



ZARA
EXHIBITION

PROCESS BOOK
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EXHIBITION OVERVIEW

ABOUT ZARA

Zara a Spanish-based clothing and accessory retailer and is one of the largest international fashion companies. It is run by Inditex, the world's largest apparel retailer. Zara launches around 10,000 new designs every year. Zara leads fashion around the world because of how affordable its very iconic style of fashion is. Zara designs for all kinds of occasions and body types, while still maintaining its style. Zara designs for all kinds of women, men, children, as well as for casual, formal, and sporty occasions. Zara is not only a fashion brand, but a kind of lifestyle that millions of people lead.

As Zara continues to grow as a company and a brand, Zara wishes to invite more and more people to adopt their lifestyle and wear their fashion.

EXHIBITION BRIEF

Company Name: Zara
Product Category: Clothing and Accessories
Activity: N/A
Website: zara.com

Annual Expo Attendance: N/A

What are the most important business objectives and their annual trade show attendance?

To invite more people to wear Zara and adopt the fashion style Zara stands for as a lifestyle choice.

Who do you consider a VIP guest and why?

Our VIP guest is any clientele who partakes in the lifestyle we market and wishes to discuss further to contributing to the future of ZARA.

In addition to our VIP guest, we are looking to attract a larger variety of people in our clothing line. With ZARA, we are looking to attract the upper-middle class (most likely women) to purchase our clothing. Customers of all sizes are encouraged to come and view our clothing and interact with our space.

EXHIBITION INFORMATION

Trade Show Title:
The International Manufacturing and Technology Show (IMTS)

Location, Time, & Date
Chicago Convention Center, McCormick Place, IL

Exhibition Hall Number:
F

Booth Size/Floor Plan
136x80'

Booth Type
Island Booth, Flat

ARCHITECTURAL ELEMENTS

Product Stands
Products mostly consist of clothing, while soft and difficult to break, must still be treated with care as so the clothes will look their best up on their mannequins.

VIP and CIP Spaces
1 Private VIP space, 20.6x10.8' (located in the center of the exhibit and behind the tables of the information booth)
1 Semi-Private CIP space (broken up into three main categories)

Lighting
Lighting will mainly be fixtures located to line the ceilings and walkways of our "runways" and also to properly light our mannequins and their clothing.

Lockup & Storage
Located at the VIP and information desk areas.

Information and VIP/CIP Furniture
Two or three info staff per 'section', making it six to nine info staff in total. Three staff in the VIP location. Various staff (five to ten) to circulate the semi-private section and assist visitors with the interactive touch screens and help maintain the products.

GRAPHIC IDENTITY

Header
Zara logo

Backlight/Posters/Banners/Stickers
Posters and banners to assist with information inside of the exhibition as well as posters and banners used in exterior applications to advertise the Zara exhibition.

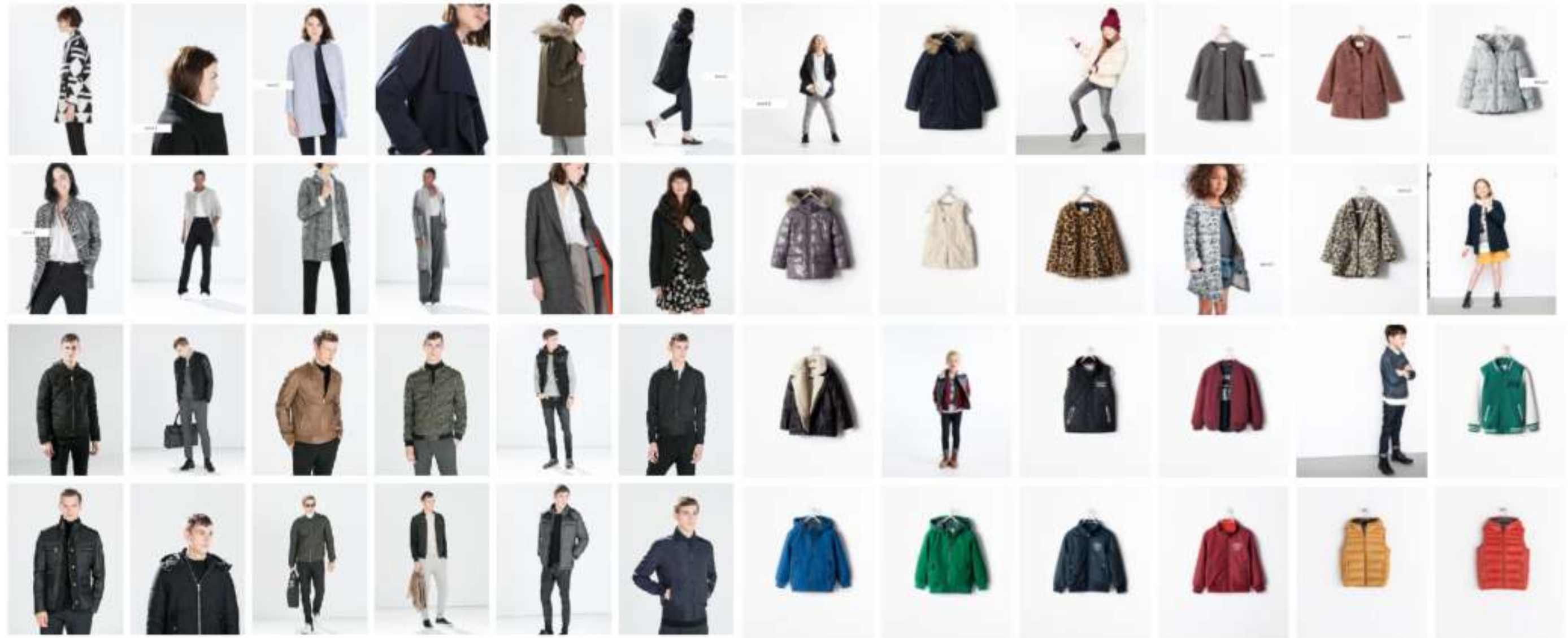
Screen area
One large touch screen areas to try on customizable clothing options.

CONCEPT MAP

We first came up with what we thought were the most important aspects to focus on when brainstorming how we wanted to design our floor plan and the rest of our exhibition. We decided to focus on Zara's large variety of clothing and to focus on what would come in the future. From then we focused on viewer interest, marketing/branding plans, and interactive features that would be found in our exhibition.

