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EXHIBITION OVERVIEW

DISCOVERING DISTANT VILLAGE TRADE SHOW

Exhibition Core Idea

Distant Village is trying to revolutionize packaging to be sustainable and socially responsible. They aim to change packaging for good: the good for the environment, economy, and equity (social).

Venue	Chicago Convention Center, McCormick Place, II
Dates	September 8-12, 2014
Audience	General visitors and prospective clients and companies
Location at Venue	South Hall, Booth 8119
Size of Space	100' x 100' (10,000 sq. ft.)
Number of Objects	19 objects
Promotion	Flyers/Invitations, Street/Light Pole Banners, CTA Train Wrap and Coasters

Exhibition Outline

The general circulation of our exhibit is open, but all attendees will enter from one entrance. At the entrance is the information desk where they will be directed to where they should go, depending on whether they are part of the general audience or VIP/CIP which are prospective clients and company owners.

The general audience will pass by informational structures on the way to the showroom. These informational structures will inform the attendees of the mission, objective and story behind Distant Village.

They will then enter the showroom and see the products that Distant Village has to offer arranged on leaf shaped table. If they want to take a break and get off their feet, they can go into the lounge to sit down and admire the booth, and see how Distant Village's products are used in the booth creatively as decoration (ie. the coasters) and construction material (the walls).

On the second floor/mezzanine, VIP/CIP go through a similar progression, but their experience will be more tailored to custom product packaging for prospective companies and clients.

The overall feeling of our booth will be natural, earthy, and homey. We want our attendees to envision a world using sustainable packaging and all the possibilities and creations that could be made from sustainable materials and artisan craftsmanship.

EXHIBITION OVERVIEW

"Discovering the Distant Village" Trade Show

DES 185 // Fall 2013 // Tim McNeil

Kimberly Gail Losenara & Roselle Bernardino

OBJECT LIST // BOXES

SMALL BOXES

A01. Cacao Paper Window Boxes

Size: 4 x 4 x 1-1/8"
Shown in two colors

cacao Leaves, recycled box board, handmade paper, and natural paper



Natural

Red

A02. Nested Box (Round)

Small 5-1/2" diameter x 1-3/8"
Medium 6-1/8" diameter x 1-5/8"
Large 7" diameter x 2"
Shown in 2 colors

wildgrass, hemp and recycled paper



Chocolate and Red



Rainforest and Chocolate

A03. Nesting Boxes (Square)

Large: 5 x 5 x 3"
Small: 4 x 4 x 2"

wildgrass, hemp and recycled paper



Rainforest and Chocolate

A04. Nested Boxes (Square)

Small 4-1/4" x 4-1/4" x 1-3/8"
Medium 5-1/2" x 5-1/2" x 1-5/8";
Large 6-1/2" x 6-1/2" x 2"

wildgrass, hemp and recycled paper



Chocolate and Pink

A05. Nested Box (Scalloped Lid, Round)

Small 5-1/2" diameter x 1-3/8"
Medium 6-1/8" diameter x 1-5/8"
Large 7" diameter x 2"

wildgrass, hemp and recycled paper



Cream & Chocolate

A06. Double Truffle Boxes

Size: 2.75"x1.25"x1.25"
Shown in 3 colors

handmade paper, wildgrass, and hemp



Cream



Red



Natural

EXHIBITION OVERVIEW

"Discovering the Distant Village" Trade Show

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OBJECT LIST // PACKAGING ACCESSORIES

PACKAGING ACCESSORIES

B01. Sinamay Mesh Ribbon

1-1/2" x 25 yds
Shown in 6 colors

100% Natural



Natural



Amber Gold



Apple Leaf



Aquamarine



Chocolate



Red

B02. Manila Hemp Twine

1/8" x 25 yd
unravels to 1" wide
Shown in 5 colors

twine, yarn, yarn balls



Apple Leaf



Red



Chocolate



Aquamarine



Rainforest

B03. NATURAL Manila Hemp Twine

25 yards of tree free twine.

*natural hemp and
recycled paper mix twine*



EXHIBITION OVERVIEW

"Discovering the Distant Village" Trade Show

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OBJECT LIST // CUSTOM PACKAGING, PROMOTIONAL ITEMS

SPECIAL CUSTOMIZED PACKAGING



C01. Soap Labels



C02. MOMA Packaging



C03. Sales Kit



C05. Green Gift Packaging



C04. Eco-Natural Packaging

PROMOTIONAL ITEMS

F01. Seeded Bookmark



F02. Seeded Hangtags



F03. Seeded Coasters



EXHIBITION OVERVIEW

"Discovering the Distant Village" Trade Show

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Kimberly Gail Losenara & Roselle Bernardino

OBJECT LIST // PAPER AND PAPER PRODUCTS

PAPER

D01. Wildgrass Paper

- 8.5" x 11" 25 Sheets Per Pack
- 100% Recyclable, Compostable, and Natural
- Printer-Compatible (Laser and Inkjet)
- Papers are unbleached or non-chlorine bleaching has been used to avoid creating dioxins.

wildgrass, hemp



Natural / Straight



Natural / Deckled



White / Straight



White / Deckled

D02. Address Labels

750 Labels | 25 Sheets

*100% Wildgrass Paper
100% Recycle Compatible
Adhesive*



D03. Shipping Labels

250 Labels | 25 Sheets

*100% Wildgrass Paper
100% Recycle Compatible
Adhesive*



D04. Name Badge Label

Size: 2" x 3.125"
120 Labels.

*100% Wildgrass Paper
100% Recycle Compatible
Adhesive*



EXHIBITION OVERVIEW

"Discovering the Distant Village" Trade Show

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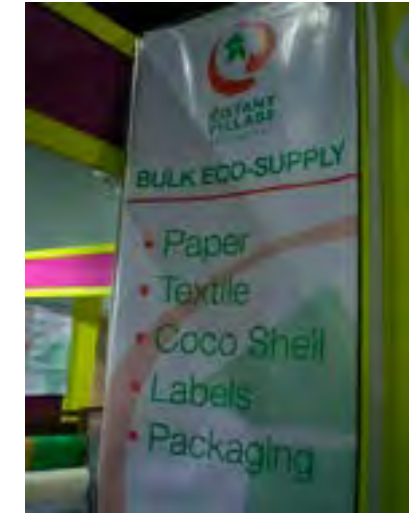
Kimberly Gail Losenara & Roselle Bernardino

PAST TRADE SHOWS

These are images that Rich Cohen, the CEO of Distant Village, sent to us of his most recent trade show in the Philippines. It is a small scale 10x10 booth displaying an array of colored materials that his products are made of. He did not mention which trade show it was in particular, but this was a trade show focused on packaging and sustainable sourcing.

OUR NOTES

- The booth is in the corner, which opens it up to having 3 sides open for the attendees to look through and two sides that they can enter. We will consider multiple entrances and prime exhibition spots for our booth.
- The booth utilizes mostly graphics and a purple and yellow color scheme that seems arbitrary to their branding. We will incorporate a more distinguishable color scheme and focus on their branding for our exhibition.
- Their logo is too small to decipher. We will try to create a graphic identity that is obvious and easy to distinguish among other companies.
- We like how the booth emphasizes the triple bottom line (people. planet. profit). We want to incorporate that that in our design.
- Overall, we want to create a more appealing and more striking booth that captures the essence of Distant Village as a revolutionary company. What distinguishes this company as is that, "No other packaging or label company is as serious or progressive about sustainability" (Rich).



