

PUBLIC
BIKES + GEAR

EXHIBITION

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**SECTION 1:
EXHIBITION
OVERVIEW**

General Information Architectural Elements Graphic Identity

Company Name :

PUBLIC Bikes

Activity :

Bicycling

Product Category :

Recreation

Website:

publicbikes.com

Company Background

- + bay-area based bicycle company founded by Rob Forbes
- + major proponents of sustainable transportation through use of the bicycle
- + curators of good design in every piece of their brand, from products to identity

Annual Expo attendance :

N/A

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

- + introducing, informing, & popularizing use of PUBLIC bikes and e-bikes
- + introducing idea of PUBLIC bike/e-bike rentals for hotels, businesses, or the general public
- + get convention goers to try bikes for themselves

Who do you consider as your VIP guest and Why ?

Besides the VIP guests who are the most important audiences you are expecting to have in your booth.

- + Hotel owners/ reps:
 - could purchase a large amount of PUBLIC bikes for guests to rent & use during their stay
- + Business owners/ reps:
 - for eco-friendly company transportation, could choose to have company PUBLIC bikes
- + Bike store owners/ reps:
 - could decide to add PUBLIC bikes to their store inventory/be a PUBLIC partner

Exhibition Information

Trade show Title:

The International Manufacturing and Technology Show (IMTS)

Location, Time & Date :

Chicago Convention Center. SEPT 8-13, 2014

Exhibition Hall Number

N-6800

Booth Size/Floor Plan

8800 sq. ft. (110' W x 80' L)

Booth type

BUILD and BURN or MODULAR

Modular

Island booth

Corner Booth

End Cap Booth

Back wall Booth

Double-Decker

Flat

Product Stands

Please identify : The number of Products, Their fragility, Size-Dimensions, Weight, Material, Preservation Criteria, Accessibility during the show.

40 products:

26 bikes, of 13 different varieties size:

approx. 0.5' W x 5' L x 3' H

weight: 30-70 lbs.

15 pieces of bike gear/accessories

Products are to be displayed both on stands and offered in a test track environment.

VIP and CIP Spaces :

The number of VIP and CIP spaces and their dimensions. Please Clarify the level of privacy of each including Private or Semi Private. In case you need to double-decker booth, please address the size of the second floor as well.

2 VIP/CIP spaces

1. indoor = private, ~320 sq. ft.

2. outdoor = semi-private, ~ 250 sq. ft.

Lighting

Lighting Techniques including Typical or complex lighting methods. 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

+ Typical lighting methods (Halogen lighting)

Lock-up & Storage

Please identify the number of Lock up and storage and the size of each

2 lockup/storage units

size: 5' x 10'

Information Desk and VIP-CIP furniture

Please clarify the number of booth staff who are hosting clients at the edge of your booth during the show.

+ 2 information desks (1 at each entryway)

+ overall: 15 booth staff members *see pg. # for VIP lounge furniture

Header (the number of Logo and Graphic elements):

~20 graphic elements and surfaces

Backlight/Poster/Banners/Stickers

Internal Promotion:

Large-scale typographic sculpture spelling the company name, PUBLIC

External Promotion:

Street light banners

Bus Stop Posters

Screen Area

TV/Video Projector

5 Screening/TV areas:

1. VIP lounge

2. Electric Bike Display

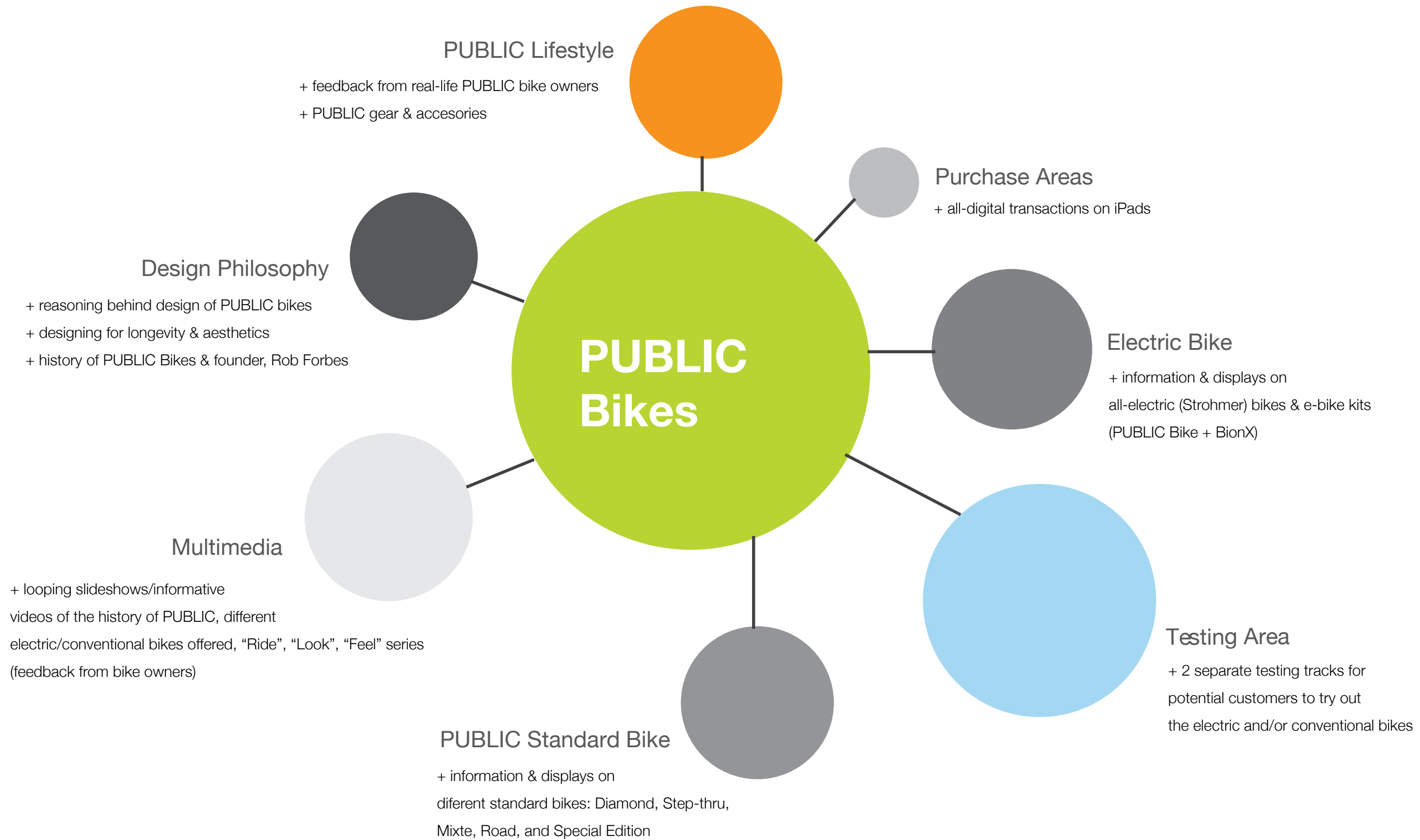
3. History of/About Public

4. Bar Back wall/PUBLIC opinions area

5. Purchase Table area

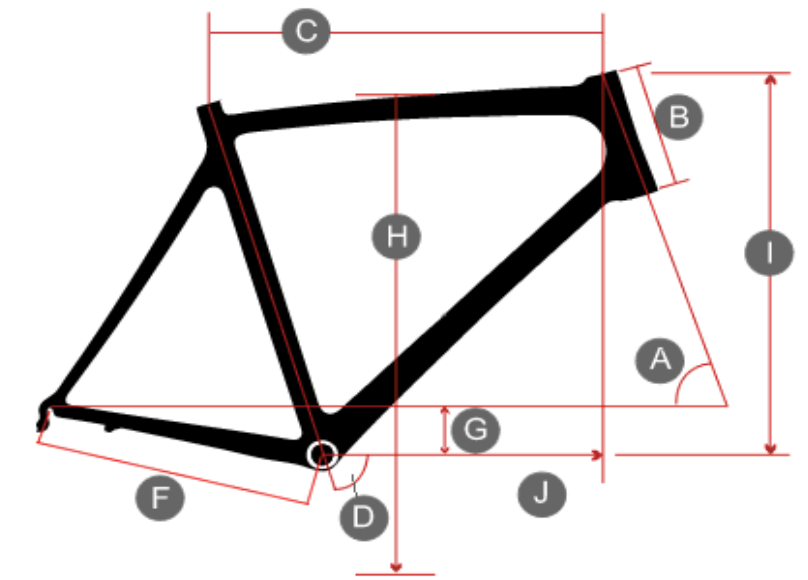
Any other Considerations

+ dedicated staff members to oversee the two separate indoor bike tracks





+ outdoor picnic/relaxed atmosphere



+ bike frame geometry

ALICE ST
OAKLAND, CA
P: 510-251-1581



VALENCIA ST
SAN FRANCISCO, CA
P: 415-626-6099



+ layout, lighting, and paint colors of PUBLIC Store Locations
+ retail displays and example graphics



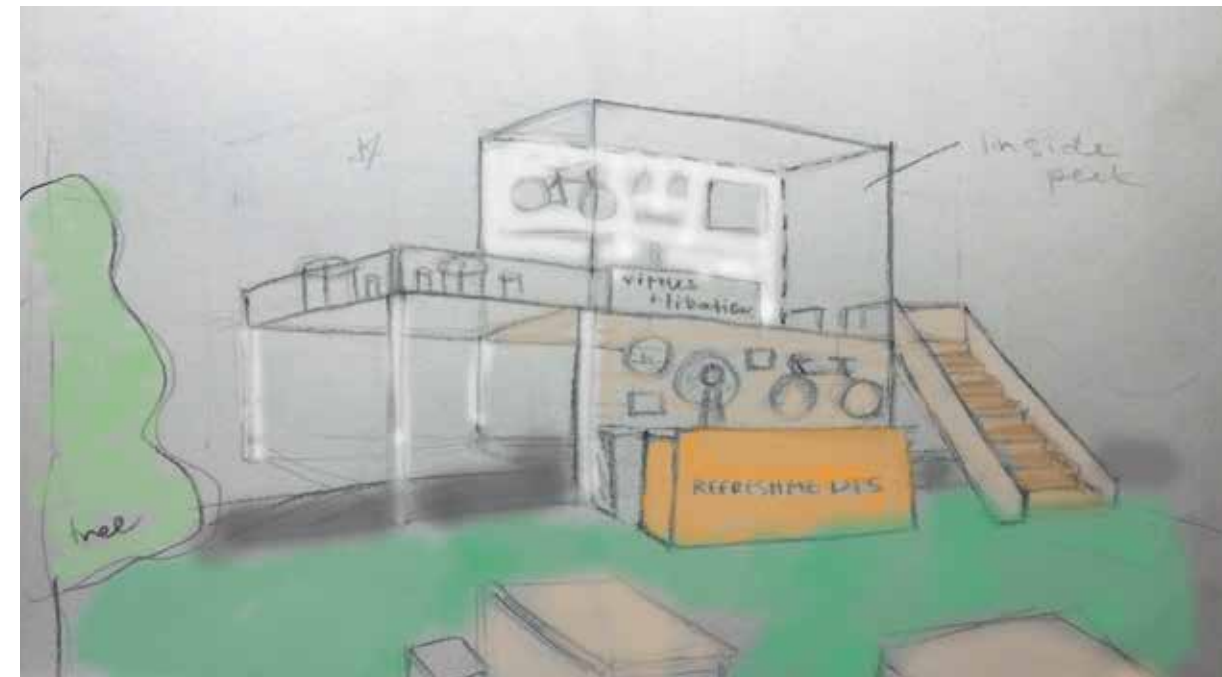
+ outdoor cafe/refreshment bar. wood material