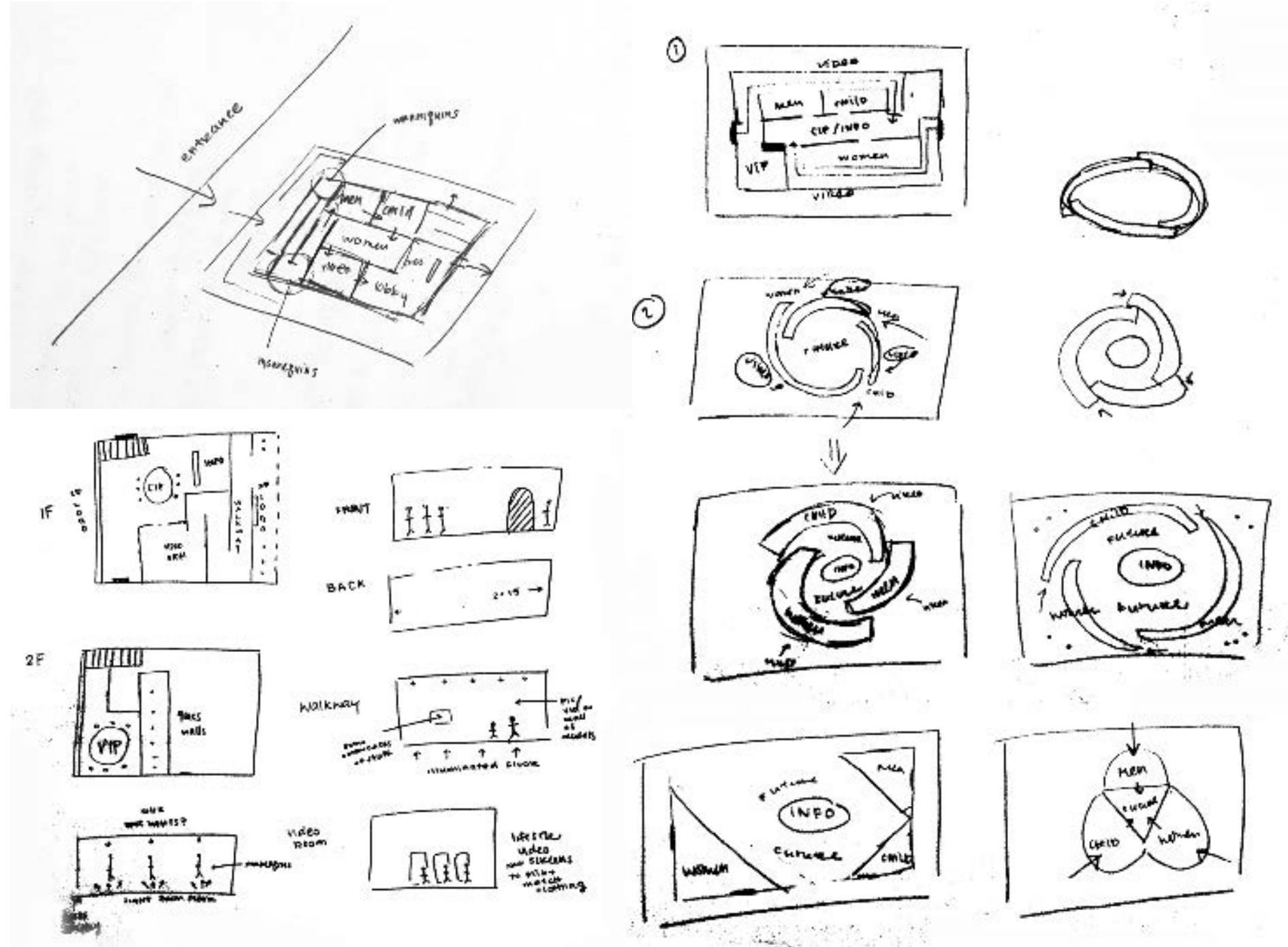


SAMPLE PRODUCTS



PRELIMINARY SKETCHES

We started off by working on numerous iterations for the floor plan. The original floor plan was much more rectangular and boxy in nature, but we decided that it didn't encompass the direction we wanted to take with our exhibition. However, we did keep the runway entrance idea and transferred it to our new floor plan idea. Instead of the boxy floor plan, we decided to go for something much more organic and rounded.



ZARA

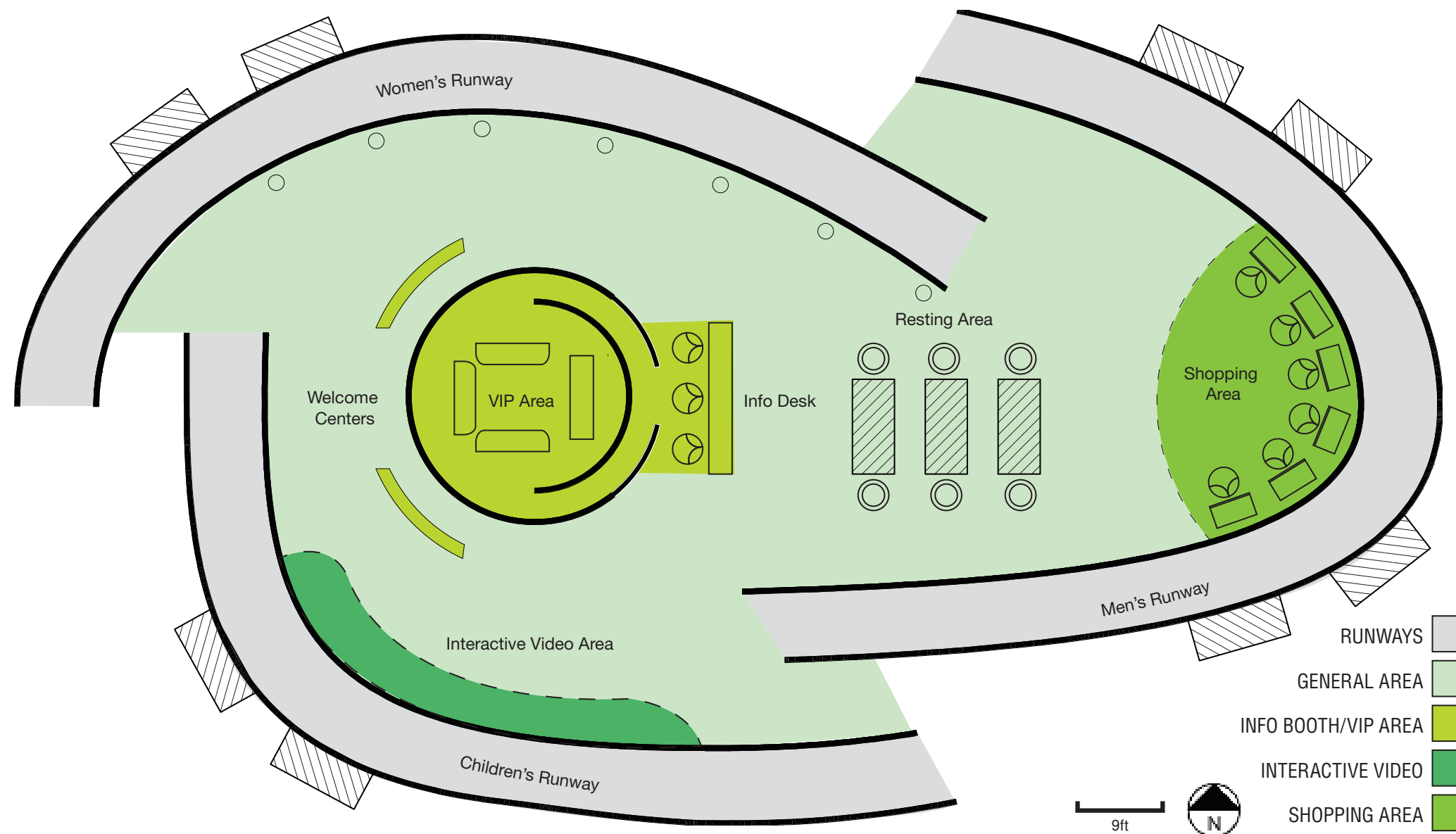
FLOOR PLAN

Out of the many iterations we made of our floor plan, we decided to go for a more circular approach to our exhibition. This enclosed, circular structure would represent the unity that encloses the Zara lifestyle and style of fashion.

