



zipcar
drive smarter

exhibition design by

LYNN CHANG & VALERIE FRANCISCO



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CORE IDEA

To enable simple and responsible urban living.

TITLE

“Zipcar: Drive Smarter”

VENUE

Chicago Convention Center, McCormick Place, II

DATES

September 8-13, 2014

AUDIENCE

General Visitors

SIZE

2,200 sq. ft.

INTERPRETIVE ELEMENTS

Zipcar demos and tutorials are provided, shown in-person by representatives, or via digital displays throughout the exhibition. Visitors get to learn about using the service online, or through the mobile app. Digital projections are also shown in the main Hexagonal dome area to surround visitors with the Zipcar travel experience.

PROMOTION

Raffle prize giveaways, banners, merchandize, digital advertisements, and other promotional items are displayed and given throughout the exhibition space.

EXHIBITION OUTLINE

HOW IT WORKS

Visitors familiar, or not familiar with the car-sharing service, are provided with information on how to maximize their travel experiences using the Zipcar membership.

GAS STATION DEMO

Curious how to even gain access to the car? Zipcar representatives show live demos on unlocking a Zipcar using the signature “Zipcard”. This unique key uses RFID technology. One quick swipe, and you’re on your way to zippin’, or your next big “Zip Trip”.

TRAVEL PLANS AND GIVEAWAYS

Be entered into a raffle, receive Zipcar “swag”, and even plan your next trip using our interactive, table-top digital display. Refer to the map above to check out which cities provide the Zipcar service.

THE HALL OF KEYS

Get immersed in Zipcards and car-ignition keys. Spot the different brand of cars visitors may rent.

THE HEXAGONAL DOME

Experience a virtual reality by navigating through our digital projections to the city (or country) of your choice. “Zipcar: Wheels when you want them.”