+ indoor test track within exhibition space



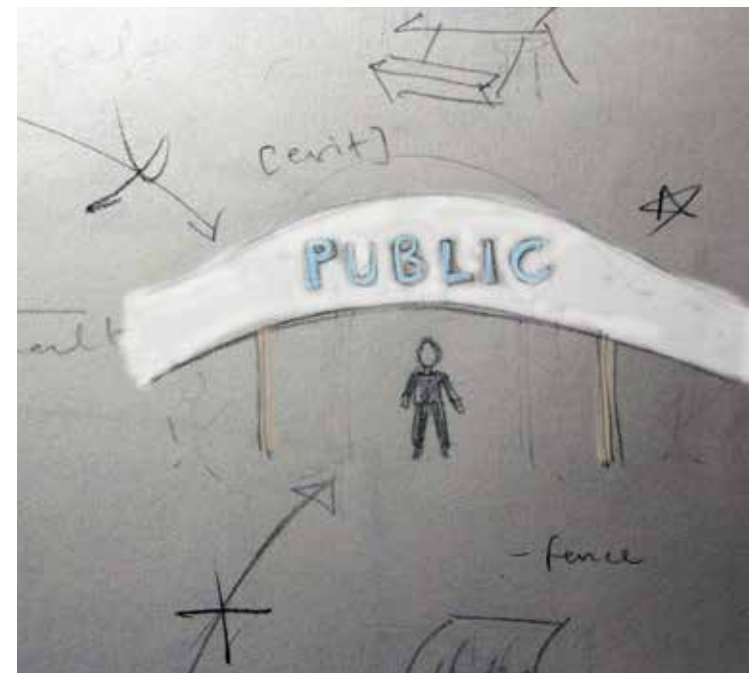
+ overview of preliminary exhibit concept



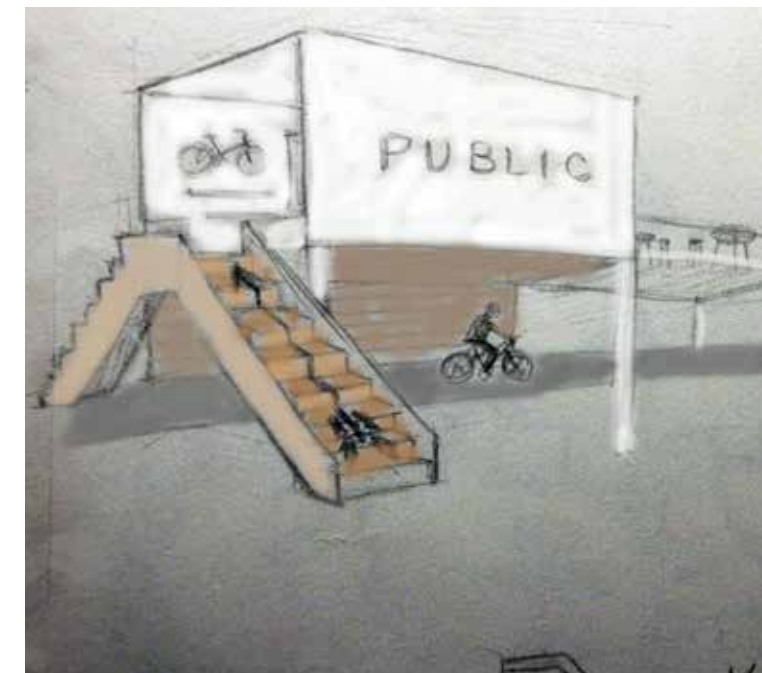
+ cross section of entrance from inside exhibit



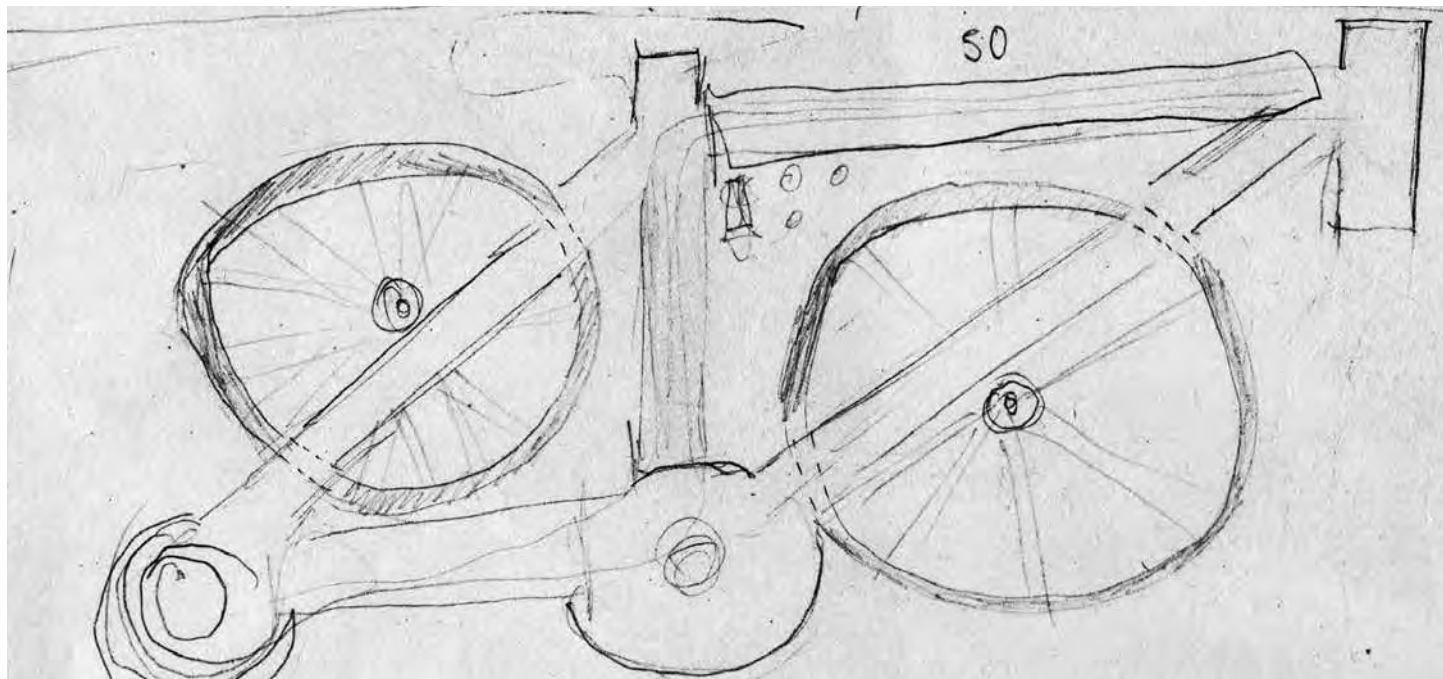
+ purchase table concept, used later in final design



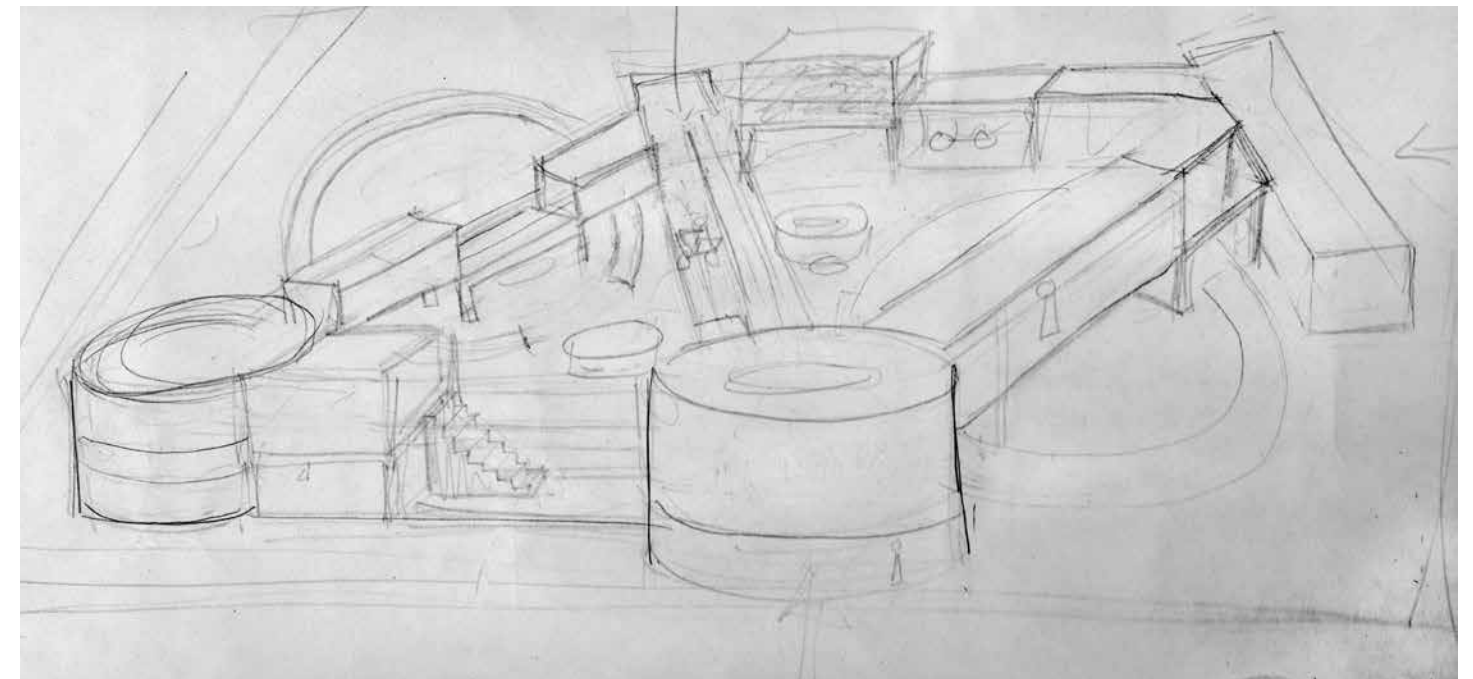
+ unused idea for exhibit exit



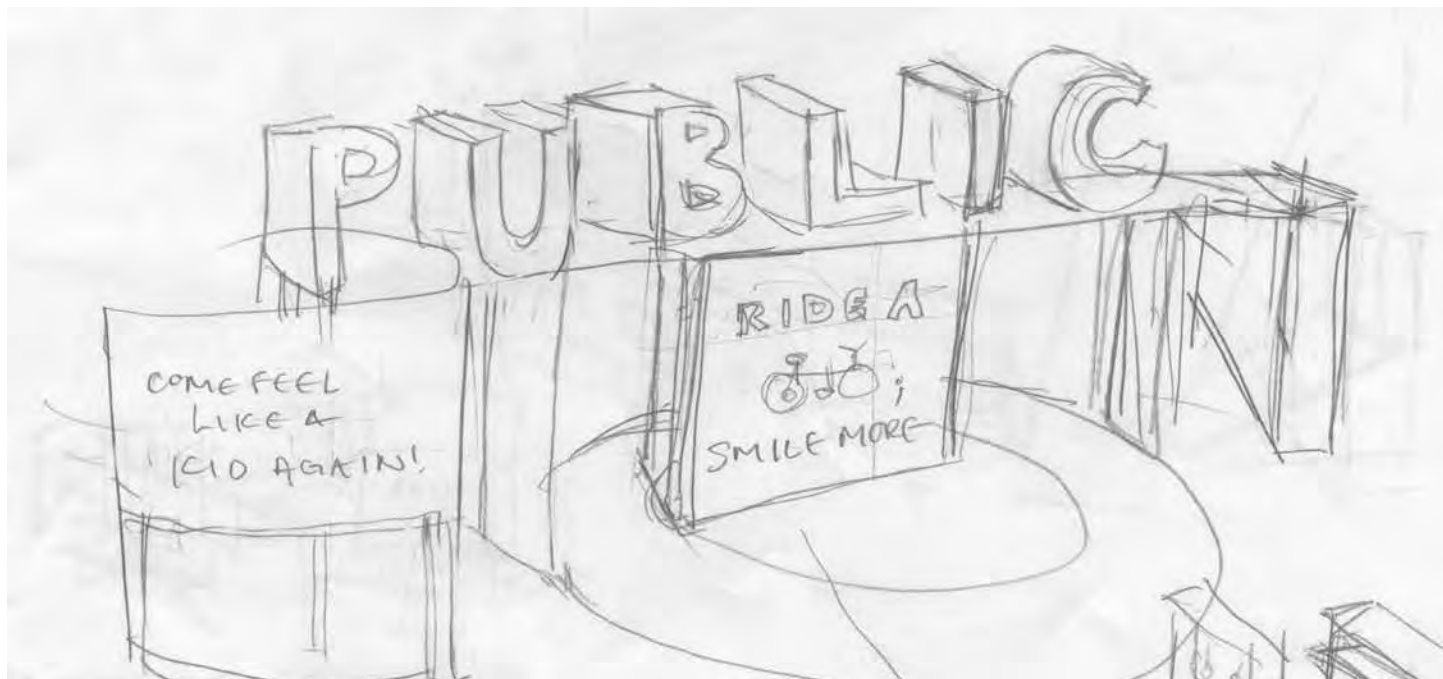
+ perspective of entrance from outside exhibit