Each runway will represent each men's, women's and children's clothing. The runways will mimic actual runways in form and structure and highlight specific articles of clothing special to the Zara collection.

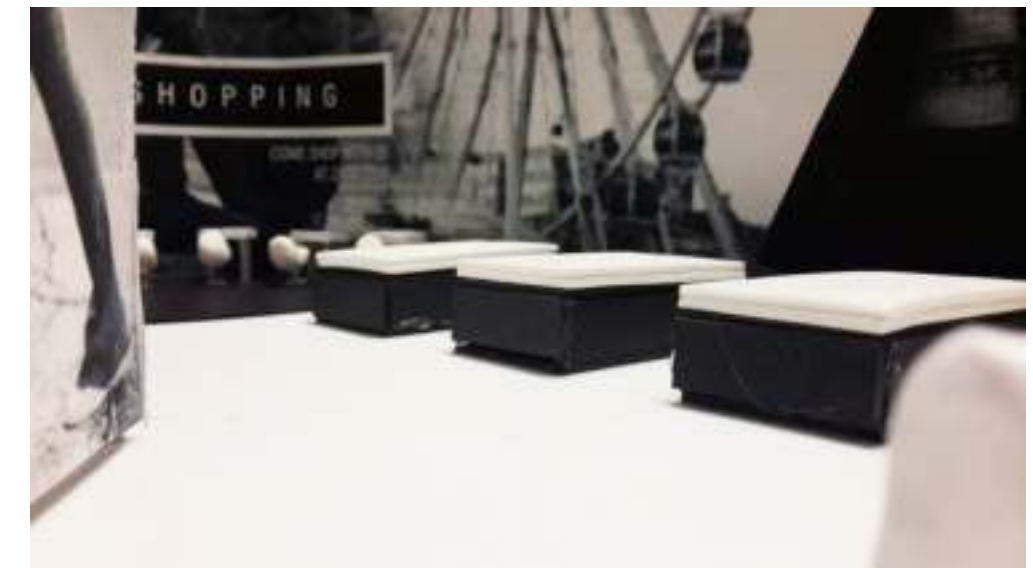
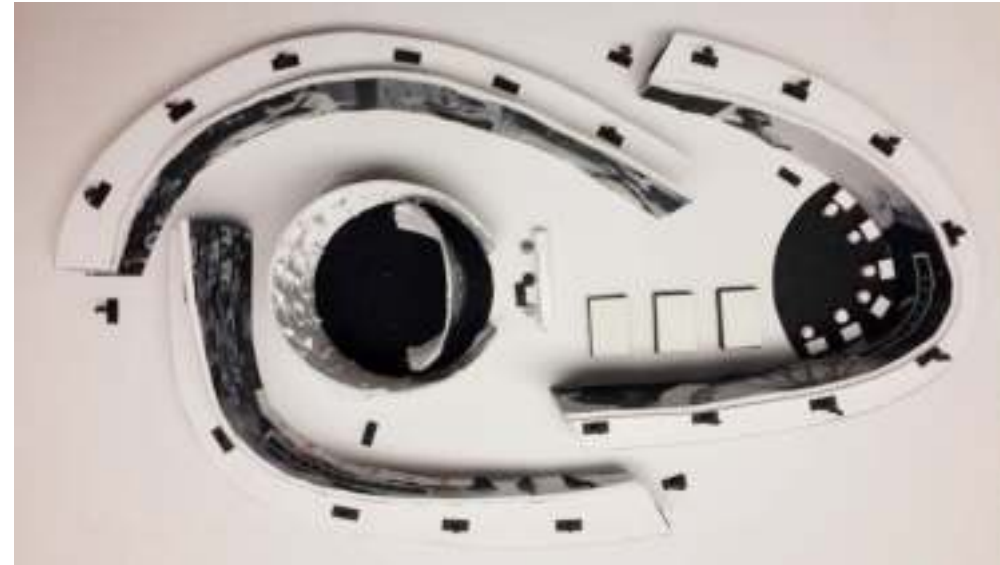
After the visitor goes through one runway, they will enter the larger space enclosed by the runways. The space is open and unobstructed. There are three main areas to the semi-private areas: an area for mannequins and preselected fashion coordinates, an interactive video area to allow the visitor to select their own fashion coordinates in their own style, and a shopping area for viewers that may be interested in purchasing some of the clothing they saw at the exhibition.

There will also be two welcome centers and an information desk to assist with any visitors who may have questions or would like to learn more. In front of the information desk is a general seating area for tired visitors. Behind the information desk is the entrance to the VIP area. In the VIP area are refreshments, couches, and tables for our VIP guests who wish to discuss more about business and the Zara brand.



SCALE MODEL

Our scale model is built on a quarter inch scale. Each view shows how open the space is on the inside, and how the varieties of height create a sense of motion to our overall design.