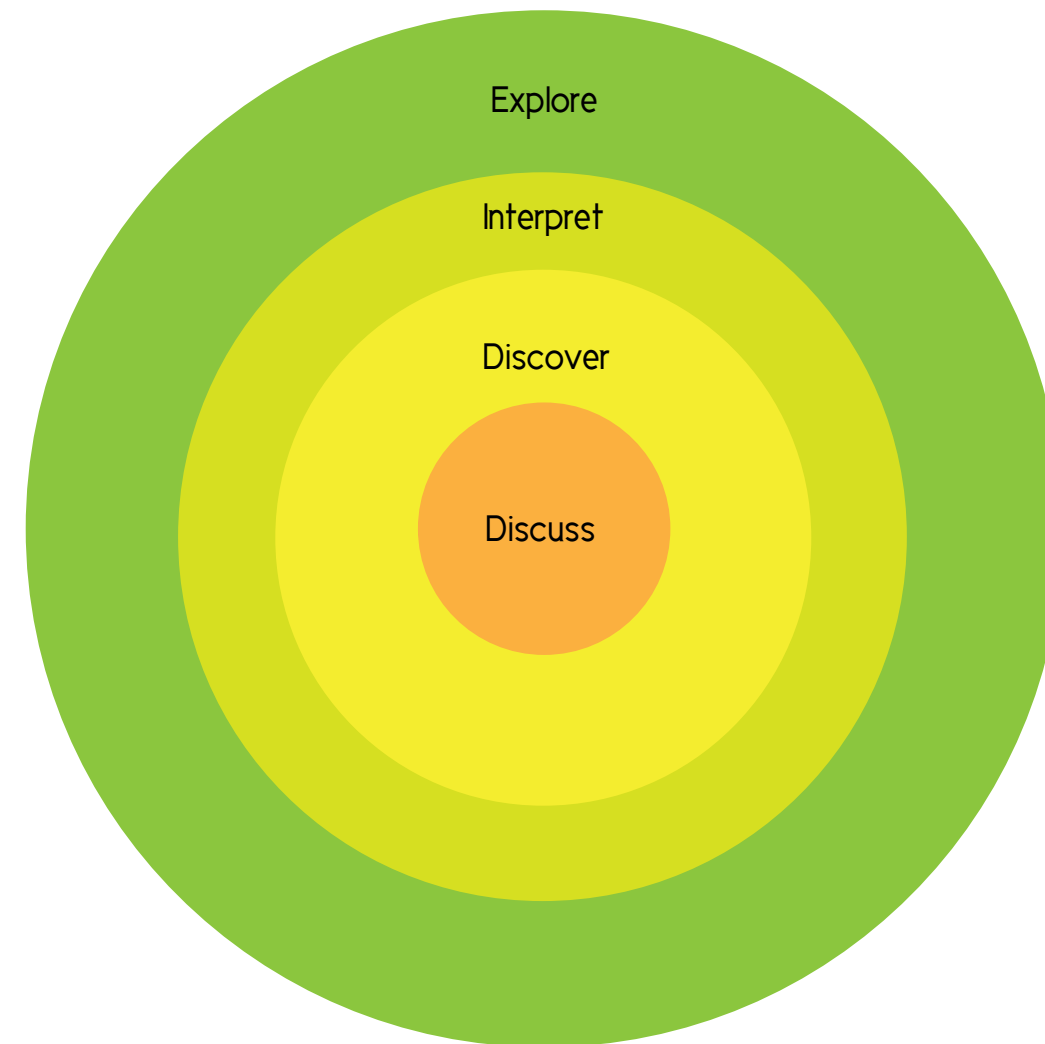
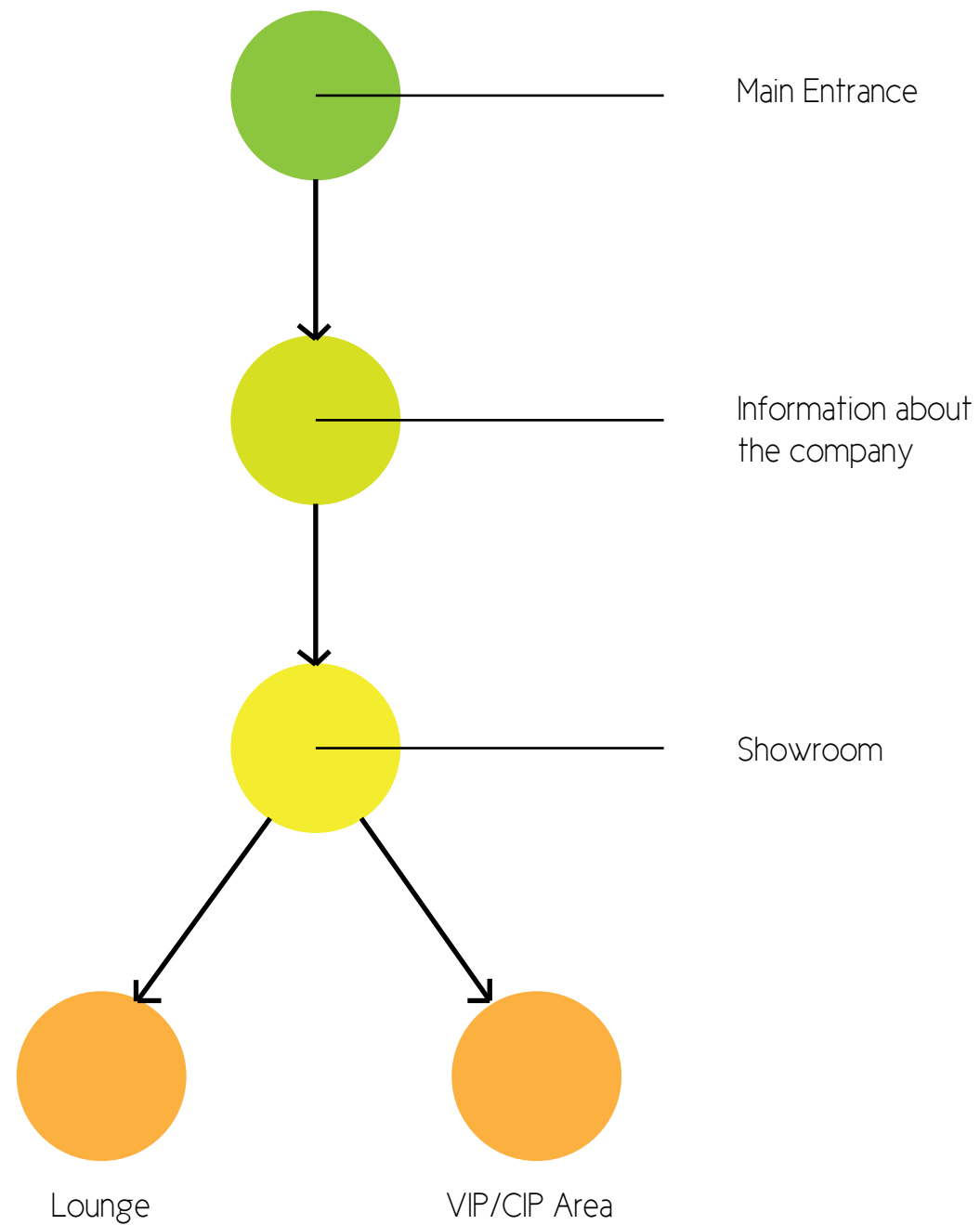
EXHIBITION OVERVIEW

"Discovering the Distant Village" Trade Show

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Kimberly Gail Losenara & Roselle Bernardino

CONCEPT MAP



Since the title of the trade show is "Discovering the Distant Village," the way we set up the trade show mimics someone being in a forest. They *explore* the whole trade show/entrance, *interpret* what they see, discover the products, then *discuss* what they had discovered. Each area correlates to the concepts/activities appropriated for that area.

EXHIBITION OVERVIEW

"Discovering the Distant Village" Trade Show

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Kimberly Gail Losenara & Roselle Bernardino

SPATIAL PLANNING

FLOOR PLAN

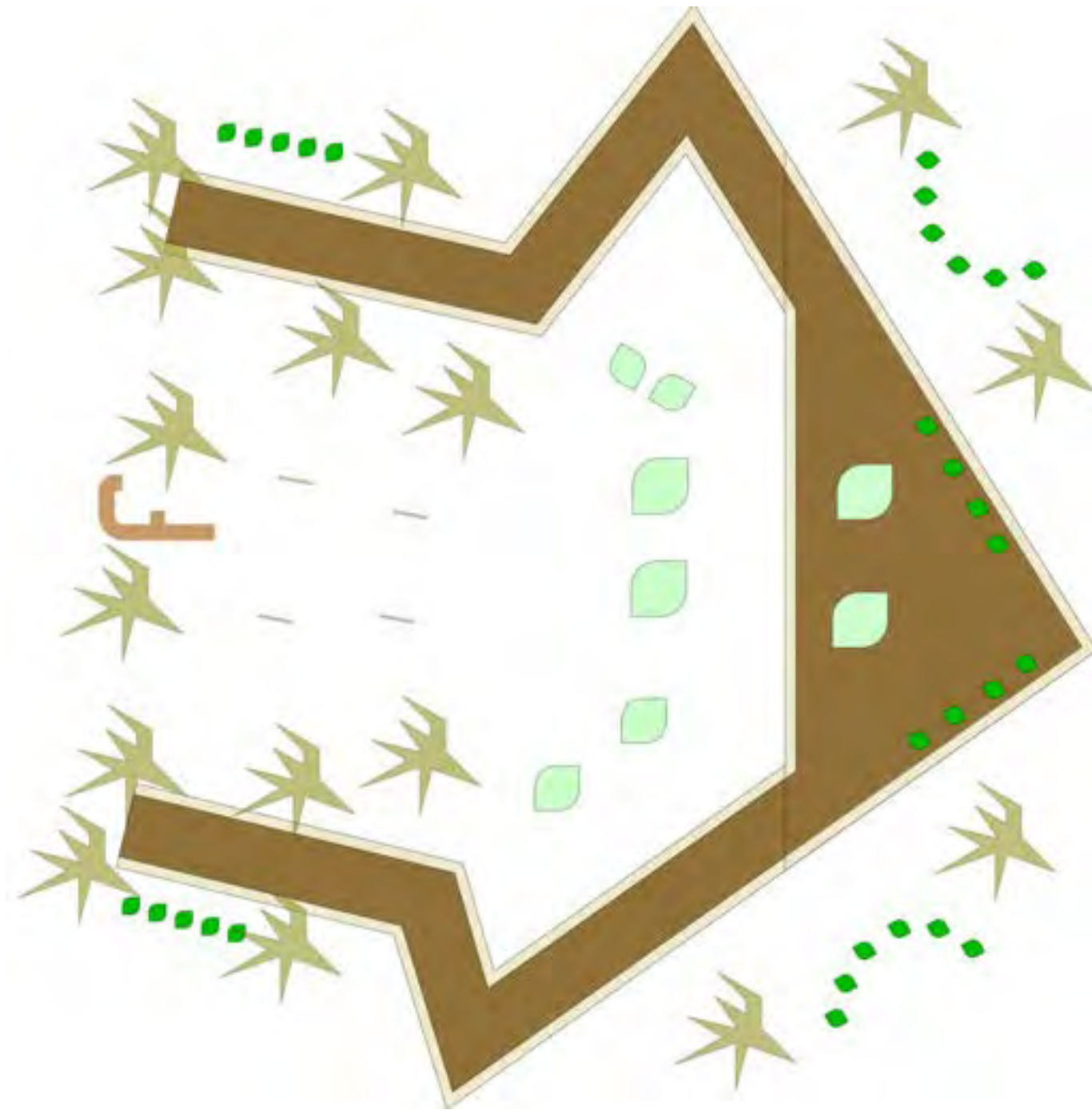
Lot size: 100'x100'

THEME AND INSPIRATION:



The logo's shape

We derived our floorplan from the shape of the logo of Distant Village. The shape is undeniably evident from a top view perspective, but it is dynamic in the sense that the content and structure is earthy and natural, while the structure is modern. It reflects Distant Village's mission of revolutionizing sustainable packaging in the modern world.