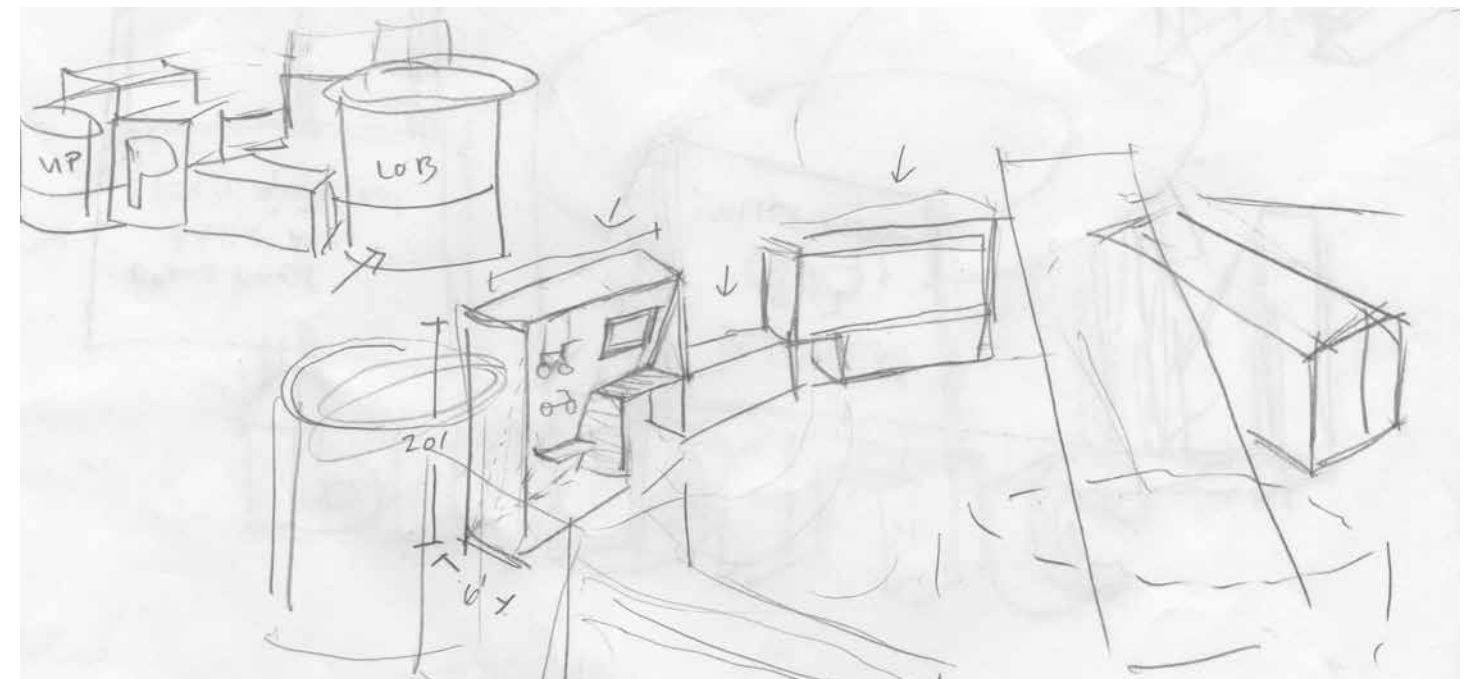
+ refined concept for exhibit floorplan



+ axonometric overview of exhibit



+ perspective of typographic elements above exhibit entrance



+ cross section of electric bike area

Diamond Frames



V7



V7i



D8



Harrison

Step-Through Frames



C7i



Lamar



C7

Road Frames



R16



Belmont

Mixte Frames



M8i



Rivoli

Electric Bikes



ST1 Elite



ST1 Platinum

Gear



Electric Kits



Baskets



Panniers



Shirts

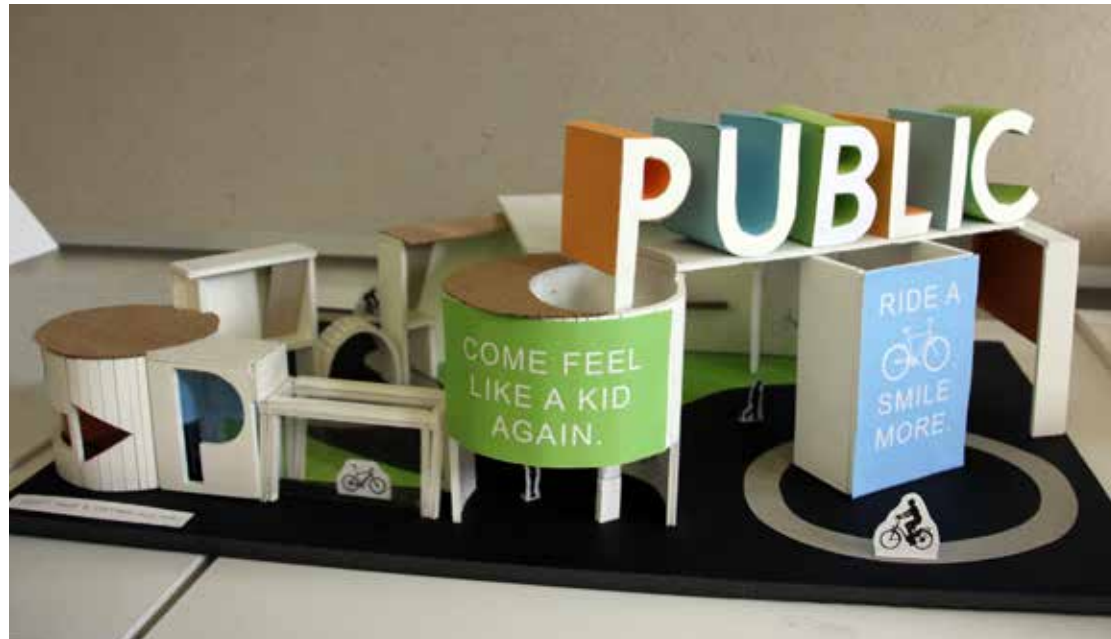
Geometrically Logical

After exploring a multitude of ways to approach the floorplan, we found a simple solution by returning to the heart of our product: the frame. The geometry of a bike frame is designed to be strong and angular, which creates many open spaces that lend themselves to a dynamic interior.

Using the bike frame as the basis for our walls, we then added two bicycle test tracks into the empty space left in the top left and bottom right corners. Finally, two artificial green spaces serve to break up the harsh corners and linear geometry by contrasting them with sweeping curves.



Exterior Views



+ overview of exhibit entrance



+ alternate view of the conventional bike test track



+ aerial view looking down on VIP lounge and electric bike area



+ ground-level perspective of entrance

Interior Views



+ view of entrance from within exhibit



+ ground-level perspective of electric bike area



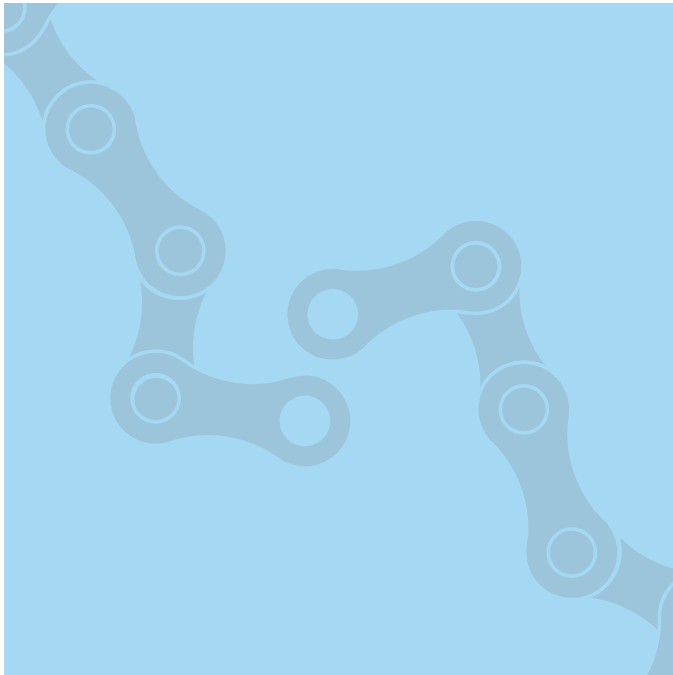
+ alternate view of electric bike area



+ ground-level perspective of exit


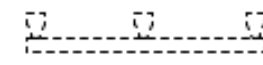








+ground-level perspective of refreshment area



**SECTION 2:
EXHIBITION
DETAILS**

LIGHTING SCHEDULE

PICTURE	SYMBOL	LETTER	FIXTURE TYPE
		L1	Halogen Track Lighting
		L2	Halogen Pendant Light
		L3	LED Light Bars/Strips
		L4	Internal LED Lighting