1 Audi A3
Size: 77 ft²
Dimensions: 14.0 x 5.5 x 4.7 ft
Weight: 3219 lb



2 Ford Focus Sedan
Size: 89 ft²
Dimensions: 14.8 x 6.0 x 4.8 ft
Weight: 2907 lb



3 Nissan Sentra
Size: 88 ft²
Dimensions: 15.2 x 5.8 x 4.9 ft
Weight: 2822 lb



4 Toyota Prius
Size: 84 ft²
Dimensions: 14.7 x 5.7 x 4.9 ft
Weight: 3042 lb



5 Honda Civic
Size: 85 ft²
Dimensions: 14.6 x 5.8 x 4.6 ft
Weight: 2716 lb



6 Ford Escape 4WD
Size: 89 ft²
Dimensions: 14.8 x 6.0 x 5.5 ft
Weight: 3598 lb



7 Nissan Frontier Pickup
Size: 101 ft²
Dimensions: 17.1 x 6.0 x 5.7 ft
Weight: 3708 lb



8 Zipcard
Size: 7 in²
Dimensions: 3.5 x 2.0 inches



9 iPhones w/ Zipcar app
Size: 11 in²
Dimensions: 4.9 x 2.3 x 0.3 in



10 Laptops w/ Zipcar website
Size: 117 in²
Dimensions: 13 x 9 x 1 in



11 TV Screens for Ads/Video
Size: 144 ft²
Dimensions: 16 x 9 ft



12 ZipCar Water Bottles
Size: Varies
Dimensions: Varies



13 Zipcar T-Shirts
Size: Varies
Dimensions: Varies



17 Gas Station
Size: 56 ft²
Dimensions: 10 x 5.6 x 3 ft



21 Circular Table
Size: 12.25 ft²
Dimensions: 3.5 x 3.5 ft



14 How It Works Banner
Size: 128 ft²
Dimensions: 16 x 8 ft



18 Steering Wheel
Size: 225 in²
Dimensions: 15 x 15 in



15 Map Banner
Size: 128 ft²
Dimensions: 16 x 8 ft



19 Gear Stick
Size: 12 in²
Dimensions: 4.0 x 3.0 in

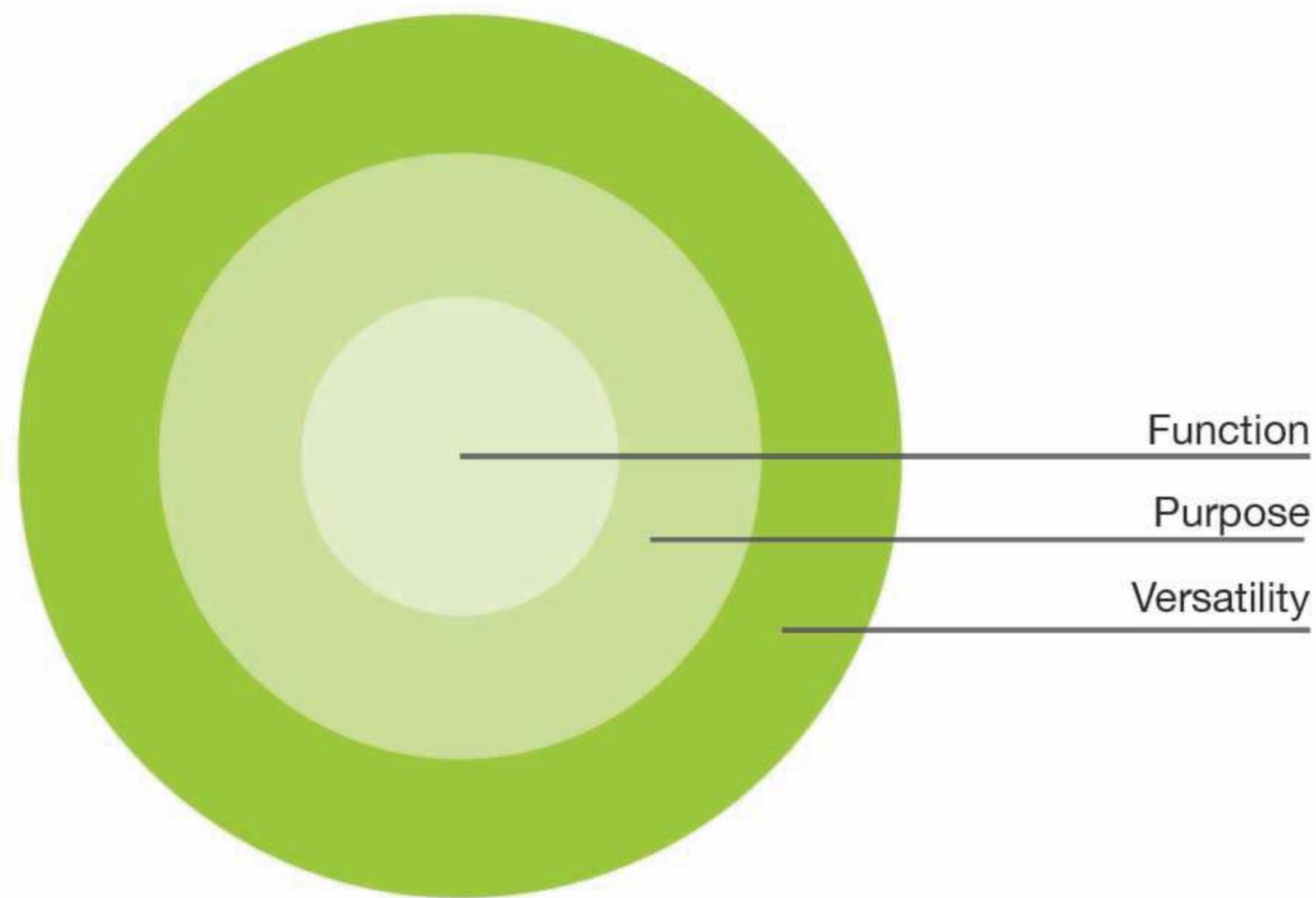


16 Zipcar Parking Lot Sign
Size: 4 ft²
Dimensions: 2.0 x 2.0 ft



20 Car Inspired Chair
Size: 12 in²
Dimensions: 4.0 x 3.0 in

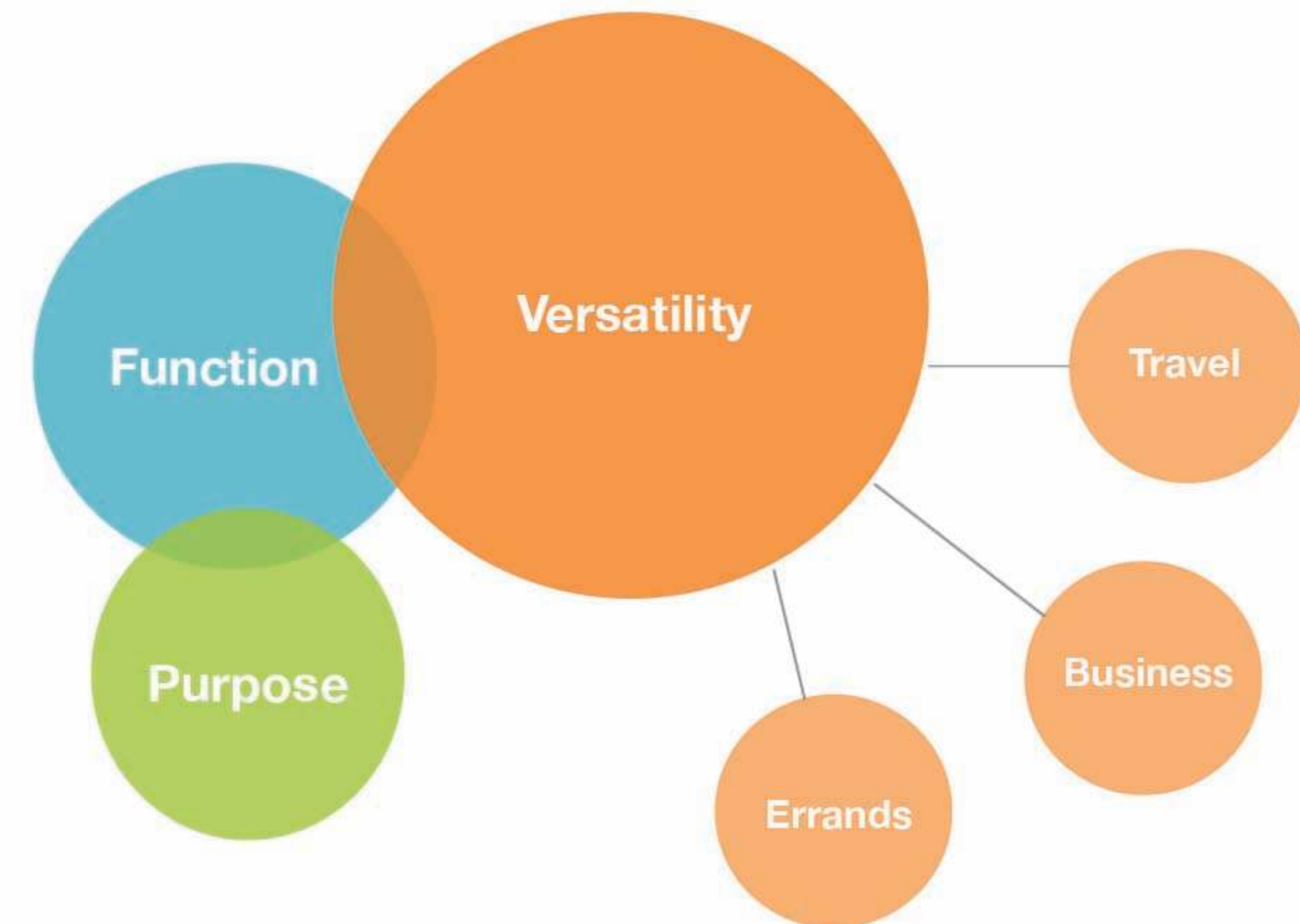
Core Idea



Our main goals are to show visitors the

1. **Function** | how it works
2. **Purpose** | environmental sustainability
3. **Versatility** | different types and uses of cars

Concept Map



From first glance, we want to draw visitors in by the versatility of Zipcar - shown by their slogan "Wheels When You Want Them." After attracting people into the exhibit, visitors can further explore how Zipcar works and the purpose behind this service.