SPATIAL PLANNING

"Discovering the Distant Village" Trade Show

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CONCEPT SCALE MODEL

Scale: 1/4" = 1'-0"



SPATIAL PLANNING

"Discovering the Distant Village" Trade Show

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THEME AND INSPIRATION:



The logo's shape

OBJECT LAYOUT

Pure Labels

- D02. Address Labels
- D03. Shipping Labels
- D04. NameTags

Boxes

- A01. Cacao Paper Window Boxes
- A02. Nested Boxes (Round)
- A03. Nesting Boxes (Square)
- A04. Nested Boxes (Square)
- A05. Nested Boxes (Scalloped Lid)
- A06. Double Truffle Boxes

Packaging Accessories

- B01. Sinamay Mesh Ribbon
- B02. Manila Hemp Twine
- B03. Natural Manila Hemp Twine

Promotional Items

- F01. Seeded Bookmarks
- F02. Hang Tags
- F03. Coasters

Paper

- D01. Wildgrass Paper



VIP/CIP

Office

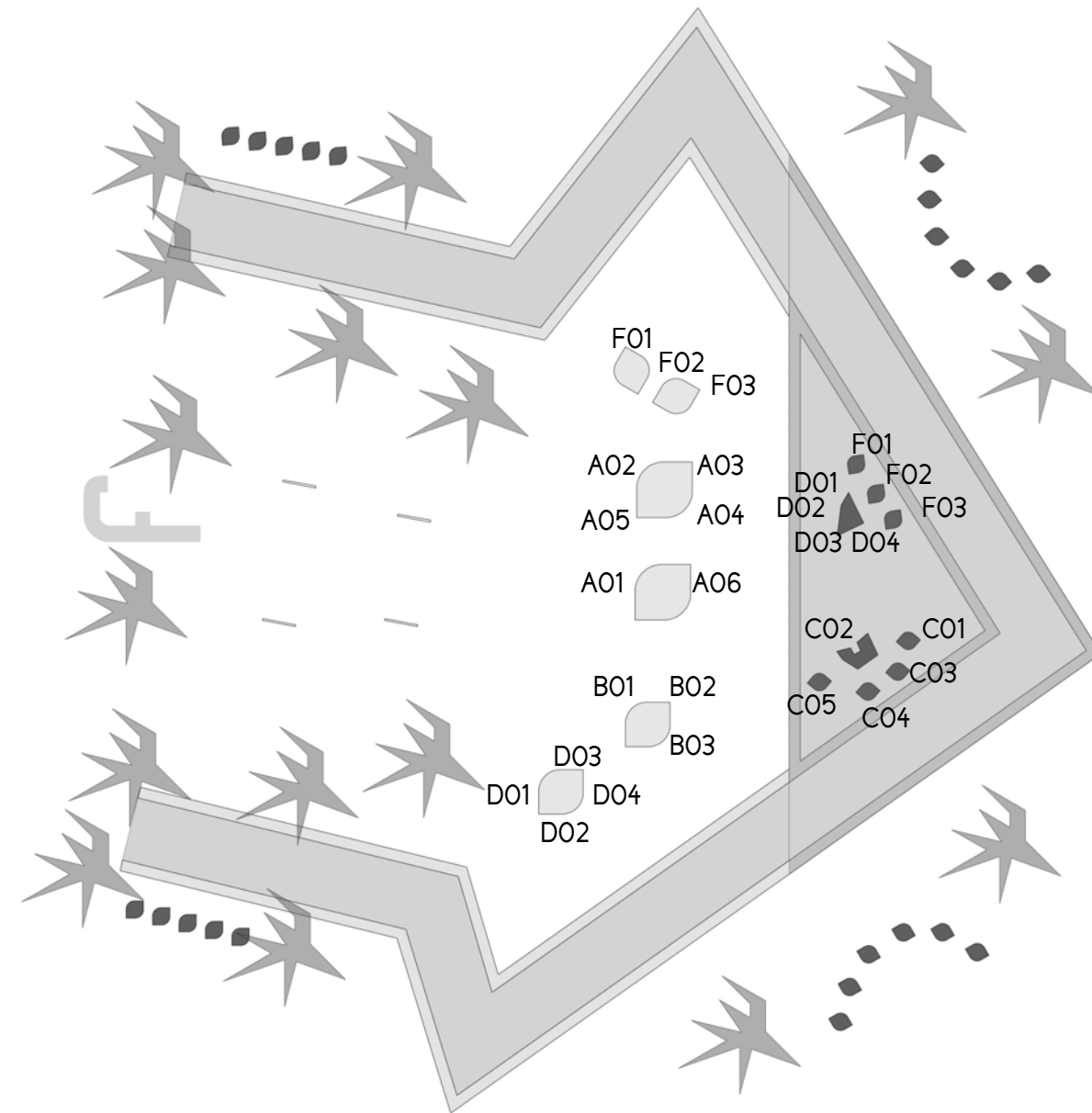
- D01. Wildgrass Paper
- D02. Address Labels
- D03. Shipping Labels
- D04. NameTags

Customized Packaging

- C01. Soap Labels
- C02. MOMA Packaging
- C03. Sales Kit
- C04. Eco-Natural Packaging
- C05. Green Gift

FLOOR PLAN

Lot size: 100'x100'



SPATIAL PLANNING

"Discovering the Distant Village" Trade Show

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EXHIBITION STAGING

EXHIBITION MATERIALS

WALLS



W1 Distant Village Wildgrass Paper in Natural

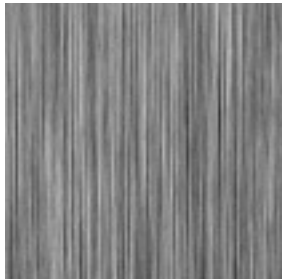


W2 Distant Village Wildgrass Paper in Cream



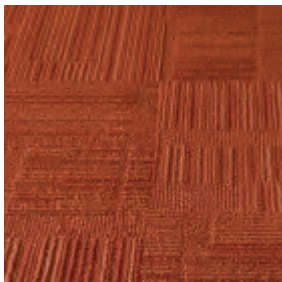
W3 Cardboard

STRUCTURE



S1 Steel (beams, square tubes and sheet)

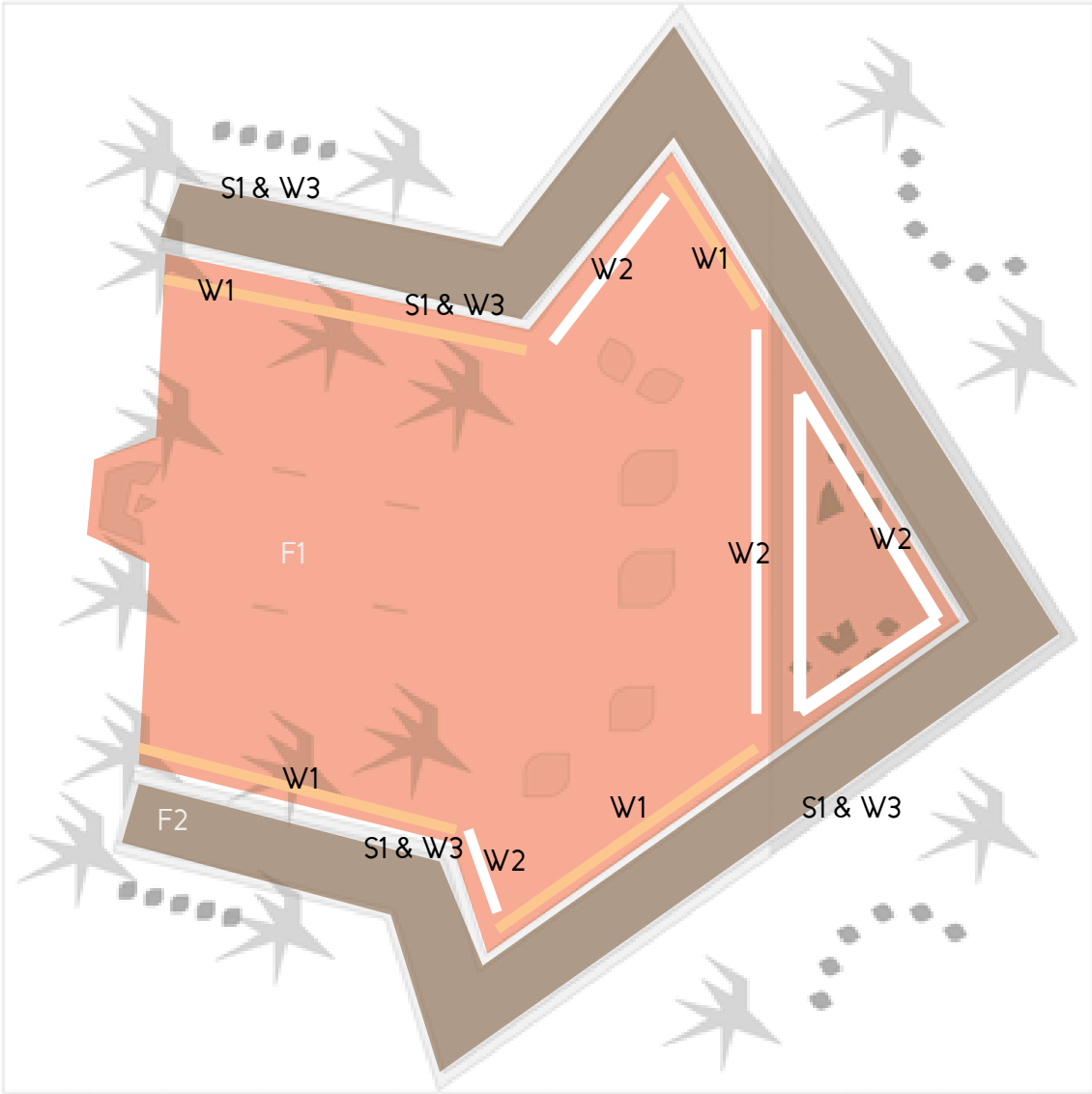
FLOOR



F1 FLOR Carpet Morning Coffee in Decaf



F2 FLOR Carpet Morning Coffee in Dark Roast



The structure of our trade show will be made of steel beams and square tubes to provide the support needed for the VIP/CIP mezzanine. Cardboard will be used to cover the structure's walls. It is chosen because it is easy to cutout the leaf shapes for our design of the walls. We will overlay the cardboard with Distant Village's wildgrass paper, so we use our client's products instead of paint. This will create subtle textures for the space. The floor inside the showroom and the mezzanine will be carpeted with a rusty/orange color to create an earthy, yet colorful environment. The darker carpet color will be used for the VIP/CIP mezzanine and the pathway.