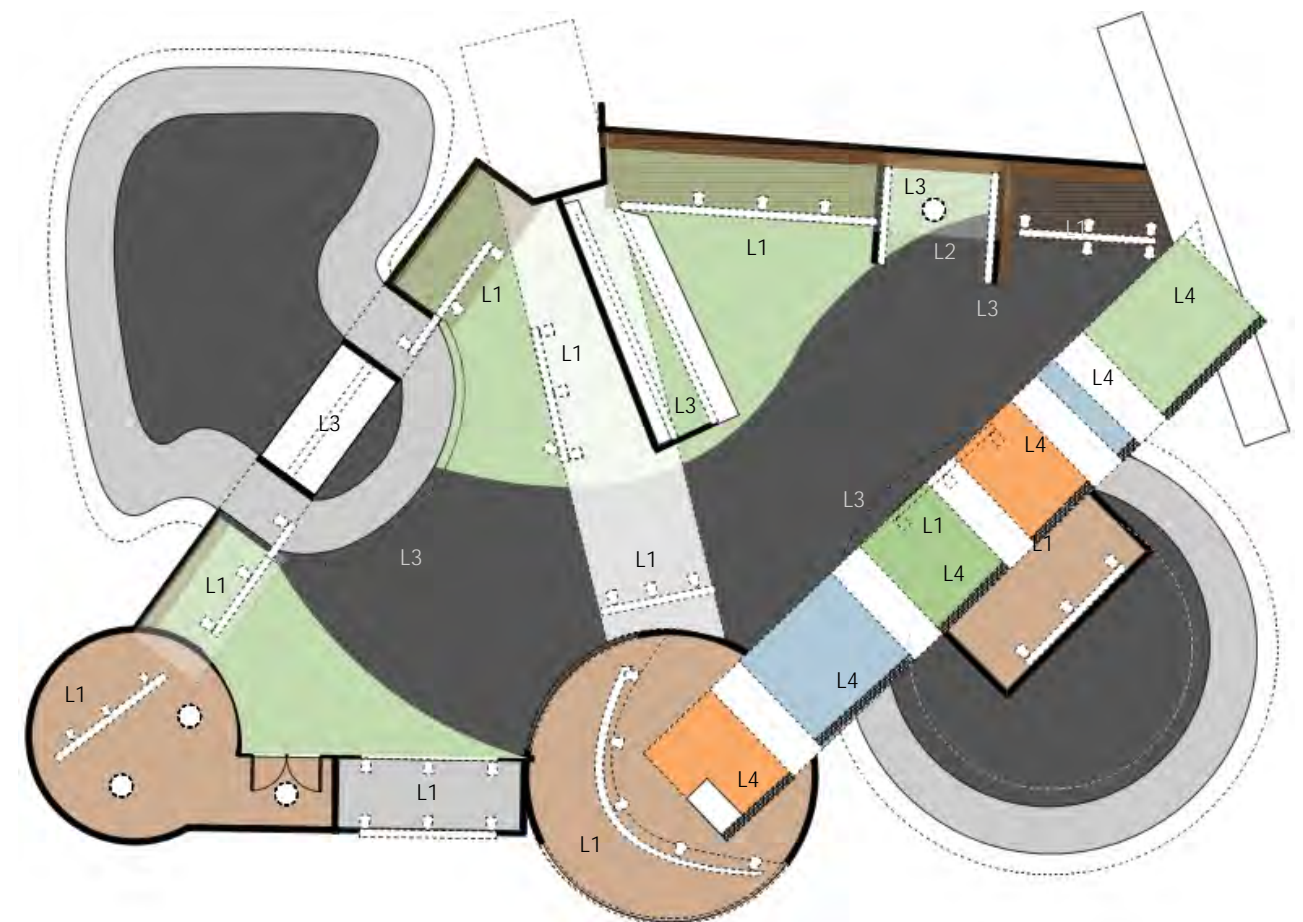
LIGHTING EXAMPLES



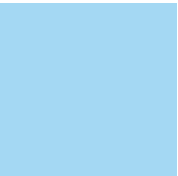
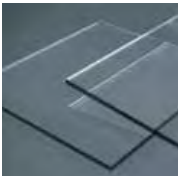











+ neutral to cool track lighting



+ lighting simulates daylight



WALL/ROOF TREATMENTS	FLOORING	PAINT COLORS	ALTERNATE WALL TREATMENTS
 <p>W1. Aged Brick Wallpaper</p>	 <p>F1. Everlast with Nike Grind Basic Black</p>	 <p>P1. PUBLIC Blue Benjamin Moore Turquoise Haze 2060-60</p>	 <p>G1. Clear Plexiglass</p>
 <p>W2. Corrugated Metal Siding</p>	 <p>F2. Everlast Steel Appeal Performance Flooring</p>	 <p>P2. Green Benjamin Moore New Lime 2025-30</p>	 <p>G2. Frosted/Colored Plexiglass</p>
 <p>W3. Corrugated Cardboard</p>	 <p>F3. Grandin Road Outdoor Shag Rug/ Flooring</p>	 <p>P3. PUBLIC Orange Benjamin Moore Citrus Orange 2016-20</p>	
 <p>W4. White Polypropylene-Faced Plywood</p>			
 <p>WF5. Repurposed/ Finished Wood*</p> <p>*(Also used for flooring)</p>			



VIP/CIP LOUNGE



Swan Chairs
Colors: PUBLIC Blue/Orange



New Home Town Modern Sofa
Color: PUBLIC Green



Rubik Round Coffee Table



Rho Contemporary
Adjustable Barstool



Patton Rug

VIP
TERRACE



Rubin-B Bar Stool



Boulevard
Bar-Height Table

GENERAL
PUBLIC/CAFE



Tractor Bar Stool



Schultz Petal Dining Table



Go CLub Chair
Color: PUBLIC Blue

AREAS OF INTEREST



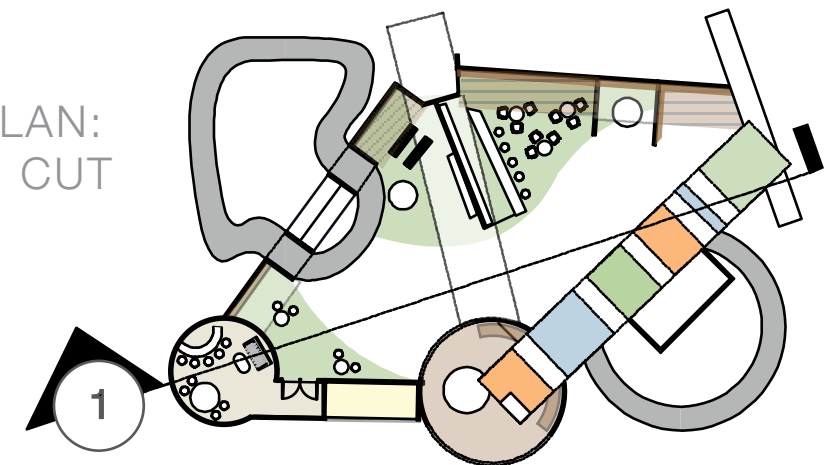
VIP/CIP LOUNGE/TERRACE

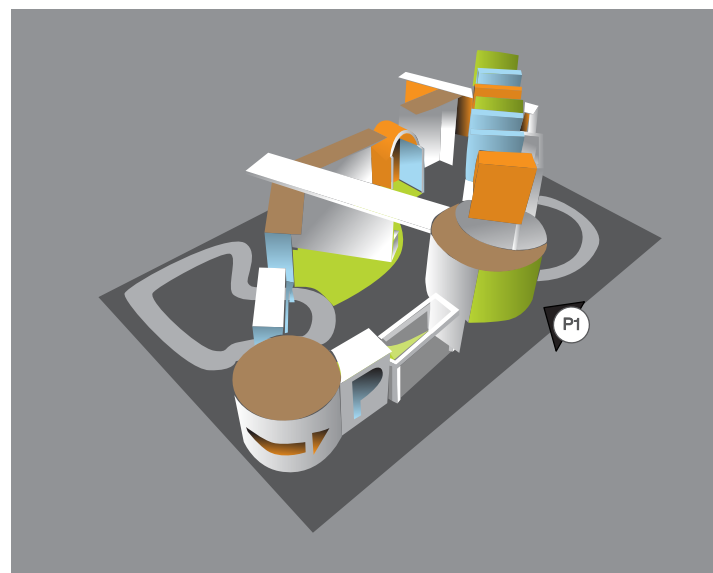
ELECTRIC BIKE TEST TRACK + INFORMATION

GENERAL PUBLIC CAFE

PURCHASE TABLE/GEAR DISPLAY

FLOORPLAN:
SECTION CUT





P1: Lobby and Entrance to Exhibit

This perspective shows the viewpoint of a visitor as they enter the exhibit. The typography wrapped around the circular lobby invites them in with the PUBLIC catchphrase, “come feel like a kid again.”

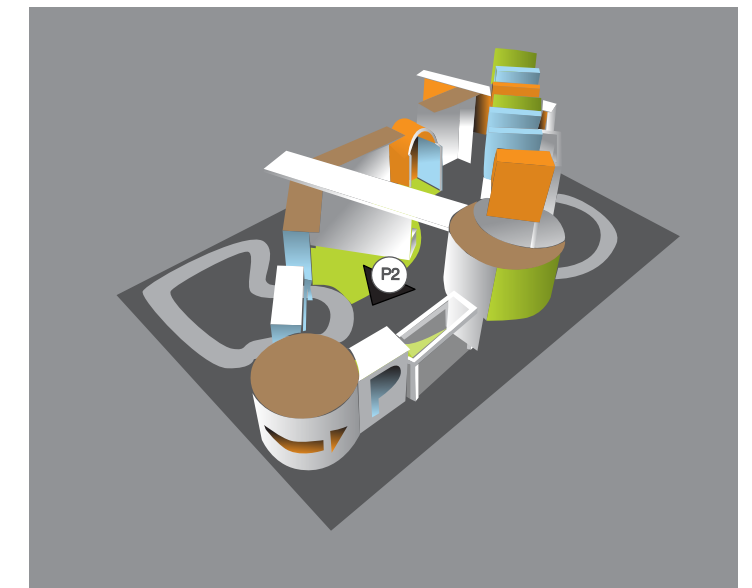
At the right is the conventional bike test track, which runs underneath the PUBLIC type sculpture. At the left is a glass display case containing a bicycle and information wall behind it.

Entering into the lobby, one is greeted by a circular bike display on the left, and a wooden information desk on the right. This is the point where VIP and CIP access would be controlled.





P2

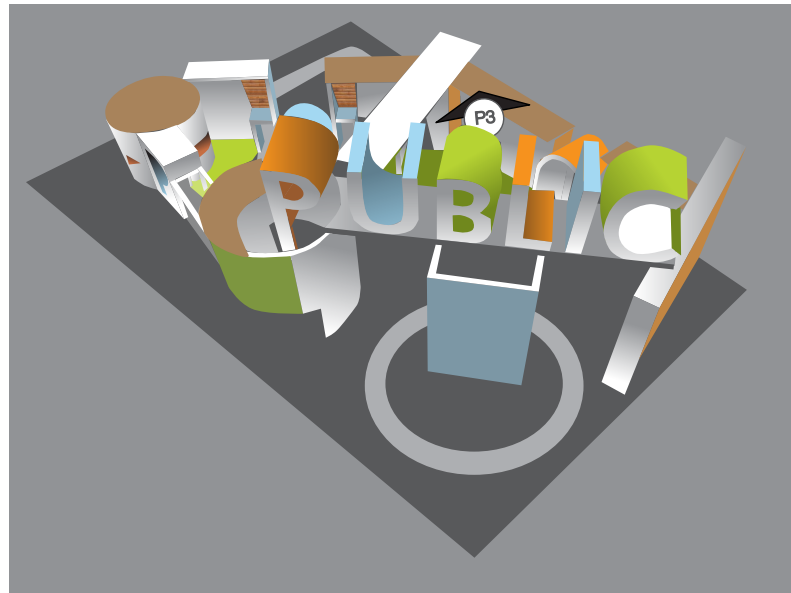


P2: Electric Bike Test Track and VIP Terrace

This perspective shows the viewpoint of a visitor who has just entered the exhibit and turned to the left, an area which features PUBLIC's progressive electric bikes.

At the left is the entrance to the VIP lounge. In the center is the protruding electric bike test track, flanked on either side by graphic and multimedia displays.

At the right is seating for a looping video presentation, which shares the space with a revolving bike display in the foreground.



P3: Refreshments Area

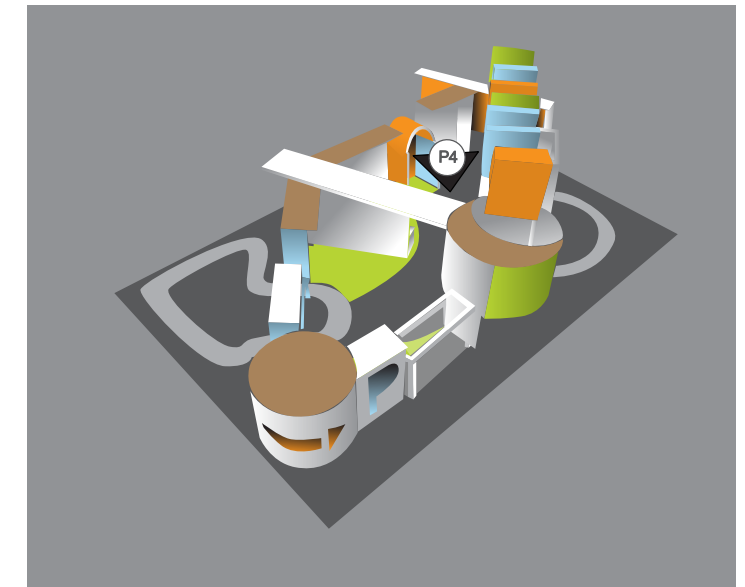
This perspective shows the viewpoint of a visitor as they enter the refreshments area. This area is designed to keep visitors inside the exhibit to hang out and consider buying a bike.