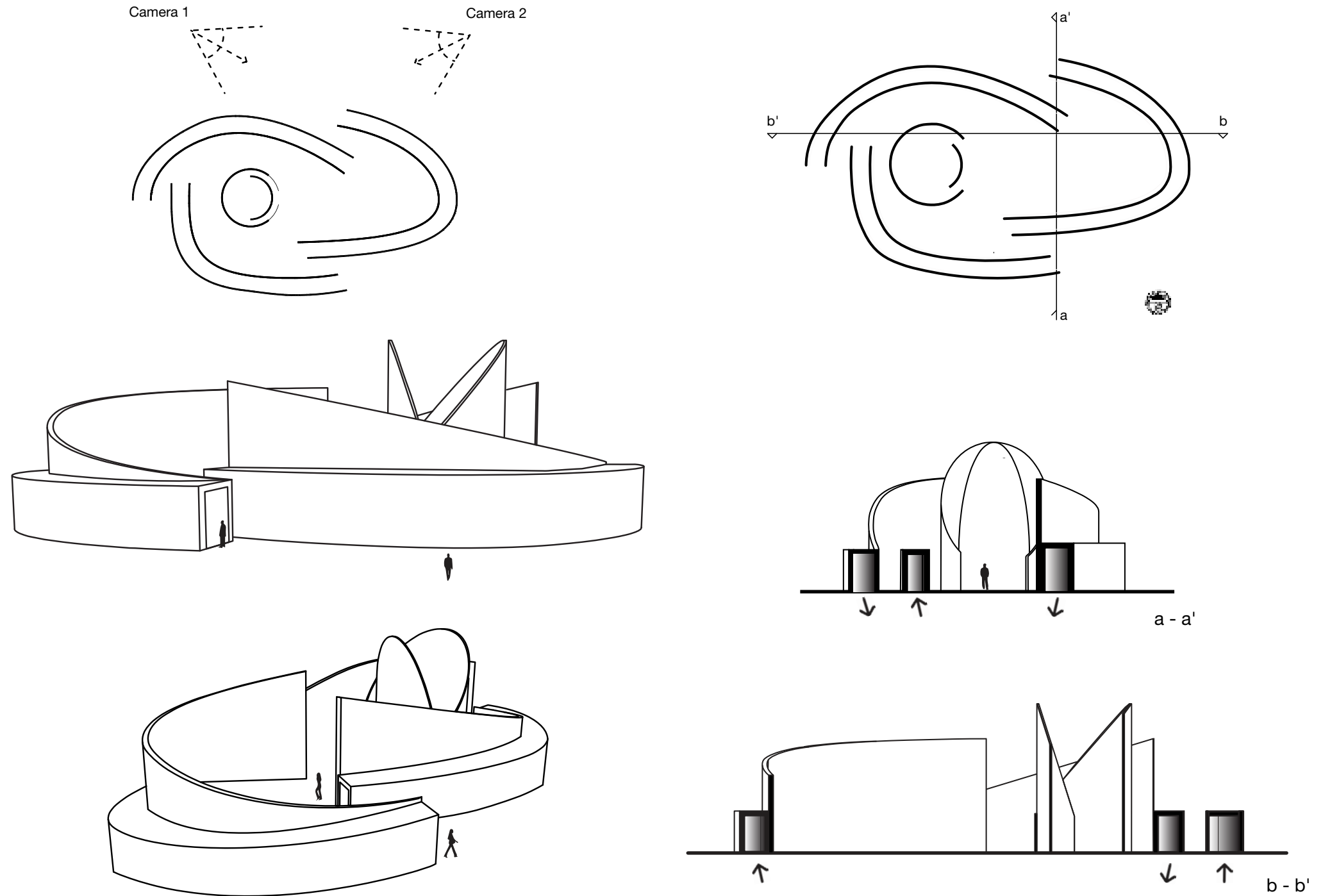


EXHIBITION DETAILS

PERSPECTIVE VIEWS – OVERVIEW

The exhibition has six main entrances and exits: three which go through the runway, and three into the main spacious area enclosed by the large runway walls.

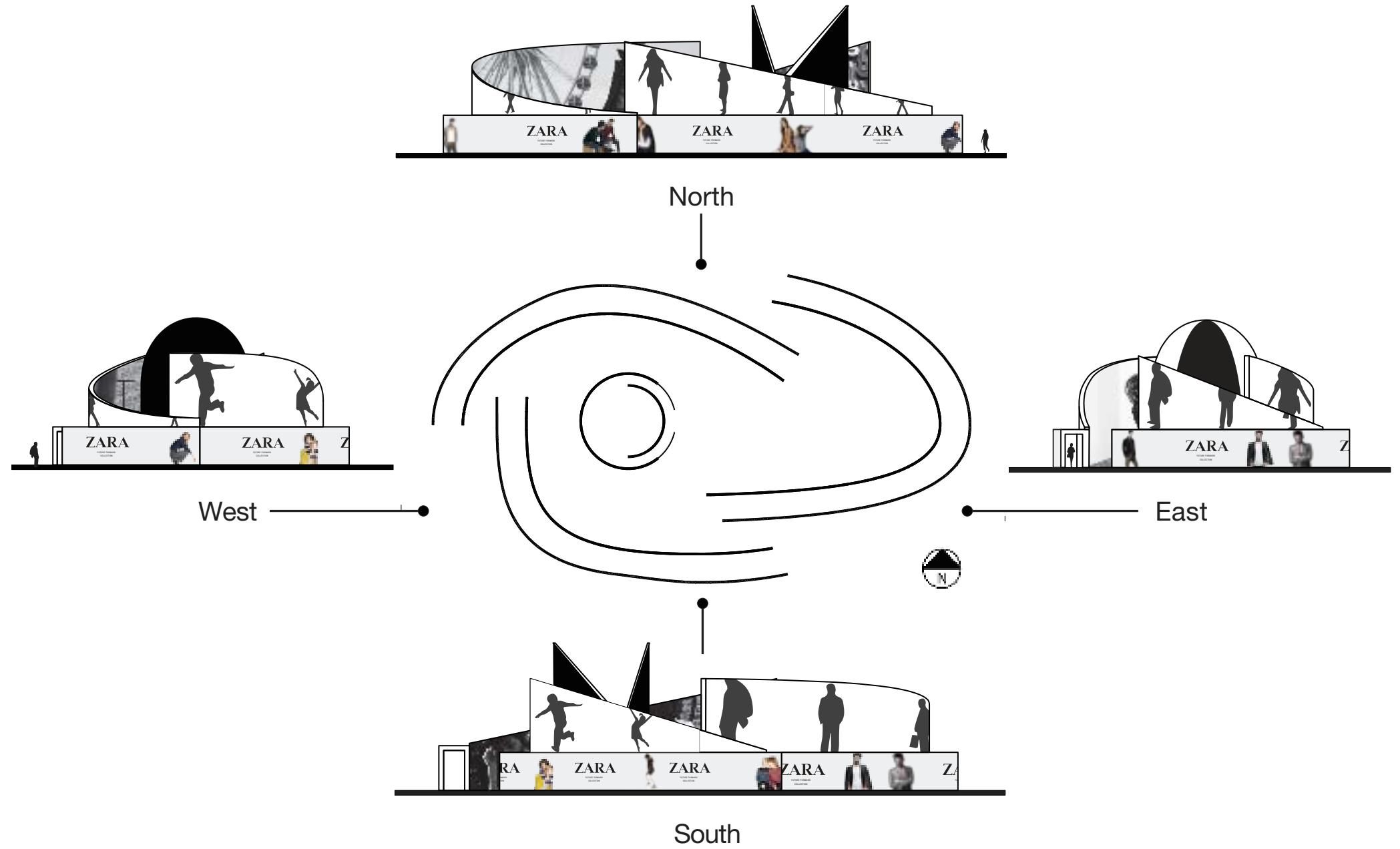
Although the exhibition is enclosed, each wall is lined with the logo and mannequins/photographed models wearing Zara clothing, thus branding the exhibition and attracting potential visitors to find out what lies beyond the walls.