EXHIBITION STAGING

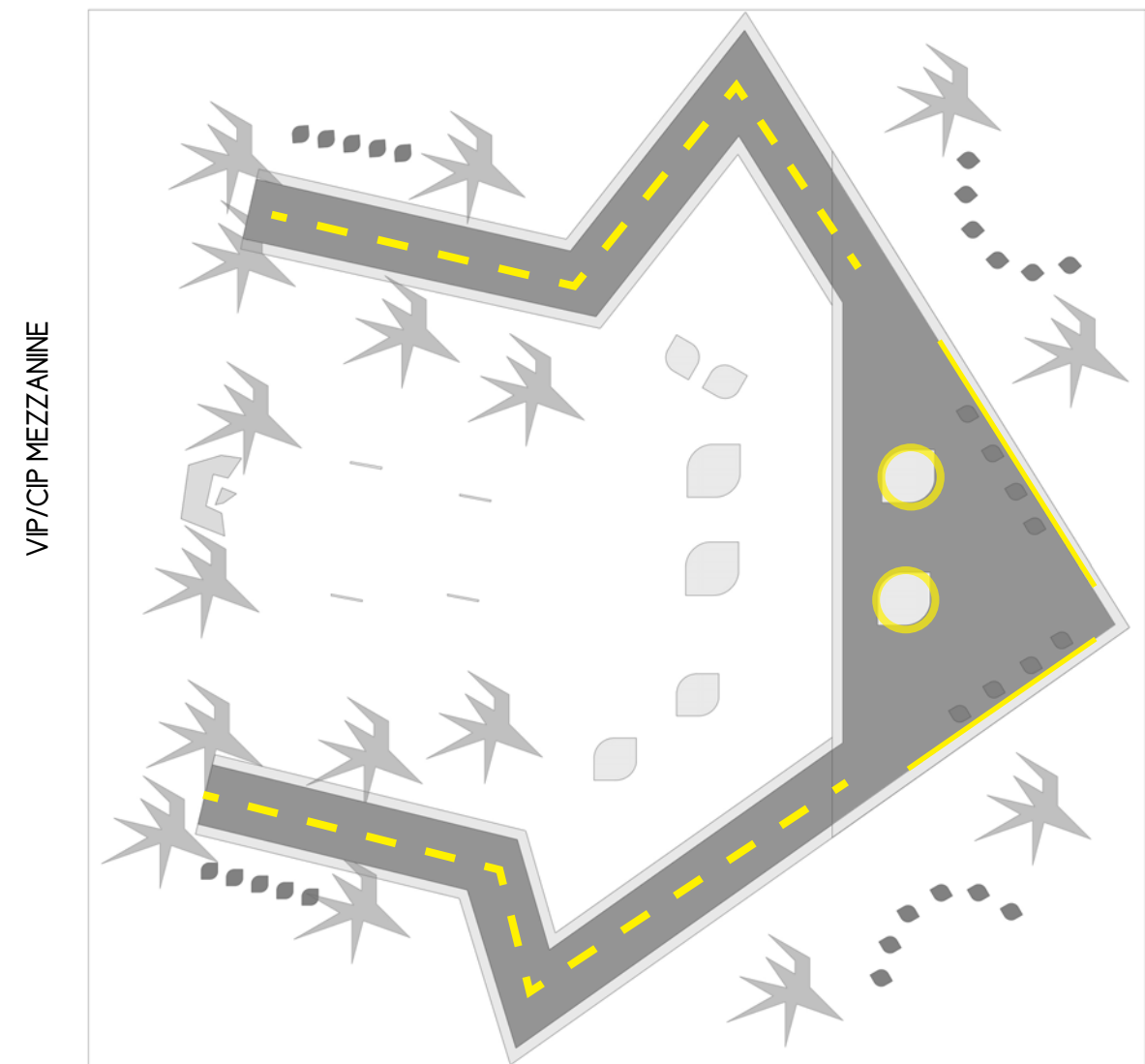
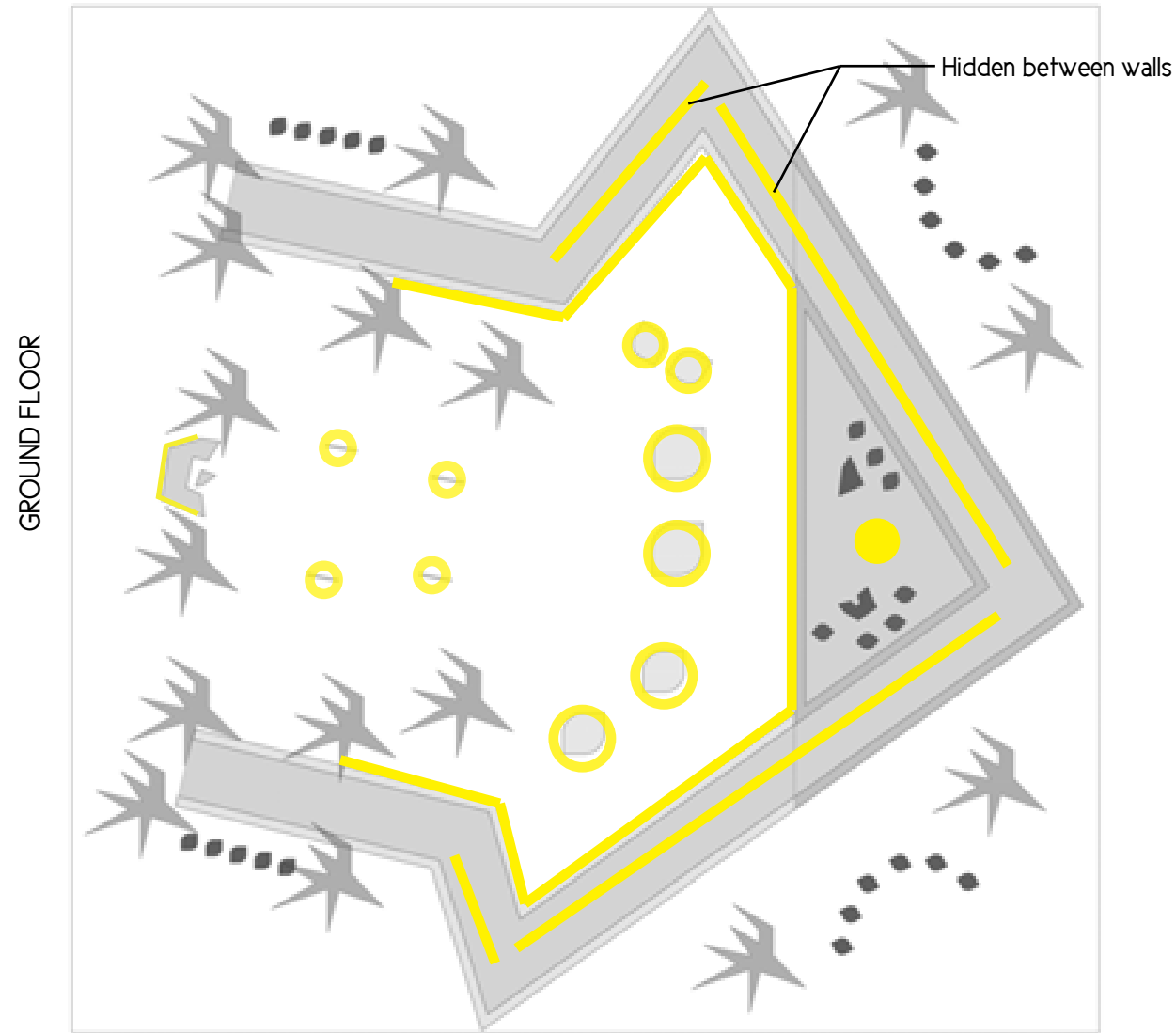
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EXHIBITION LIGHTING