At the left is the bar area, with a branded graphic and multimedia display wall behind it.

In the center is a translucent window which entices passerbys to visit the exhibit.

At the right is a circular table where visitors can purchase a bicycle at the exhibit.





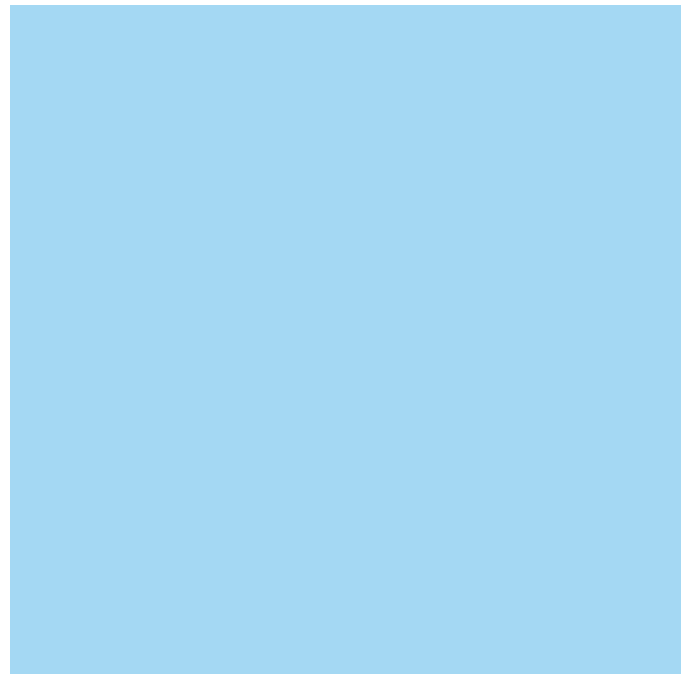
P4: Lobby Rear and Conventional Track

This perspective shows the viewpoint of a visitor as they look back on the lobby from within the exhibit.

At the left is the conventional bike test track, with an array of trial bikes to choose from.

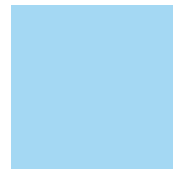
At the center is a three-dimensional bike display promoting PUBLIC's diverse set of bikes.

At the right is the edge of the refreshment area.



**SECTION 3:
EXHIBITION
IDENTITY**

COLOR PALETTE



PUBLIC Blue
CMYK: 33/2/1/0



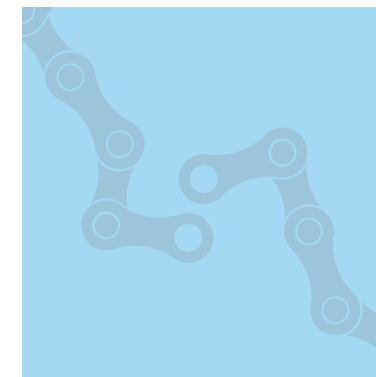
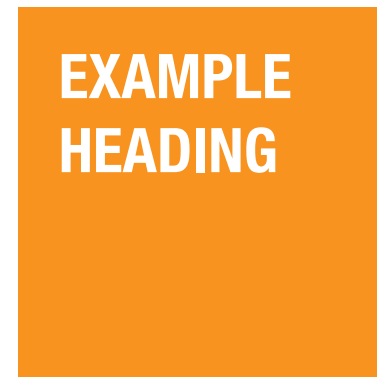
PUBLIC Green
CMYK: 33/0/100/0



PUBLIC Orange
CMYK: 0/51/100/0



GRAPHIC ELEMENTS



TYPOGRAPHY

Helvetica Neue Bold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmno**pqr**stuvwxyz
1234567890

Helvetica Neue Light

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmno**pqr**stuvwxyz
1234567890

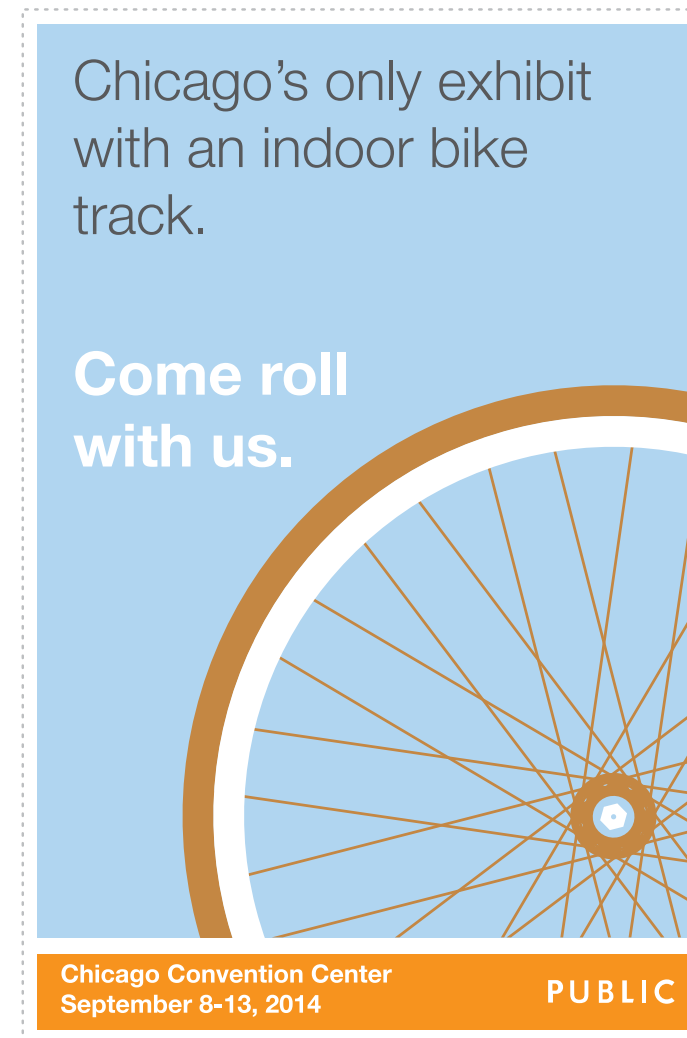
Helvetica Neue Condensed Bold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmno**pqr**stuvwxyz
1234567890