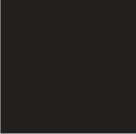

EXHIBITION DETAILS

PERSPECTIVE VIEWS – ELEVATIONS

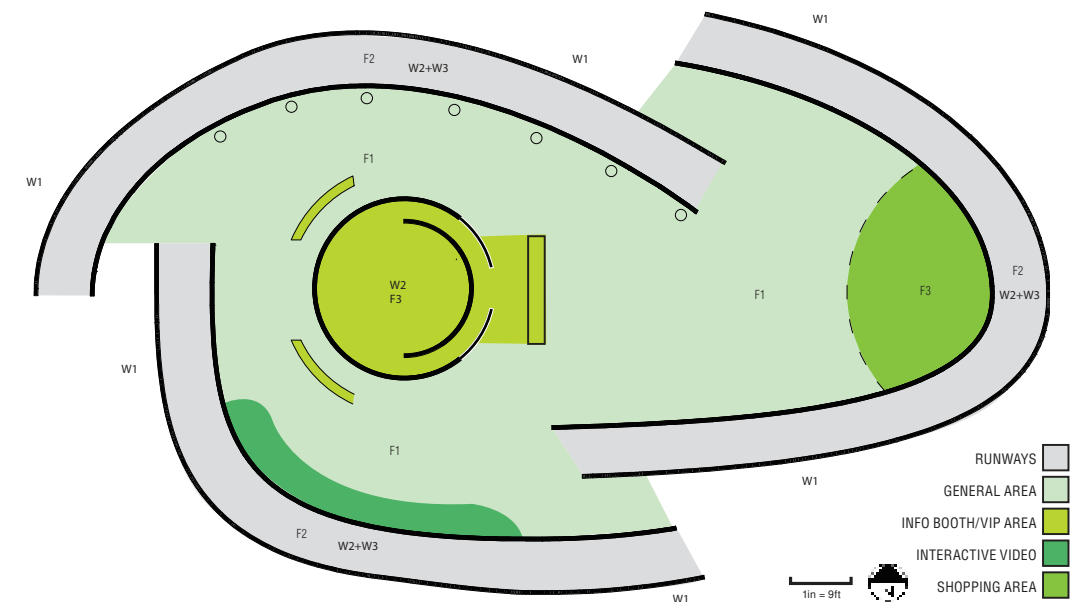
Pictured are four elevations of the exhibition, depicting how the exhibition would look to a potential visitor from north, south, east, or west. The logo is clearly visible from any angle so that potential visitors will immediately know that this exhibition is for Zara.



MATERIALS

FLOORING	WALL/ROOF	PAINT COLORS
 <p>F1. WHITE LINOLEUM Flooring for inner, main area</p>	 <p>W1. WHITE PLYWOOD Material for the outer walls and VIP</p>	 <p>C1. GREY Ivory color for outer walls and VIP</p>
 <p>F2. THINKGLASS Lighted flooring for the runway areas</p>	 <p>W2. BLACK PLYWOOD Material for the runway walls and VIP</p>	 <p>C2. BLACK Black color for outer walls and VIP</p>
 <p>F3. CARPET Carpeted for shopping and VIP areas</p>	 <p>W3. LIT WHITE TEXT Inset into the walls of the runway</p>	