LIGHTING KEY	
	LED Tube Light
	Recessed Floor Lighting
	Spotlight
	Pendant



EXHIBITION STAGING

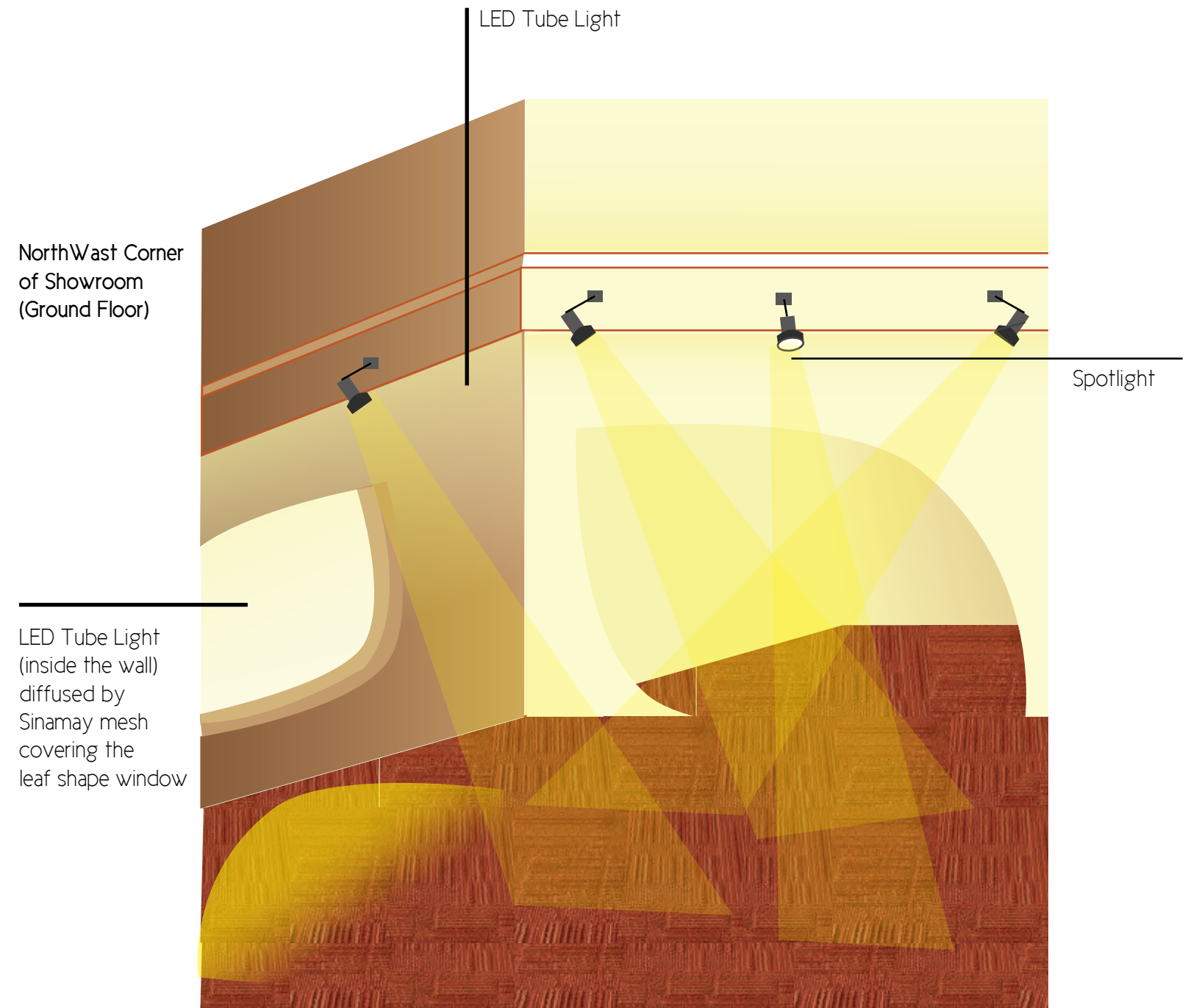
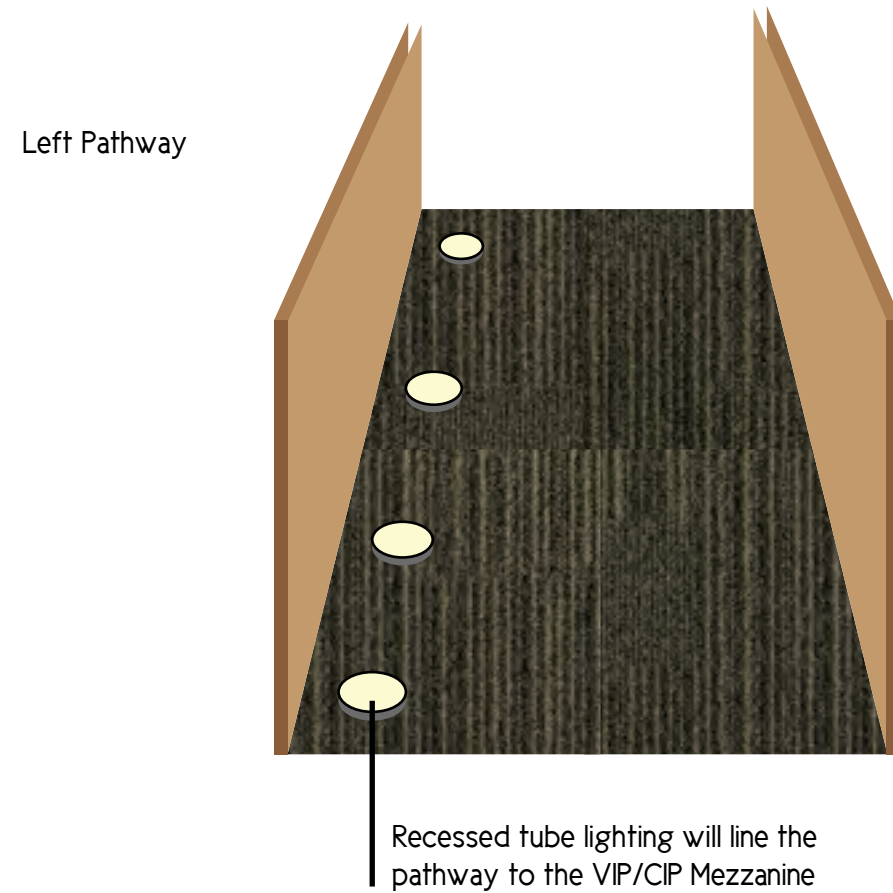
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EXHIBITION LIGHTING ILLUSTRATIONS

The overall lighting of the exhibition will be diffused except for the spot lights on the display tables in the showrooms. Warm, off white colors or tints will be used to mimick natural lighting like sunlight or firelight.



EXHIBITION STAGING

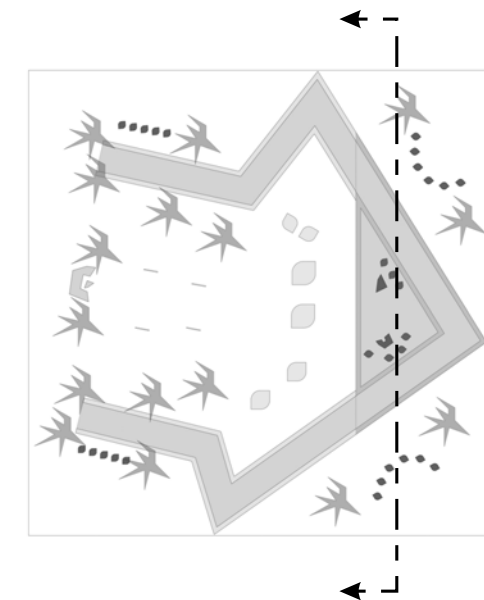
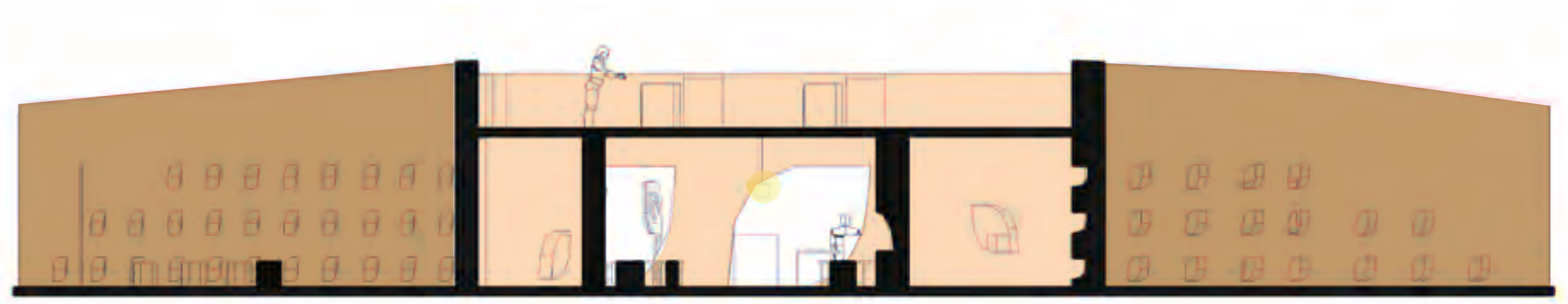
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SECTION VIEWS

Section through lounge



EXHIBITION STAGING

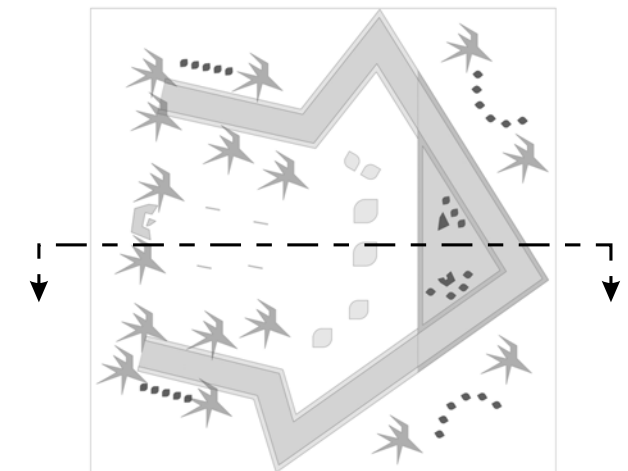
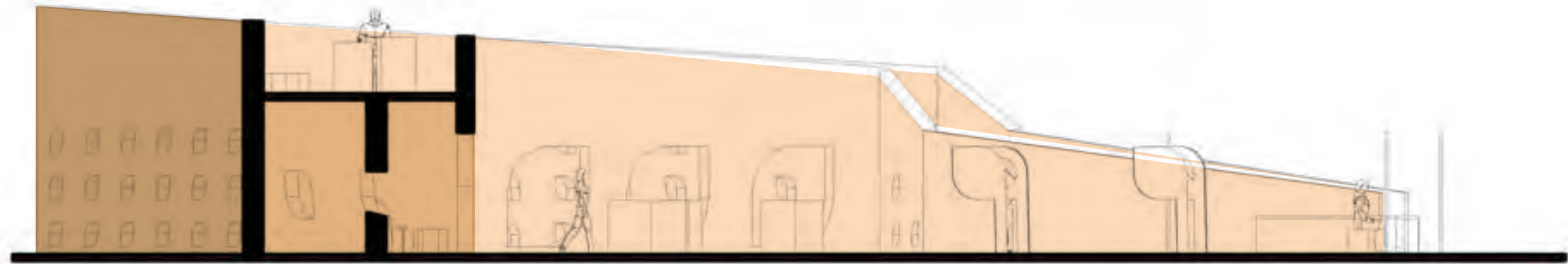
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SECTION VIEWS

Section through showroom



EXHIBITION STAGING

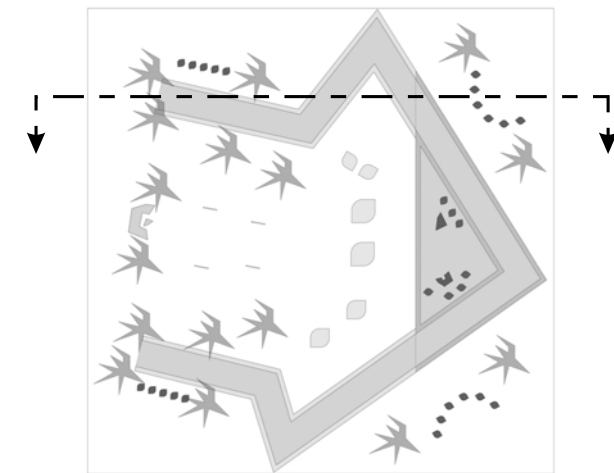
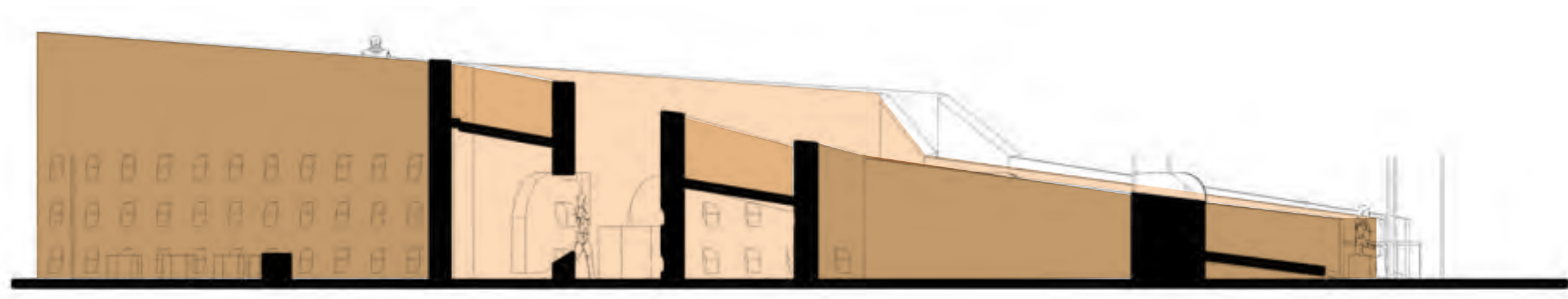
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SECTION VIEWS