LOGO



PUBLIC

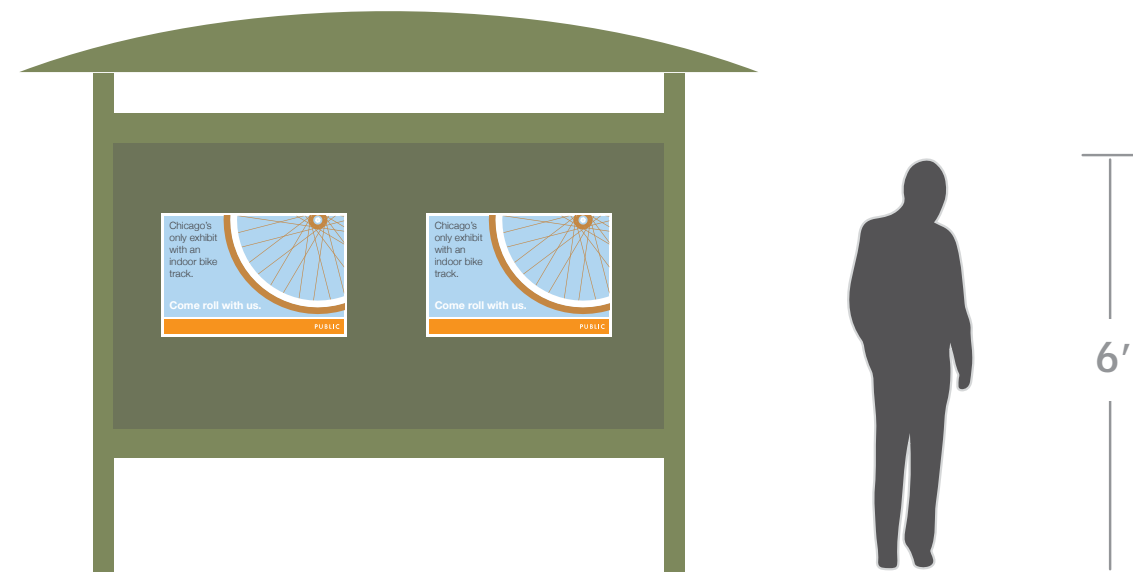


SIZES

36 X 24"
(or 24 X 36")

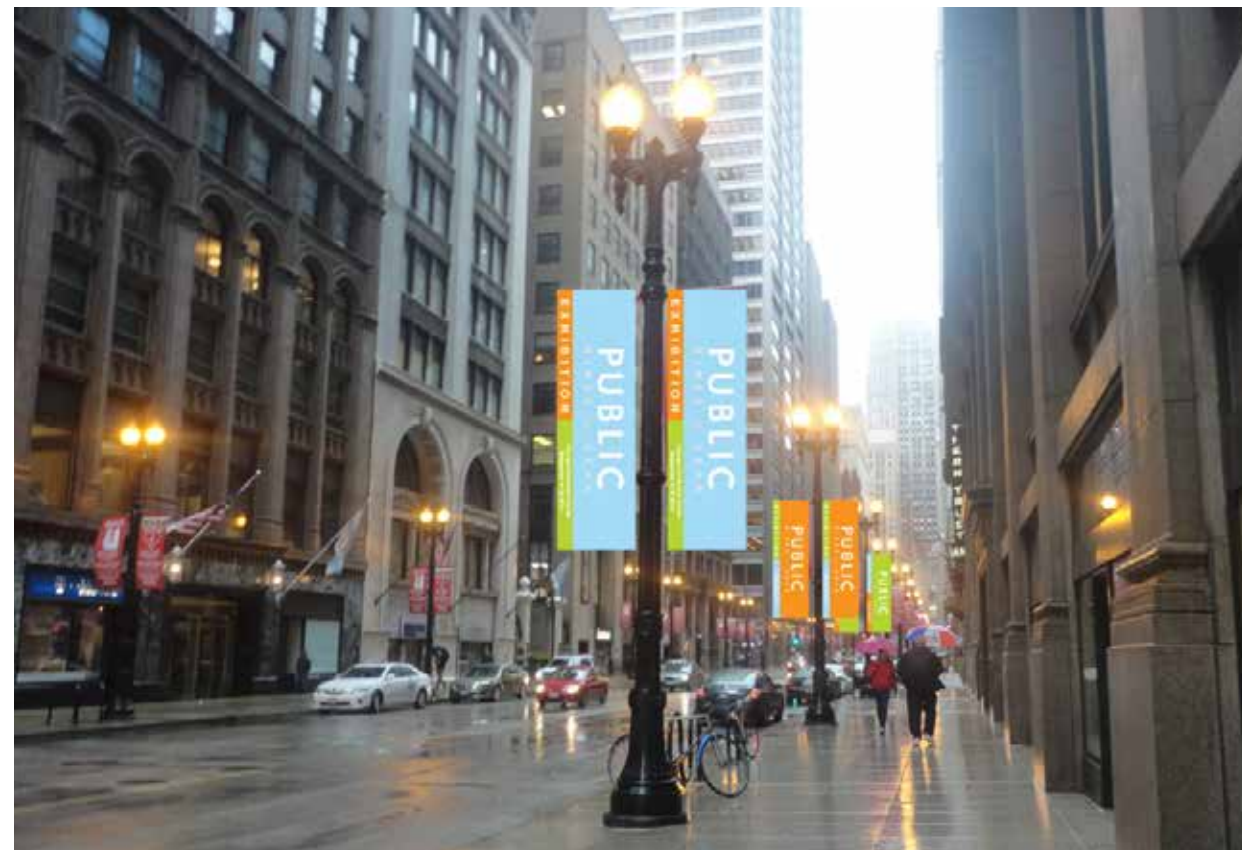
and

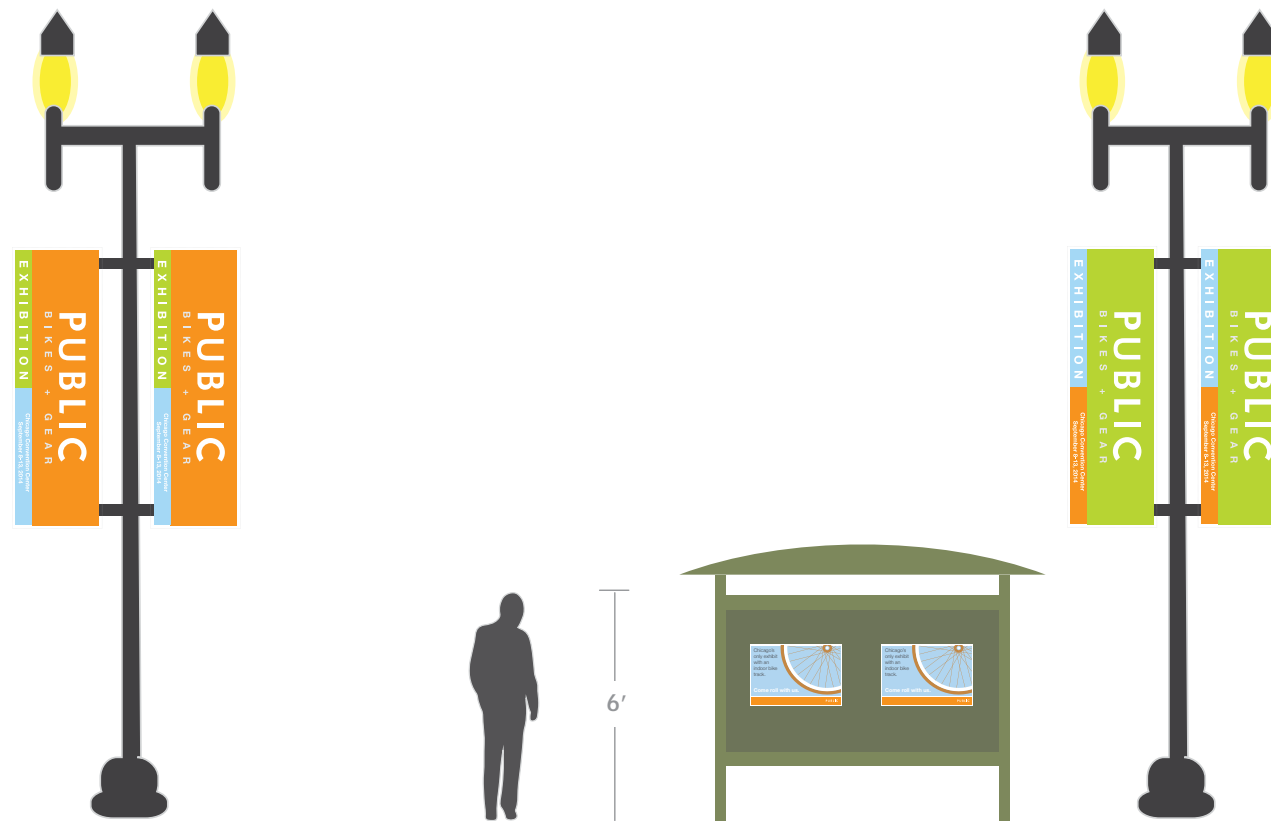
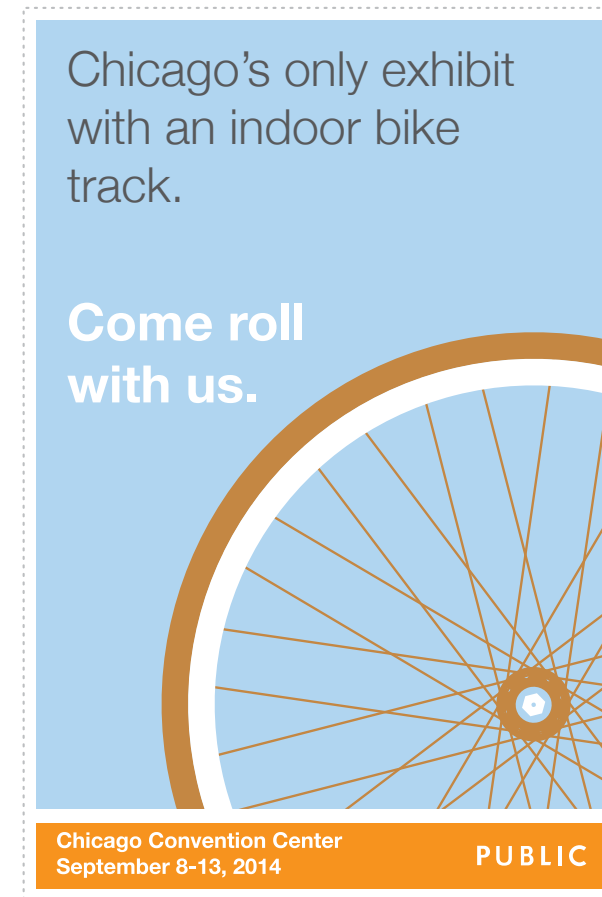
17 X 11"
(or 11 X 17")

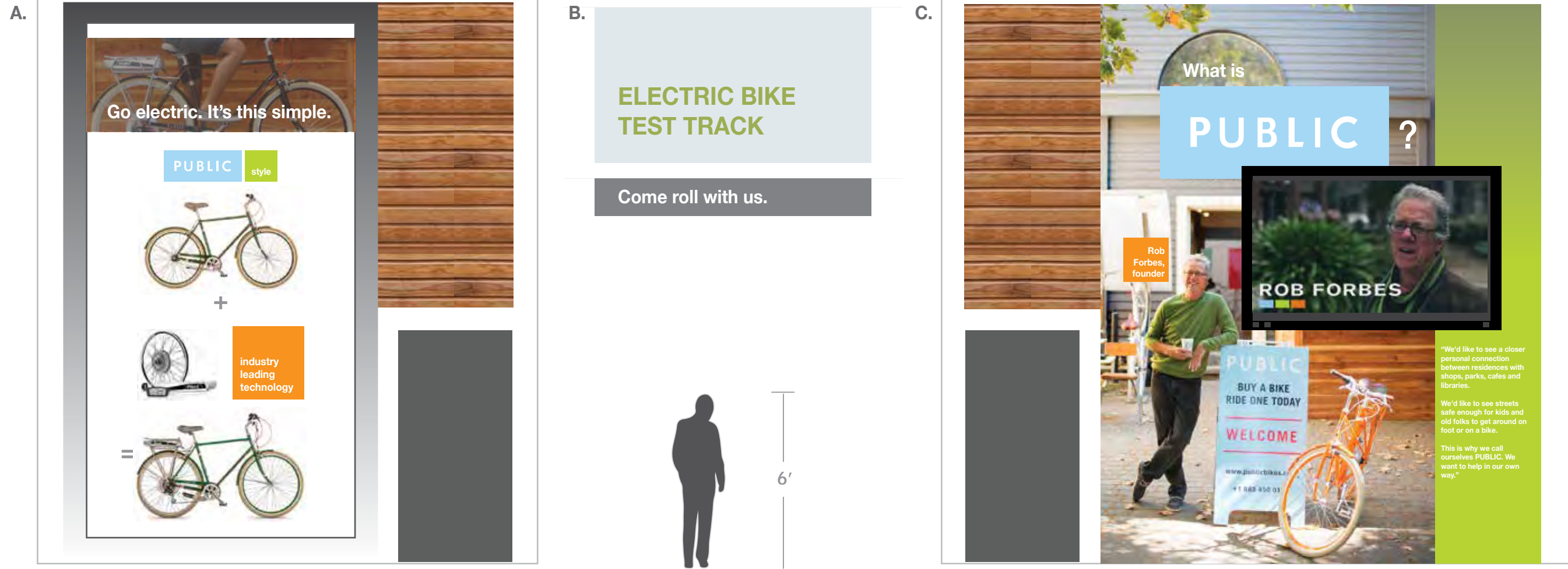




SIZE 34 X 90"