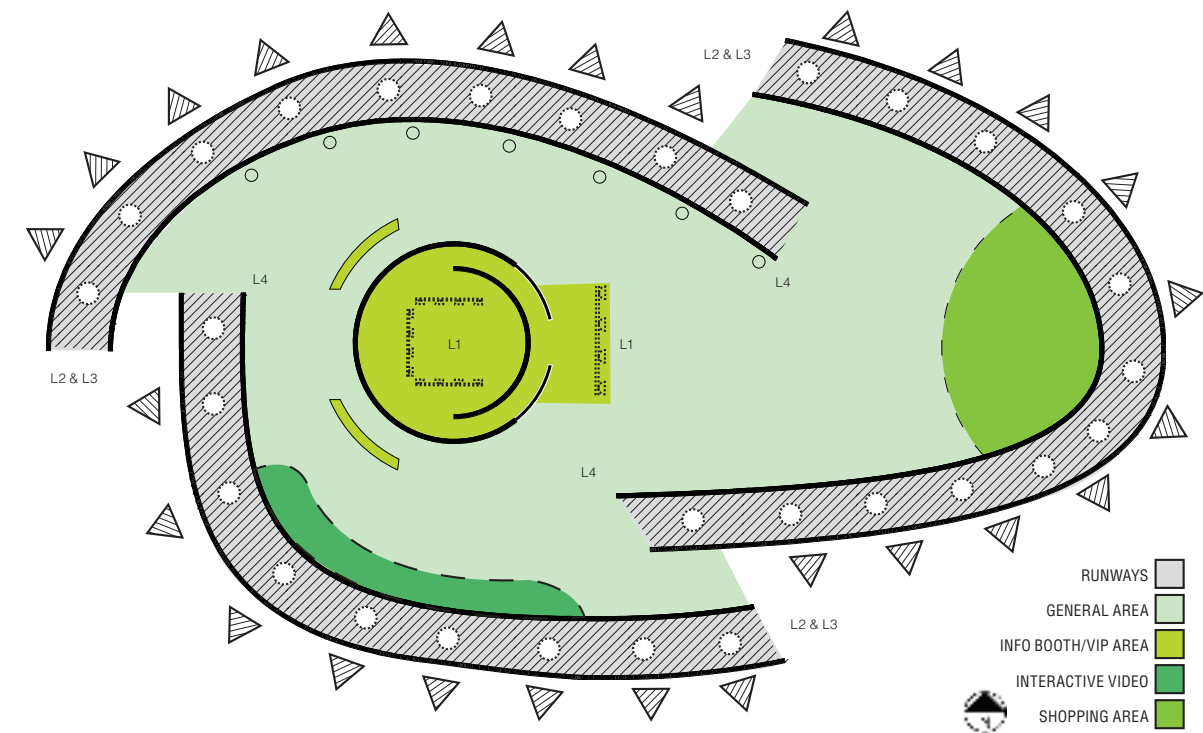
MATERIAL EXAMPLES








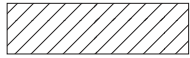






LIGHTING DETAILS

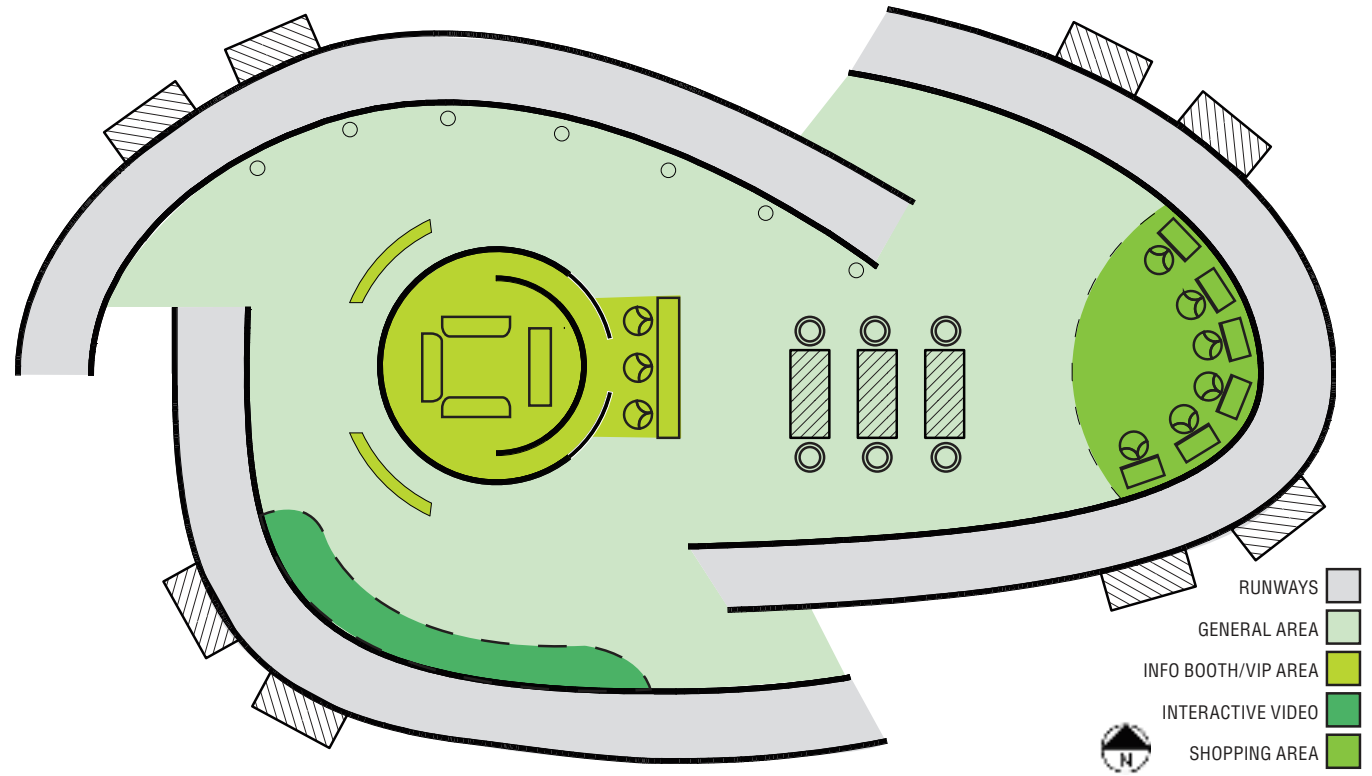
PICTURE	SYMBOL	LETTER	FIXTURE TYPE
		L1	HALLOGEN TRACK LIGHTING To light mannequins found on the inside of the exhibition.
		L2	R HALOGEN BULB Inset into the tops of the runway to assist with minimal but ample lighting for wayfinding.
		L3	TRUE WHITE LED To accompany the Minima Thinkglass floors that are used on the floors of the runway.
		L4	WHITE ROPE LED Inset into the walls to light the information text found on the inside of the runway.
		L5	DIRECTIONAL SPOTLIGHT Placed strategically beneath the mannequins on top of the runway for dramatic shadows.

LIGHTING EXAMPLES



FURNITURE LIST

PICTURE	SYMBOL	LOCATION	DESCRIPTION
		VIP	WHITE MODERN SOFA
		VIP INFO	CLEAR GLASS TABLE
		GENERAL	WHITE MODERN CUSHIONED BENCH
		GENERAL	CIRCULAR CLEAR GLASS SIDE TABLE
		SHOPPING INFO	WHITE CUSHIONED CHAIR
		SHOPPING	WHITE COMPUTER DESK



RUNWAYS 
 GENERAL AREA 
 INFO BOOTH/VIP AREA 
 INTERACTIVE VIDEO 
 SHOPPING AREA 

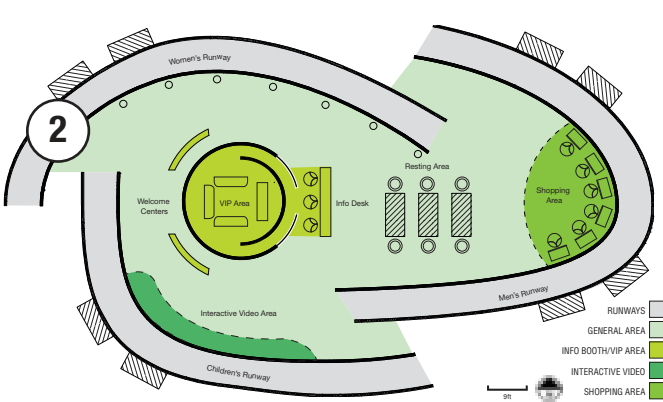
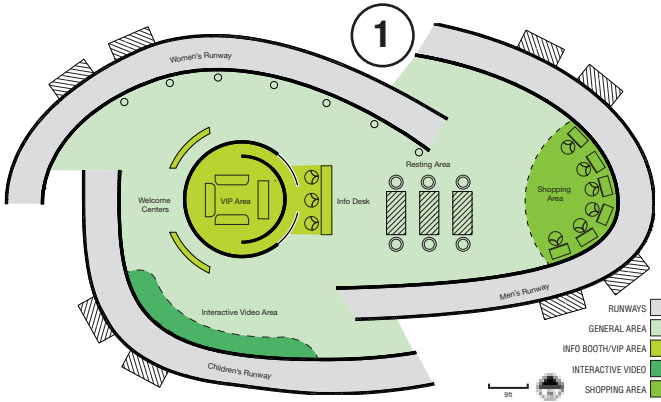
AREAS OF INTEREST

1. Outside View

Mannequins are walking on top of the runway areas and the directional spotlights are positioned in such a way that there are very dramatic shadows cast by the mannequins onto the large wall behind them.

2. Runway Interior

Photographed/vectorized models wear specific articles of clothing that are also showcased in the insets of the wall. These clothings are accompanied by descriptions to inform the visitor about what makes those articles of clothing special.