Section through ramp



EXHIBITION STAGING

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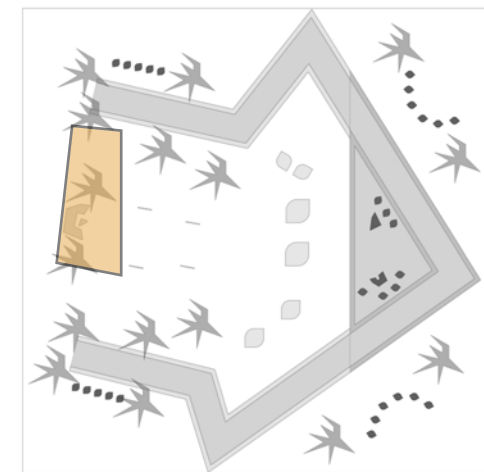
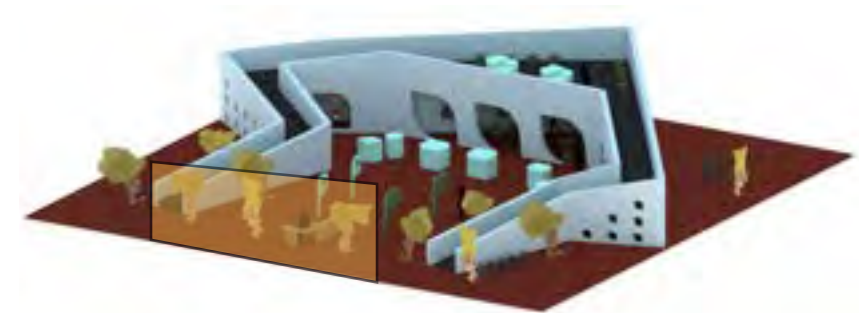
PERSPECTIVE: FRONT ENTRANCE

The trees trunk and structure is made of paper mache.



The info desk is constructed with recycled wood, steel, and natural cacao paper.

This is the view of the exhibition from the entrance of our booth. Attendees will be greeted by a clerk at the Information desk. The clerk will direct the guests where to go (General Floor or VIP/CIP) and provide answers to any questions about our client's company and its products.



EXHIBITION STAGING

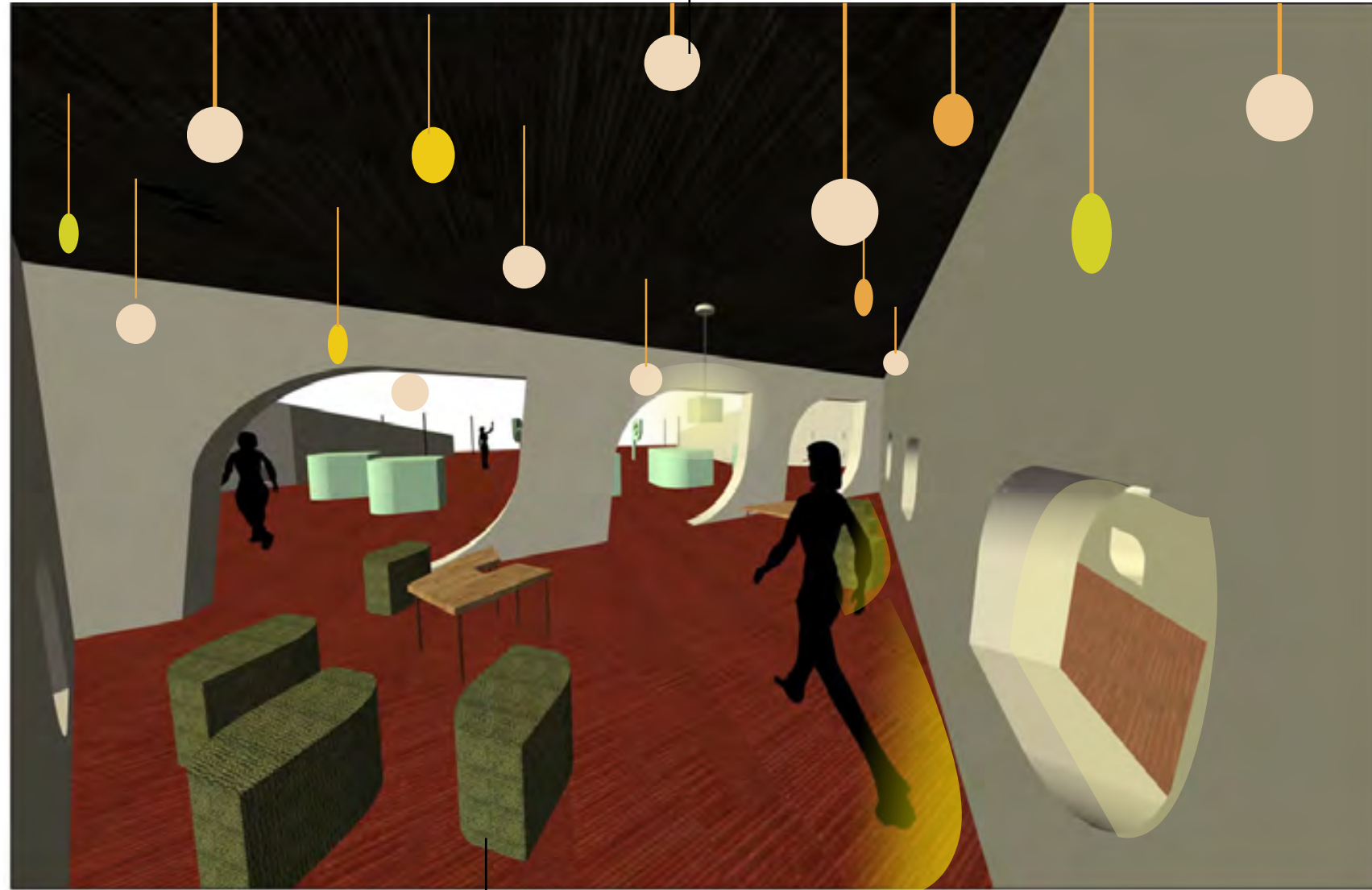
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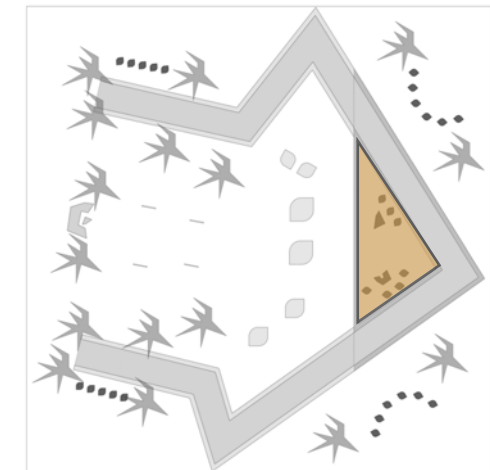
PERSPECTIVE: LOUNGE AREA - GROUND FLOOR

Seeded Paper Coasters hung on Hemp Twine



Chairs are made of recycled textile and wood

We have created a mini lounge area for guests under the mezzanine, so they can have a chance to sit down and rest their feet. Creating this space for them will help make our booth a memorable stop. They will also notice the sustainable materials and our client's products used for the furnishing and decorations in this space. We hope to inspire guests to think of innovative ways to reuse materials and our client's products.