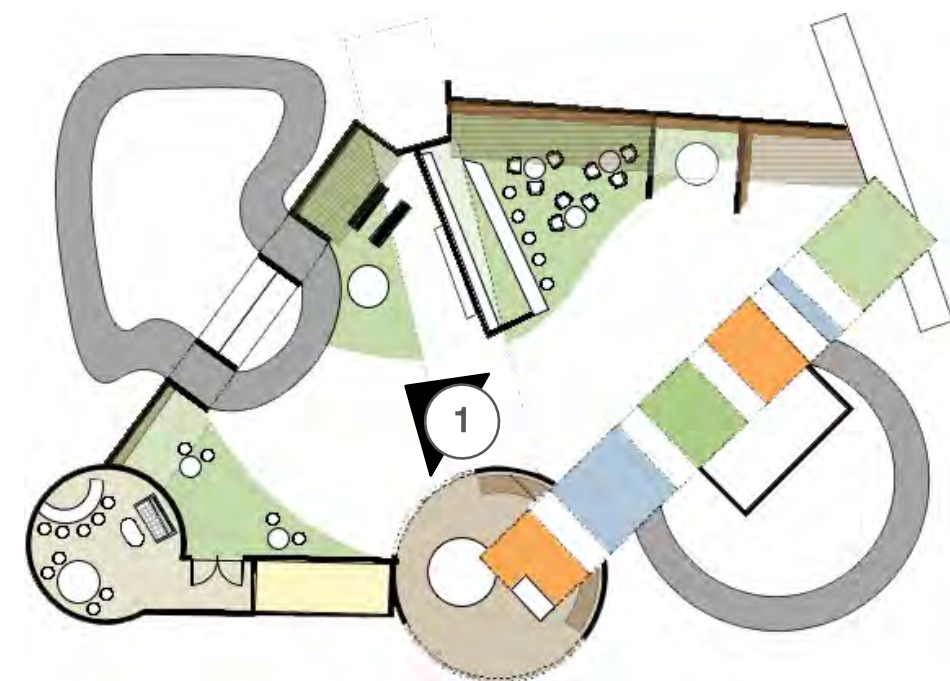


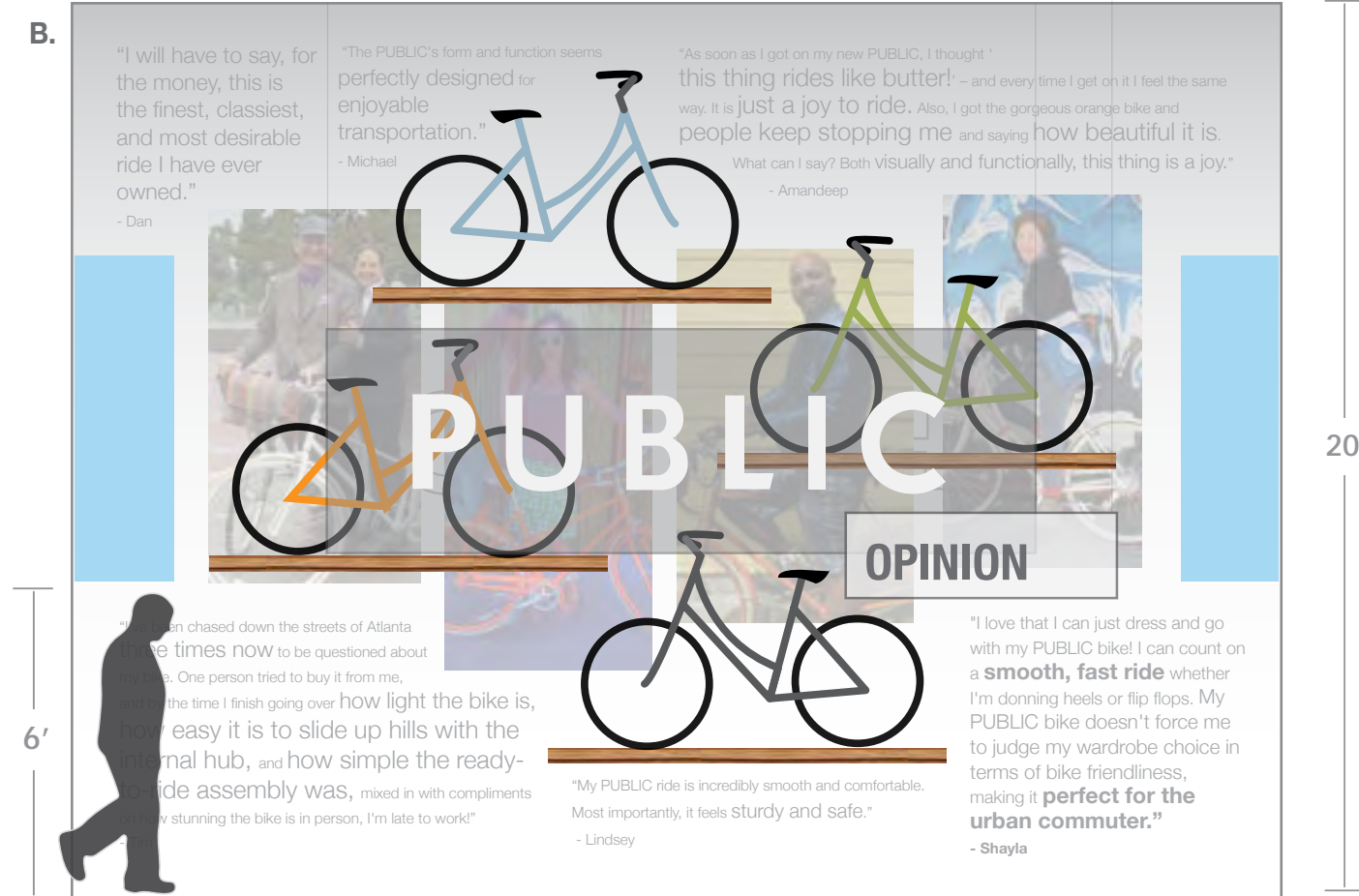
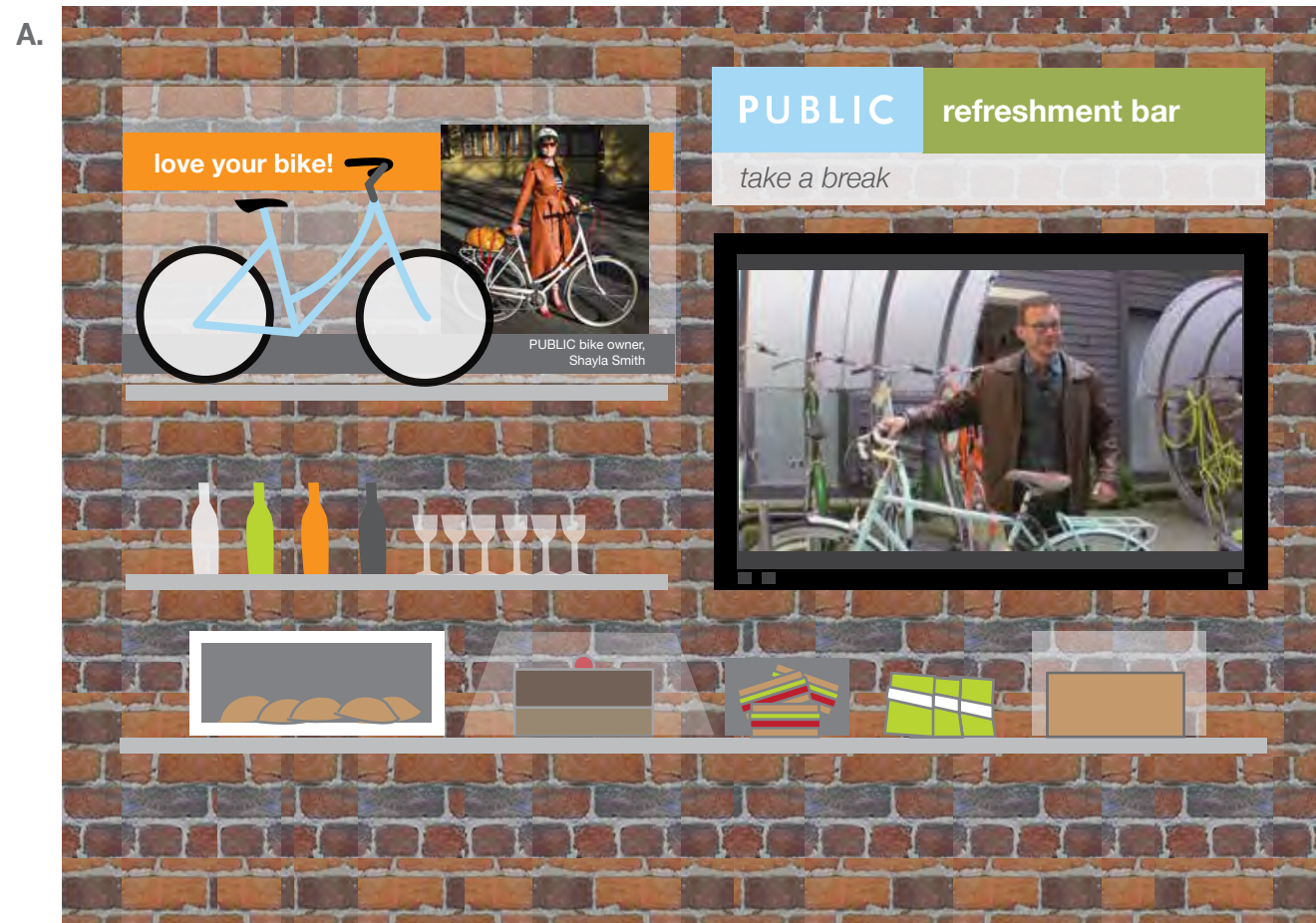
A: Simple graphic poster demonstrating the simplicity and ease of making a PUBLIC bike/any bike electric, thanks to the BionX e-bike kit.

B: Simple wayfinding sign to find one's way to the Electric Bike Test Track.

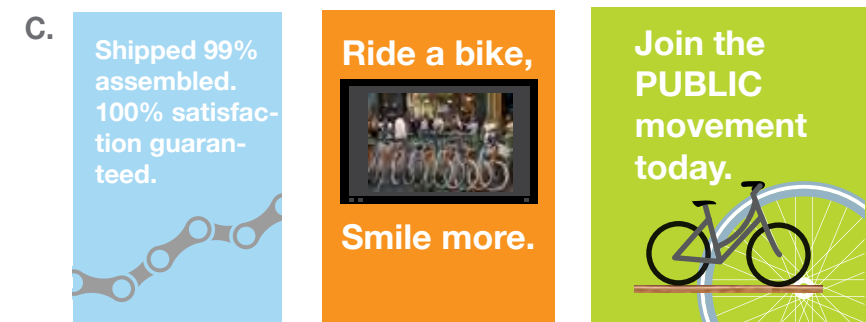
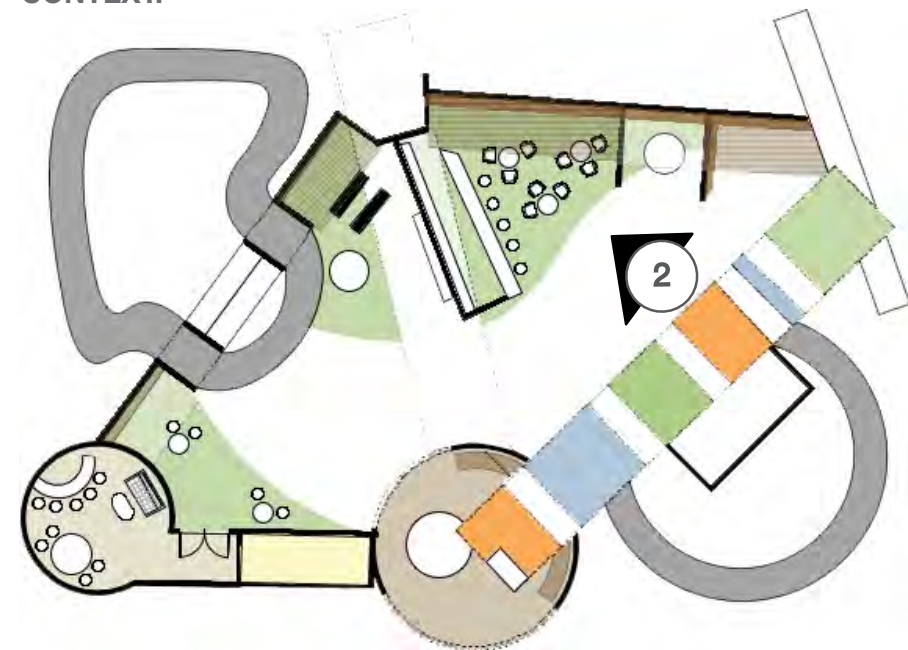
C: Full wall height graphic with PUBLIC founder, Rob Forbes, and a quote of his. Serves as a backdrop to a looping film about PUBLIC.

CONTEXT:





CONTEXT:



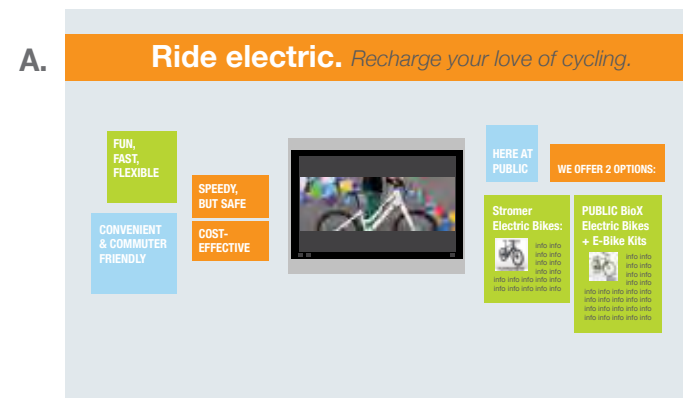
A: Bar back wall; wayfinding sign for refreshment bar, simple graphic of happy bike owner next to TV showing looping PUBLIC films, “Ride”, “Look”, “Feel”. Films are about how PUBLIC customers feel about their bikes.

B: PUBLIC Opinion Wall: collage of quotes and pictures of happy PUBLIC bike owners, amidst a display of 4 PUBLIC bikes.

