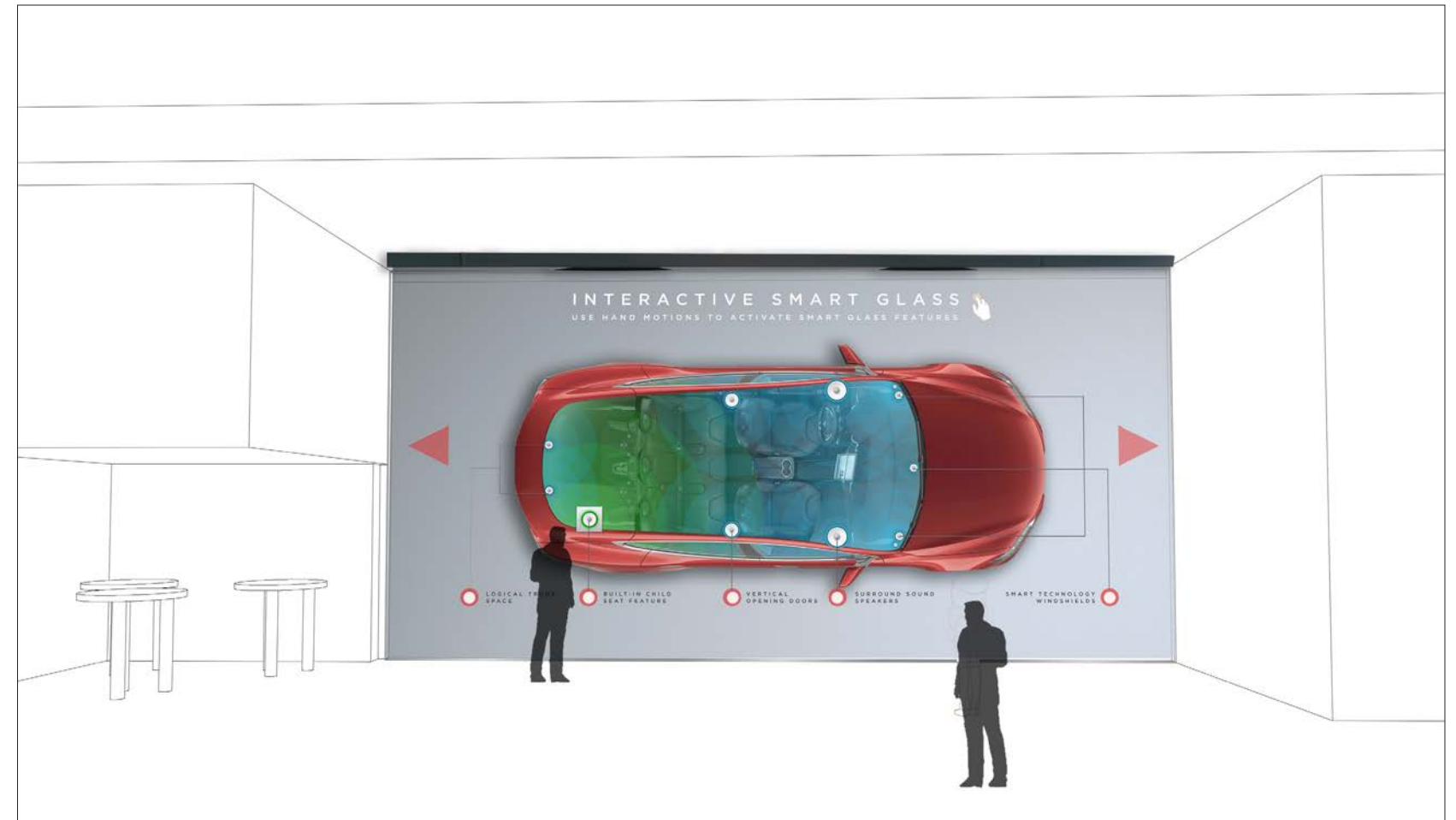


TESLA ENGINE The bread and butter of Tesla Motors. Our engine. Our full electronic luxury cars are like none the planet. Use the SMARTGLASS display to discover the revolutionary technology behind these engines.



SMARTGLASS FEATURES (CONT'D)

SUSPENSION The driving experience Tesla vehicle provides blows out the competition. This advanced suspension system automatically adjusts to various driving conditions for maximum convenience and safety. Suspension levels can be controlled manually via the touch screen display found in the interior.



SMARTGLASS RENDER