EXHIBITION STAGING

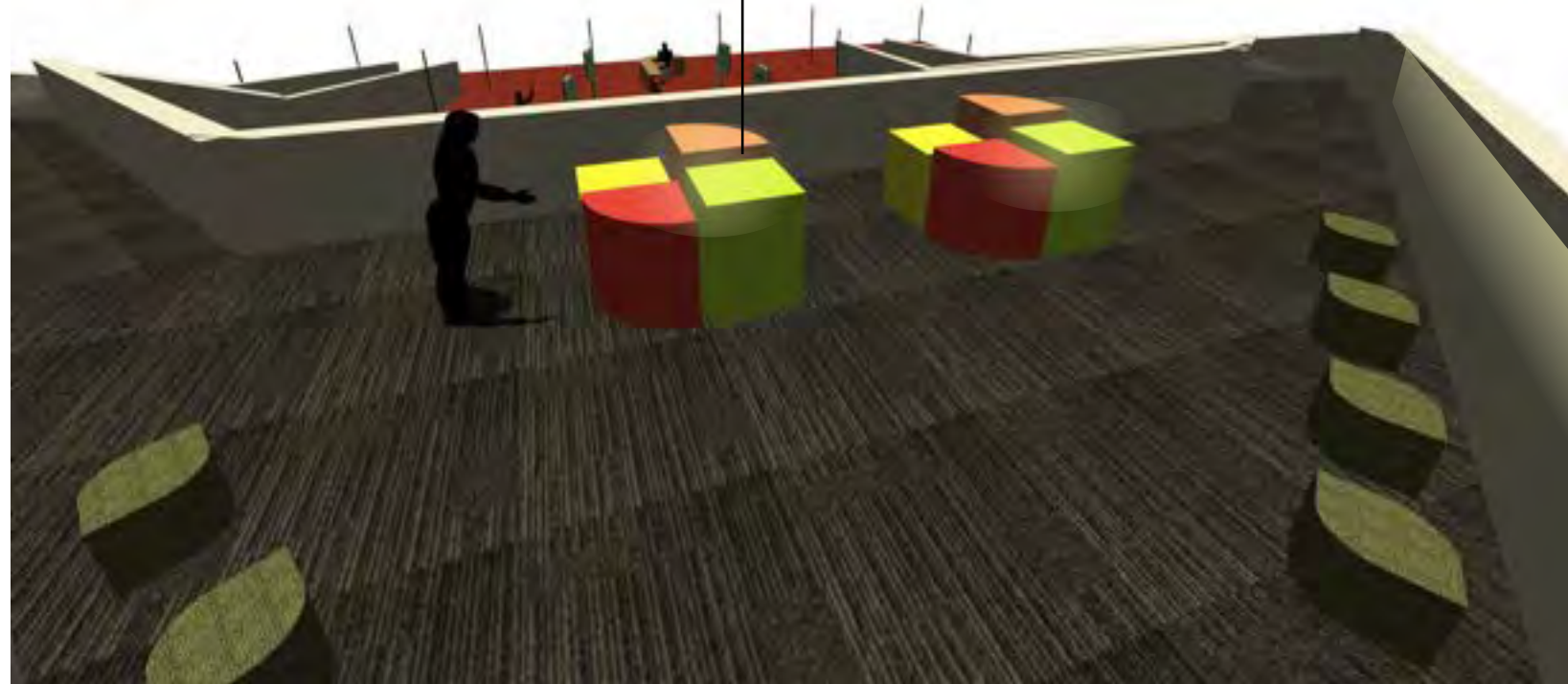
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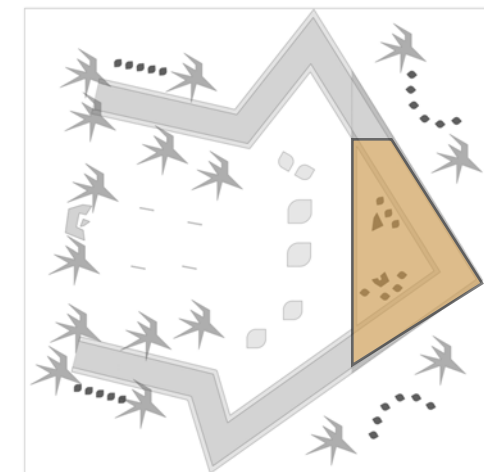
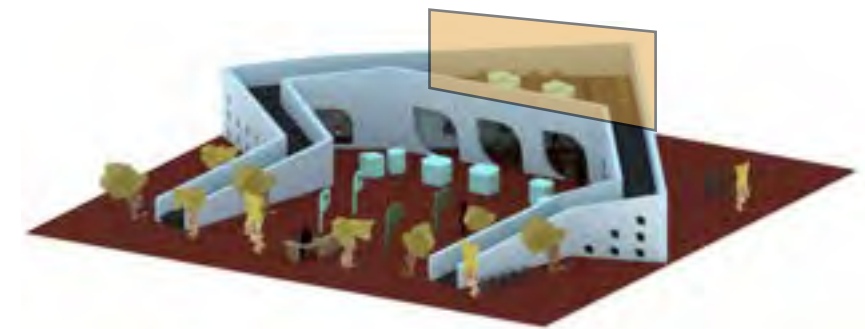
Kimberly Gail Losenara & Roselle Bernardino

PERSPECTIVE: VIP CIP MEZZANINE

The display tables are made of wood and colored cacao paper. The tables are hollow for storage of products when the exhibition is closed.



The VIP/CIP Mezzanine is one of the main highlights of our booth. We made it so it is the destination at the end of the circulation that goes around the perimeter of our structure. This is where we display products for the office, but more importantly, customized packaging examples from other clients we have worked with. We want to persuade companies to use make Distant Village the supplier for their sustainable packaging needs.



EXHIBITION STAGING

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GRAPHIC IDENTITY

COMPANY GRAPHICS

Logo



Triple Bottom Line



We decided to keep the company branding and adopt a similar color scheme from their triple bottom line graphic. The triple bottom line is a basis for many sustainable companies, and this is Distant Village's interpretation of it.

The logo and icon has a lot of potential to be creatively used as motifs throughout the exhibit. We are keeping consistent with that in our graphic identity by using the abstracted and geometric shapes in our graphics and utilizing mainly sans serif and geometric fonts for exhibition materials and graphics.

FONTS

Titles and Subtitles

Caviar Dreams (Bold)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Georgia (Italic)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Body

Roboto (Light)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Roboto (Light Italic)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

COLORS



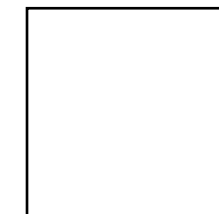
C 3
 M 38
 Y 84
 K 0



C 0
 M 0
 Y 0
 K 100



C 51
 M 2
 Y 100
 K 0



C 0
 M 0
 Y 0
 K 0



C 7
 M 17
 Y 100
 K 0

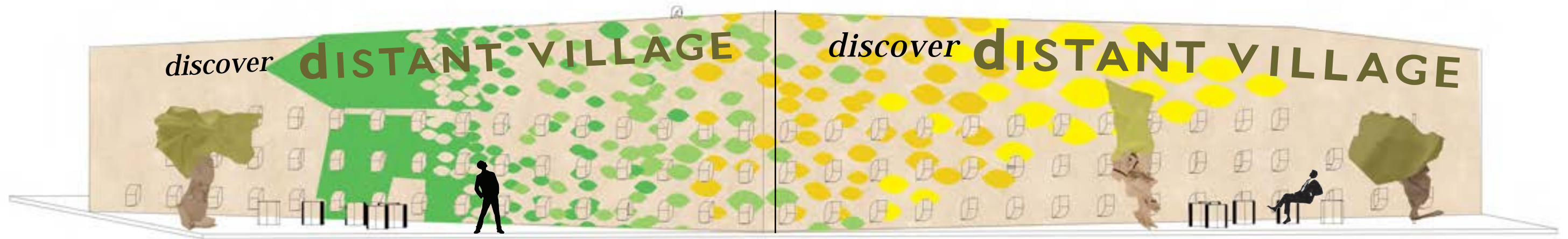
GRAPHIC IDENTITY

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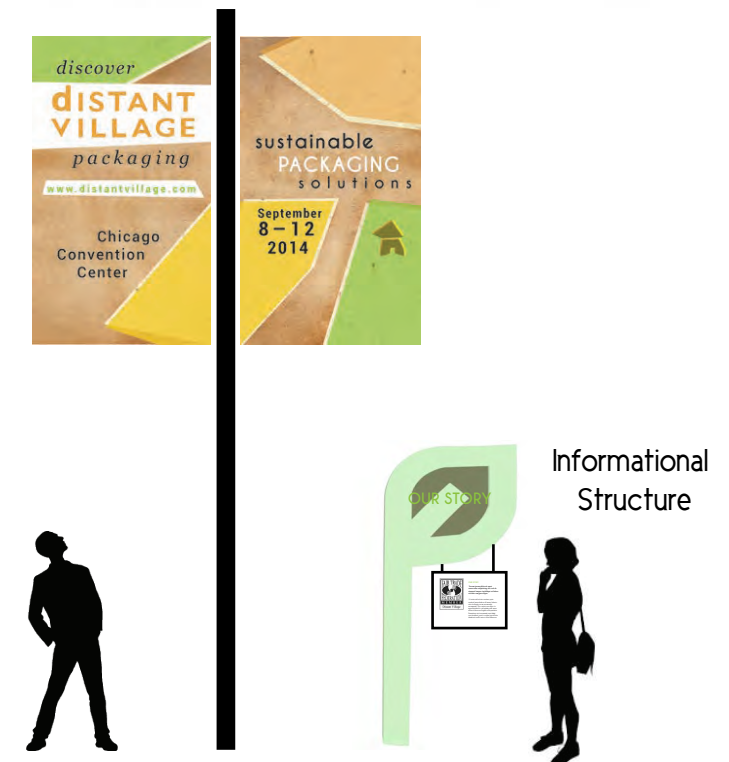
FAMILY OF SIGN TYPES



Back Wall of Exhibit



CTA Train Wrap (Chicago L)



Light Post Banner

GRAPHIC IDENTITY

"Discovering the Distant Village" Trade Show

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FAMILY OF SIGN TYPES



Flyers/Invitations



Object Label

Coaster Set



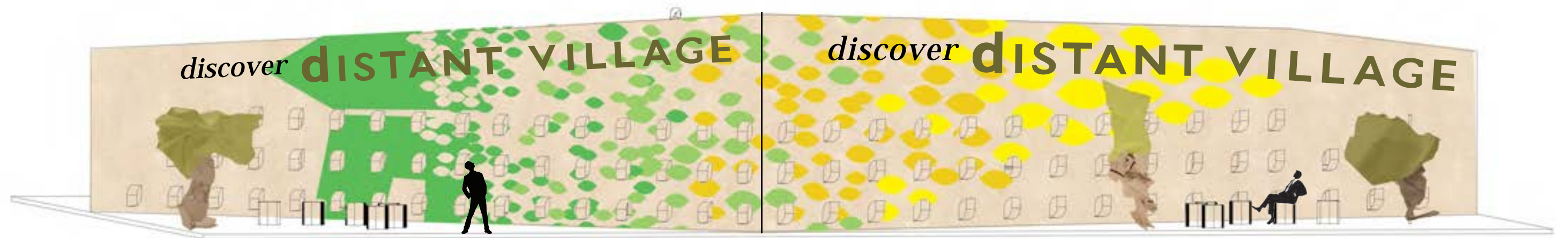
GRAPHIC IDENTITY

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BACK WALL GRAPHICS



For the back exterior wall of our exhibit, we wanted to display eye-catching and beautiful graphics that grab the attention of those walking by or are looking for our booth. The graphic we designed utilized Distant Village's logo decomposing into leaves. We reused the leaf shape

and logo to stay consistent with their branding, while using a varied approach. The graphic works well because the leaf shape appears to break out of 2D and cut in through the leaf shaped windows, and the leaves also spill out into the leaf shape seating areas.