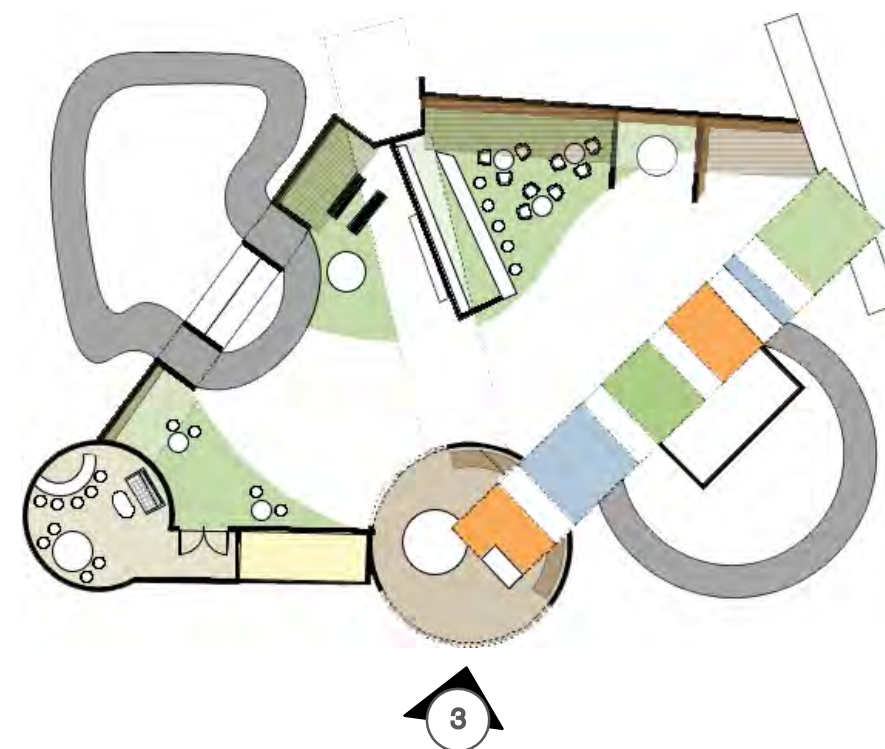
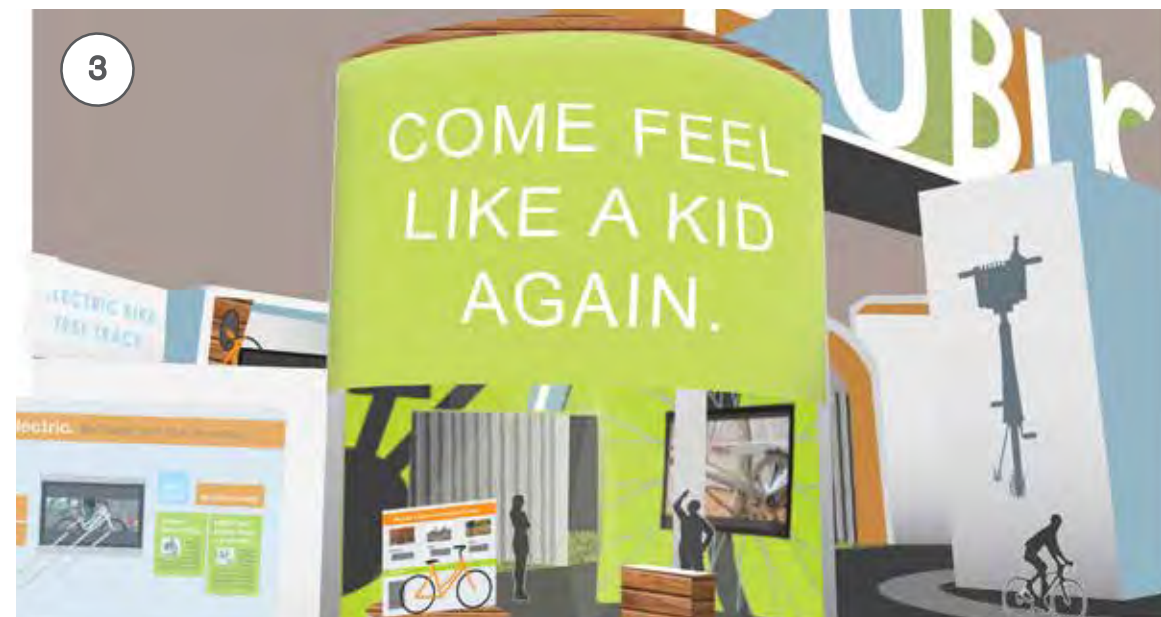
C. Purchase Table/Area: graphics and multimedia tab/e/display encourage interested folks to join the PUBLIC movement.

A: Back of Electric Bike Plexiglass Display. Catchy headings summing up pros of electric bikes, and descriptions of what PUBLIC offers in terms of electric: Strohmer bikes & Bion-X e-bike kits. Looping video/slideshow of the perks of going electric.

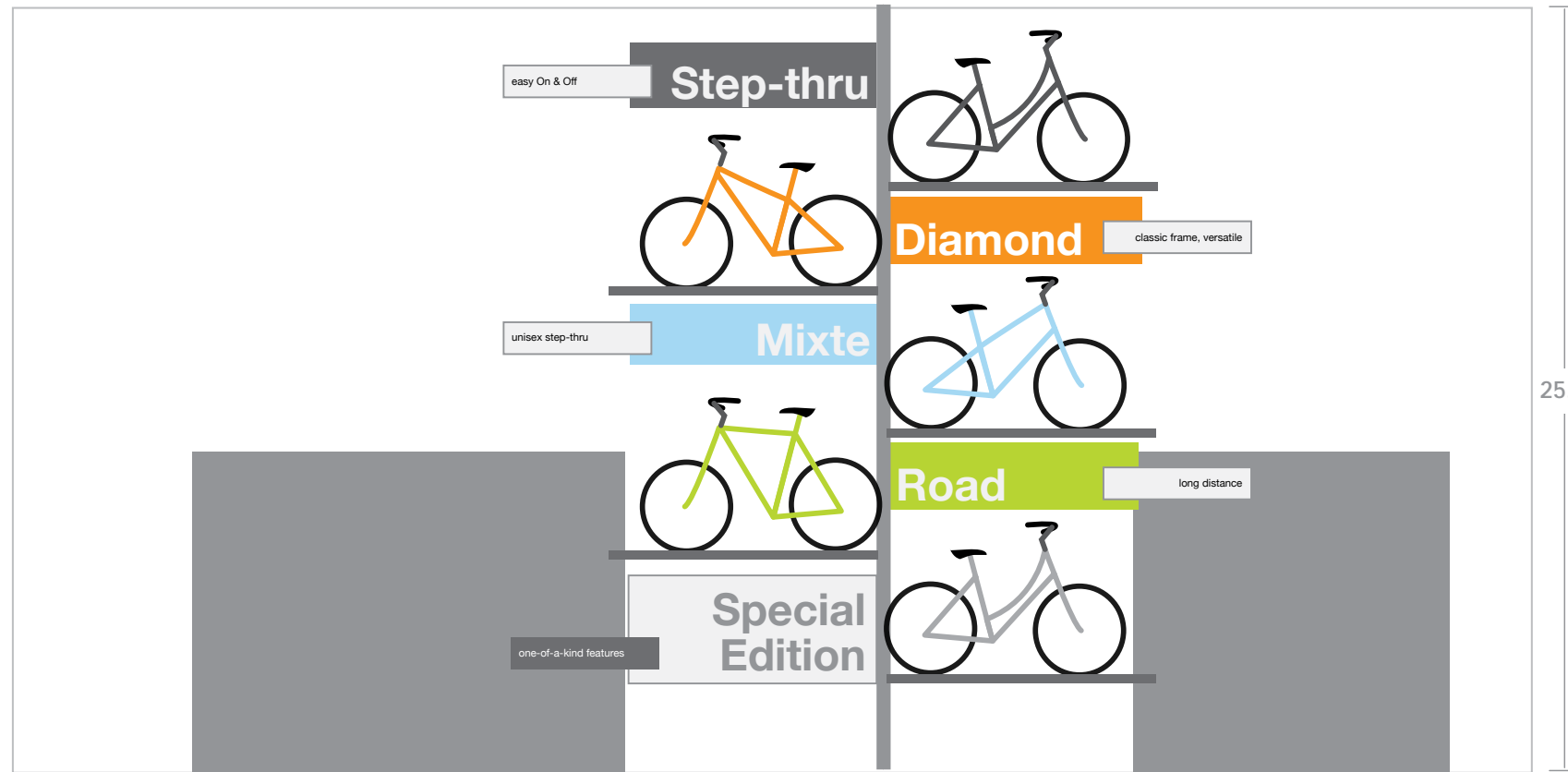
B: Lobby interior: simple bold graphic of bike wheel and bike frame serve as an abstract backdrop to the information desk and welcome video display.



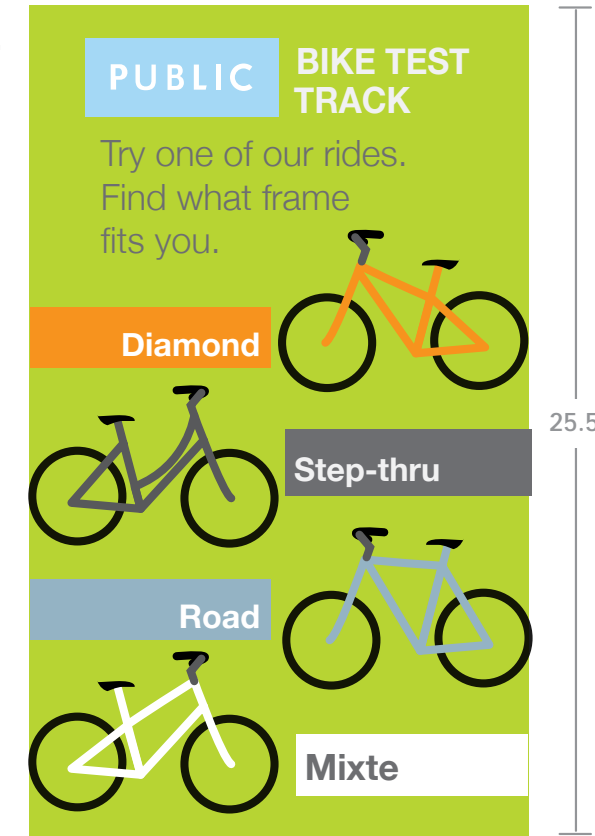
CONTEXT:



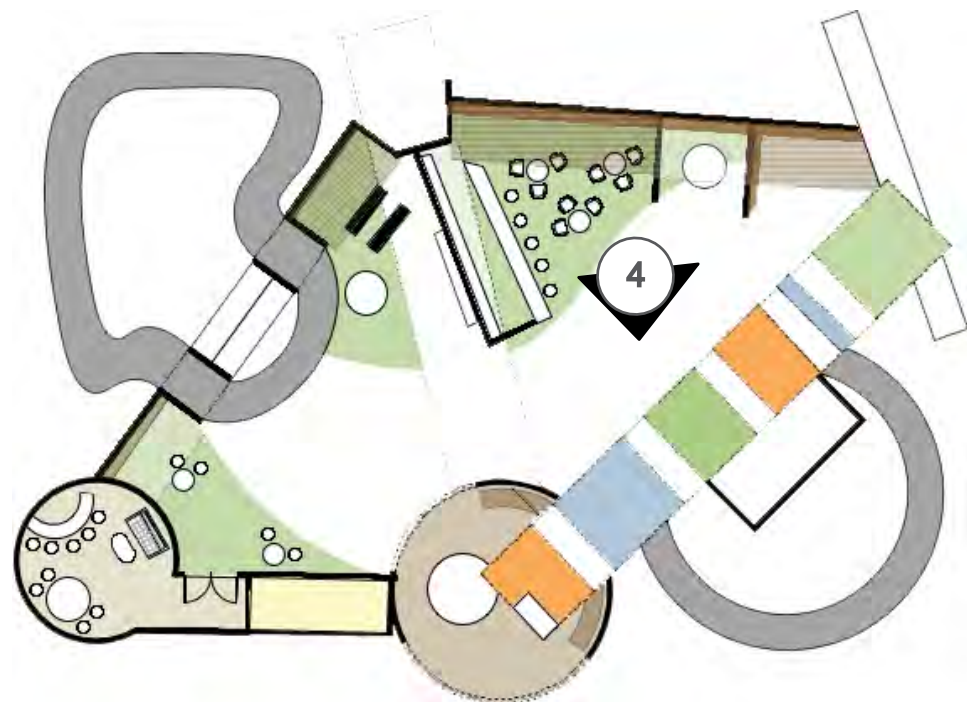
A.



B.



CONTEXT:



A: Exterior Lobby Bike Display: structural bike display with bold headings and short word descriptions educating folks of the different bike frames PUBLIC offers

B: Bold wayfinding graphic for conventional bike track; graphic display serving the same purpose of the exterior lobby bike display. Helps folks know which bike they want to test ride,

DES 185

**PROF.
TIM MCNEIL**

FALL 2013