EXHIBITION DETAILS

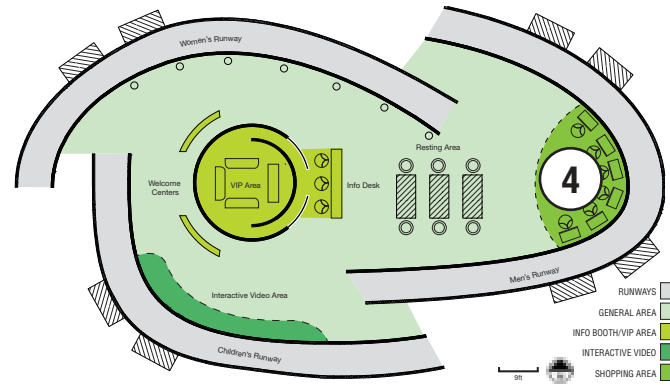
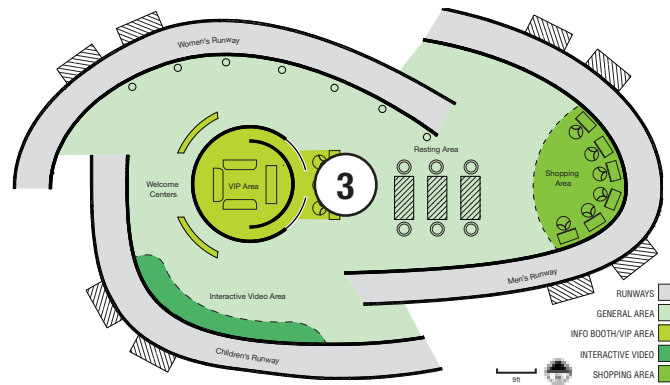
AREAS OF INTEREST

3. Information Desk

The information desk faces the large open area and has staff readily available to assist any visitors that may have questions or want to learn more about the Zara brand.

4. Shopping Area

The shopping area allows customers to sit down after viewing our displays and order the clothes they've seen to be delivered right to their door.



A black and white photograph of a man standing in front of a Ferris wheel. The man is wearing a dark, long coat over a patterned sweater and dark pants. He is looking off to the side. The Ferris wheel is a large, prominent structure in the background, with its spokes and passenger cars visible. The scene is set outdoors, possibly on a boardwalk or near a waterfront. The overall mood is contemplative and urban.

GRAPHIC IDENTITY

GRAPHIC IDENTITY

The graphic identity for the Zara Exhibition follows very closely to Zara's store's graphic identity. Very few colors are used other than black and white, with a few touches of grey used as a supplementary background.

Zara uses a heavy amount of photography. In this exhibition, the majority of photos used will also be black and white and used as a background to supplement overlay text. A black box with a white border will overlay the photos at 95% opacity in order to bring out the white text found inside of the box.

The logo must have an ample amount of white space around the logo at all times to avoid overcrowded and/or overshadowing the logo.

Helvetica was chosen as a suitable sans-serif font to supplement the Zara logo's serif typeface.

COLOR PALETTE

BLACK
CMYK (0, 0, 0, 100)
RGB (35, 31, 32)

GREY
CMYK (6, 3, 4, 0)
RGB (237, 238, 238)

WHITE
CMYK (0, 0, 0, 0)
RGB (255, 255, 255)

LOGO



White logo with black background.



Black logo with white background.

GRAPHIC ELEMENTS

ZARA
EXHIBITION



TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
Helvetica Neue LT STD – 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
Helvetica Neue LT STD – 77 Bold Condensed

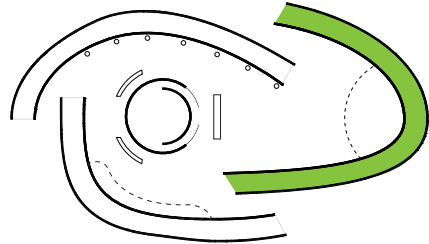
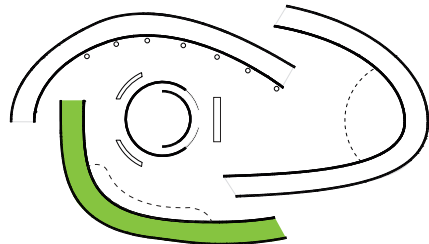
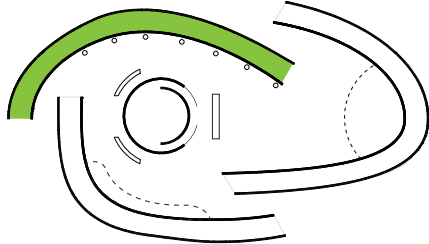
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
Helvetica Neue LT STD – 57 Condensed


ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
Helvetica Neue LT STD – 47 Light Condensed

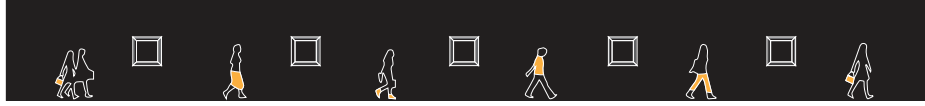
INTERIOR SIGNAGE – RUNWAYS


The runways are lined on the outside with the logo simply placed on it with ample white space. Around the logos are various pictures of models wearing Zara clothing. The logo is placed strategically so that it is visible at any possible angle.


The interior of the runway are black and the sides are lined with outlines of people with their various points of clothing highlighted in a bright orange color. The actual piece of clothing is then placed into the inset of the wall next to the vectorized mannequin with a description of the article of clothing placed underneath it.





OUTER  6 FT


RUNWAY LEFT  6 FT


RUNWAY RIGHT  6 FT


OUTER  6 FT

RUNWAY LEFT  6 FT

RUNWAY RIGHT  6 FT

OUTER  6 FT

RUNWAY LEFT  6 FT

RUNWAY RIGHT  6 FT

INTERIOR SIGNAGE – RUNWAYS

Examples of signage and graphics as shown on the scale model.

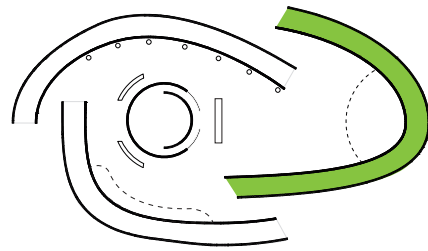
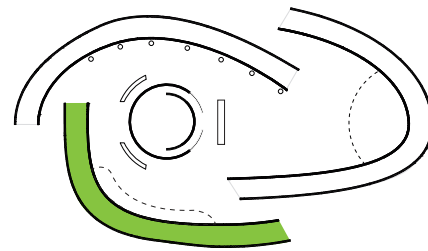
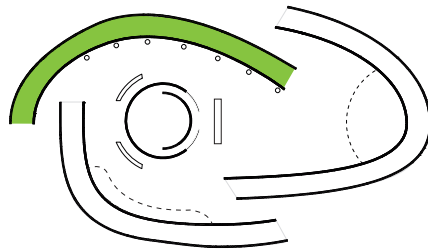
The silhouettes would be replaced with actual mannequins wearing Zara clothing with their shadows projected with designated lighting fixtures up onto the wall behind them.



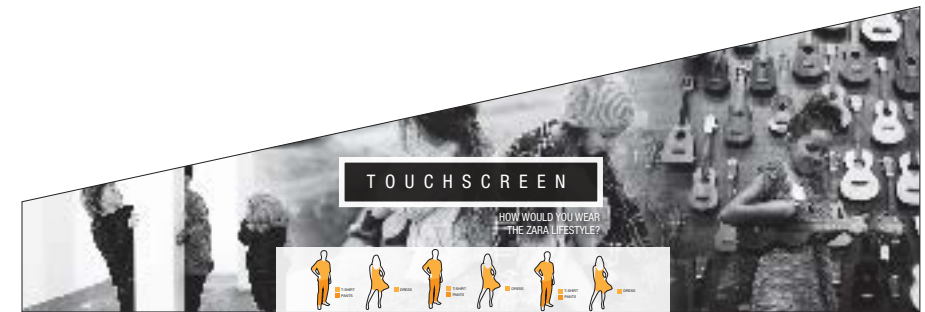
INTERIOR SIGNAGE – INNER WALLS

In the CIP area, the backsides of the large walls are lined with a montage of black and white photography of models wearing a variety of Zara clothing. Each wall is lined with either female, male, or child models which corresponds directly to the runway they are attached to.