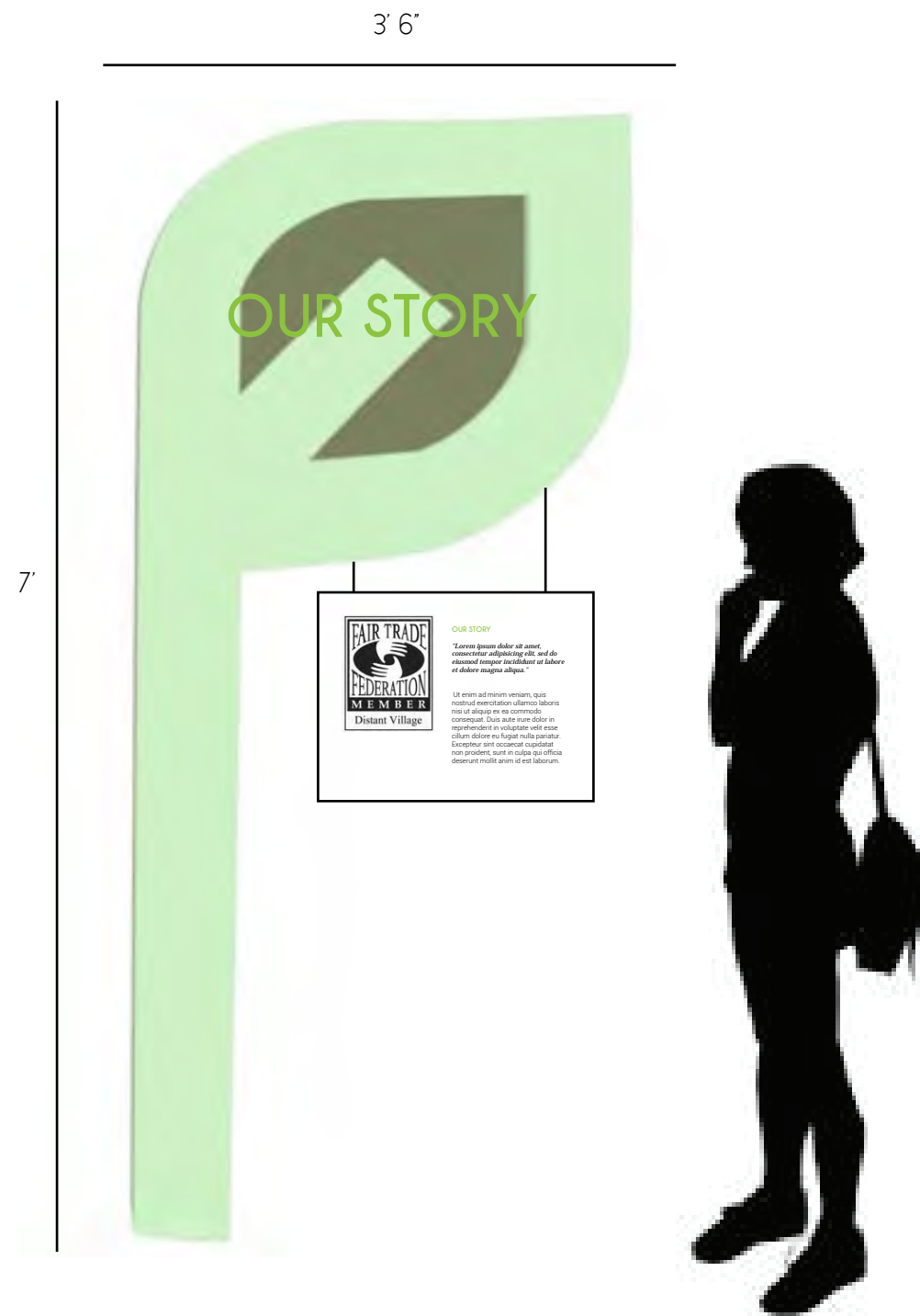
GRAPHIC IDENTITY

"Discovering the Distant Village" Trade Show

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INFORMATIONAL LEAF STRUCTURES



CLOSE UP OF SIGN

OUR STORY — Caviar Dreams Bold, 30pt

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua." — Georgia Italic, 27pt

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. — Roboto Light, 27pt



These are informational leaf structures clustered together near the entrance that has information on the history, objectives, and mission of Distant Village. They resemble the logo for "Pure Labels," which are packaging labels and adhesives made by Distant Village.

GRAPHIC IDENTITY

"Discovering the Distant Village" Trade Show

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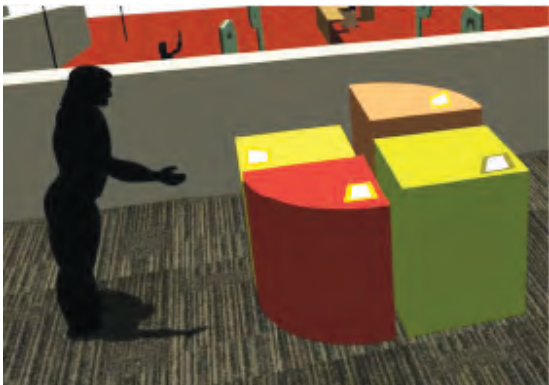
Kimberly Gail Losenara & Roselle Bernardino

OBJECT LABELS



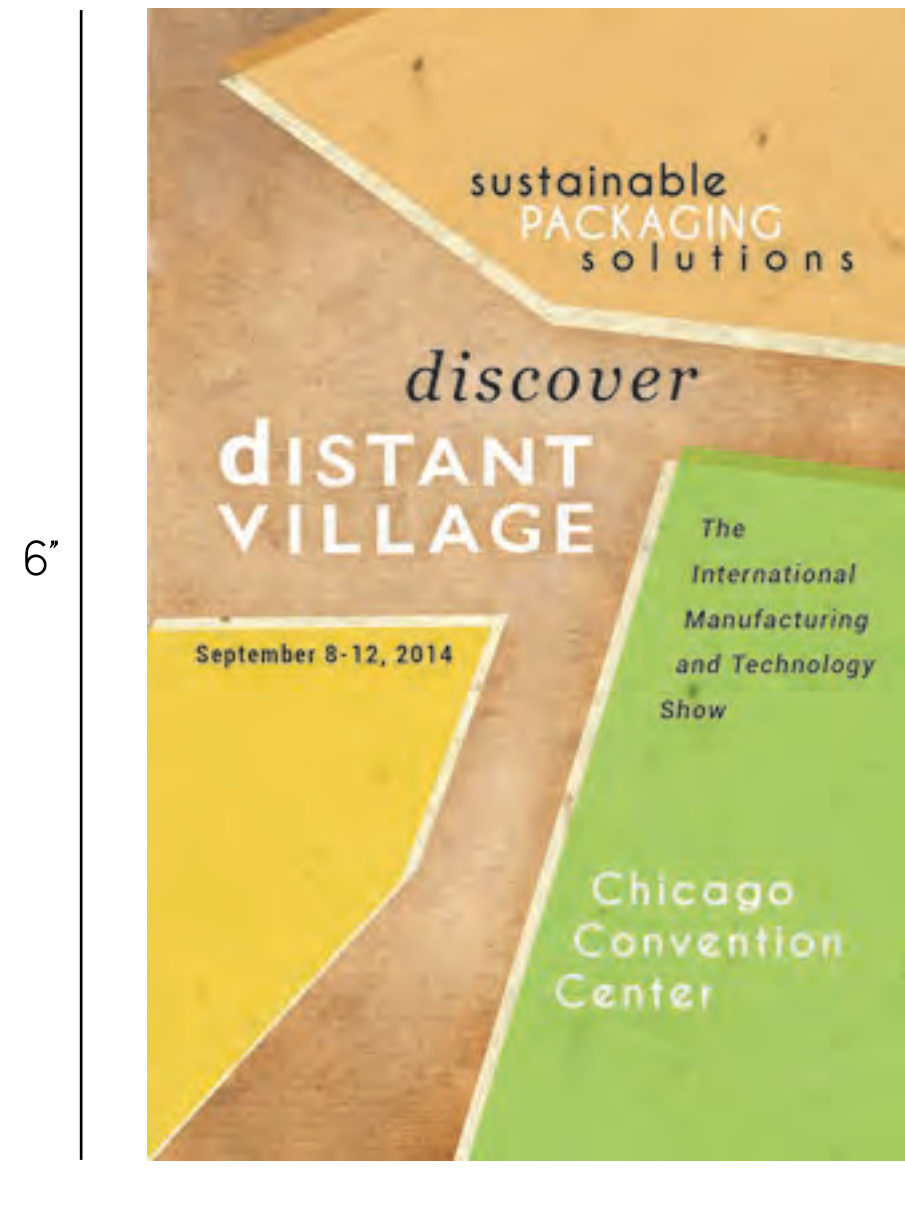
These are the labels that will be put on the product display tables. They will be assorted rectangular shapes, utilizing the color schemes. This is a 100% scale rendering of the labels.

- Caviar Dreams Bold (embossed) 41pt
- Roboto Italic 24pt
- Roboto 24pt



FLYER / INVITATION

FRONT



4"

BACK



This is a flyer that we intend to pass out to potential clients and interested general public as an invitation for them to come visit our booth at the International Manufacturing and Technology Show. We wanted to keep the design simple, but still showing the essence of our company and its branding. We achieved this by using seeded paper and giving it a DIY feel. We want to create bright and visually interesting looking flyers that will make the general audience curious about Distant Village.



GRAPHIC IDENTITY

"Discovering the Distant Village" Trade Show

DES 185 // Fall 2013 // Tim McNeil

Kimberly Gail Losenara & Roselle Bernardino

PROMOTIONAL ITEMS: COASTERS



Size: 3 7/16" diameter

This is a set of coasters made from seeded paper that we intend to pass out at our booth to the guests. The logo is embossed into the coasters.



Right: Coasters will also be used as decorative ornaments in the lounge.



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LIGHT POST BANNERS



This is a street banner we have designed to be posted around Chicago area informing the public about our trade show. We made the banners big and straight to the point, avoiding paragraphs but still showing Distant Village's missions.



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CTA TRAIN ADVERTISING

This is a large "train wrap" advertising on a 5000 series CTA train in Chicago (for the Chicago L). We reused the graphic we had on the actual exhibition structure to capture the attention of people who use public transit or passerbys that encounterthe train throughout Chicago.



9ft

48 ft

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THE END.