Because the male and child sections are next to the shopping and interactive video sections (respectively), they also include signage that denote those areas placed on top of the photography montages.



6 FT



6 FT



6 FT

INTERIOR SIGNAGE – INNER WALLS

Examples of signage and graphics as shown on the scale model.

The placement of the images are scaled so large to create a moment of surprise and awe once the visitor travels through very minimal photography of the outside and the interiors of the runways. They are large enough to be seen and understood no matter where the visitor is standing within the exhibition.

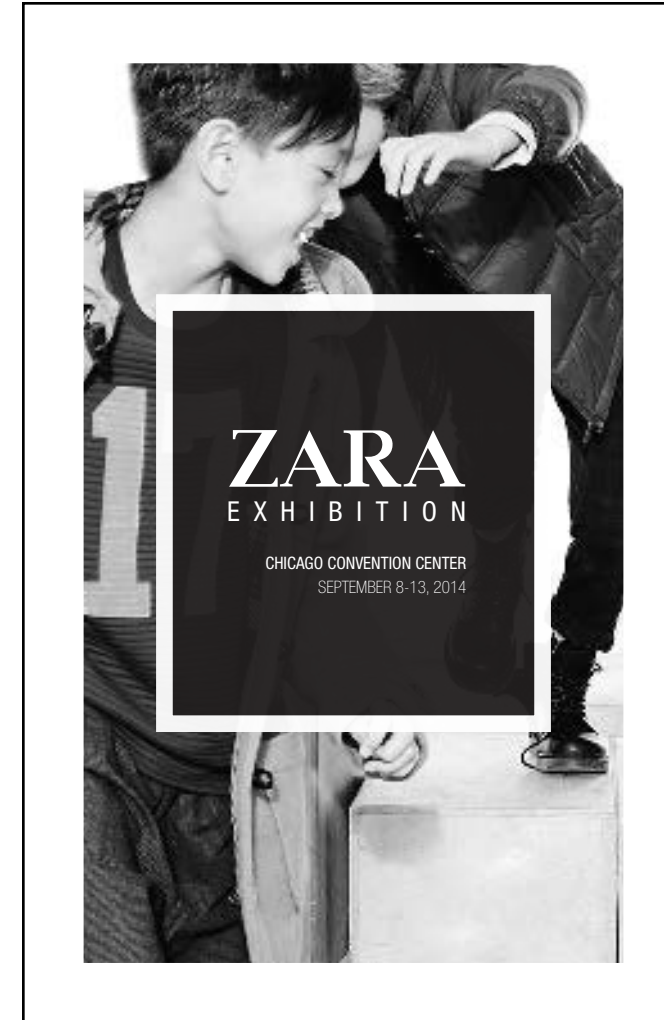


EXTERIOR SIGNAGE – POSTERS

The signage for the exterior uses heavy photography with the overlay black box with the white border. This style of signage calls attention to the information while also showing off the brand's clothing and style.



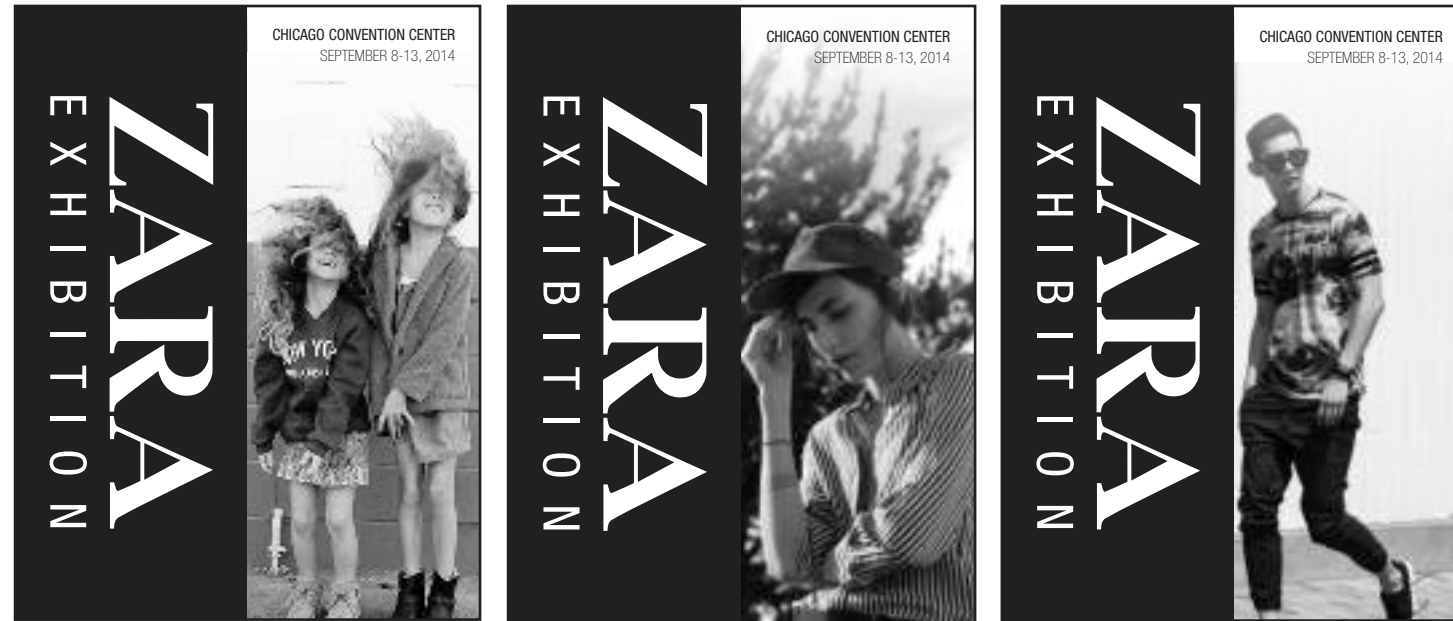
Example of signage in a public environment.



SIZES
22x28" (or 28x22")
11x17" (or 17x11")

EXTERIOR SIGNAGE – BANNERS

The street side banners also use heavy photography, but places a heavier emphasis on the Zara Exhibition logo. The banners come in pairs of two, as shown in the example in the lower right.



SIZE
34x90"



ZARA
EXHIBITION

**Zara Exhibition
Process Manual**
by Hannah Kan & Jackie Liu
for DES185 at UC Davis
during Fall 2014