We had the opportunity to chat with the Marketing heads of Zipcar. In speaking with Boston's Account Manager, as well as the lead Marketing Coordinator of the San Francisco headquarters, we developed a deeper understanding for the company's brand, and their mission goals for its long-term trajectory. Having only been around since 2000, they have already established a strong brand within the U.S., as well as internationally. Their numbers in rental service are growing, with cars expanding to Canada and even Spain. What makes Zipcar stick out, however, is not just their green, environment-friendly service, but also their marketing tactics in actually selling the service. Zipcar's fun, playful copy ("Get to Zippin'!"), mixed with its bold, but simple colors capture the attention of potential "Zipsters", and continue to engage them. Whether on college campuses, or on the streets of Boston, you'll find interesting marketing tactics which engage and actually interact with passerby. Their tactics mirror what we seek, and provide a tangible solution to us on-the-spot.

Zipcar's mission in the next few years: "to enable simple and responsible urban living." They will continue to push boundaries in their marketing, while maintaining their distinct playfulness. With our take on this brand, we adopt their basic guidelines, focus in on its different target markets (family, students, business employees), and provide our audience with solutions by exploring Zipcar's unique brand.





To the left, we have a full view of our scale model, measured at 18" x 36". The hexagonal wall is our main attraction, through which digital projects are displayed.

To the right, we have a perspective shot on our preliminary entrance hall, where visitors will learn more about the car-sharing service. There will be two flat screen TVs to showcase "How It Works."





A perspective from above --and through-- the 3D hexagonal wall. This wall, with its hexagonal doorway, is designed with custom graphics. The graphics display a multitude of cities to which members may travel to and rent a Zipcar.

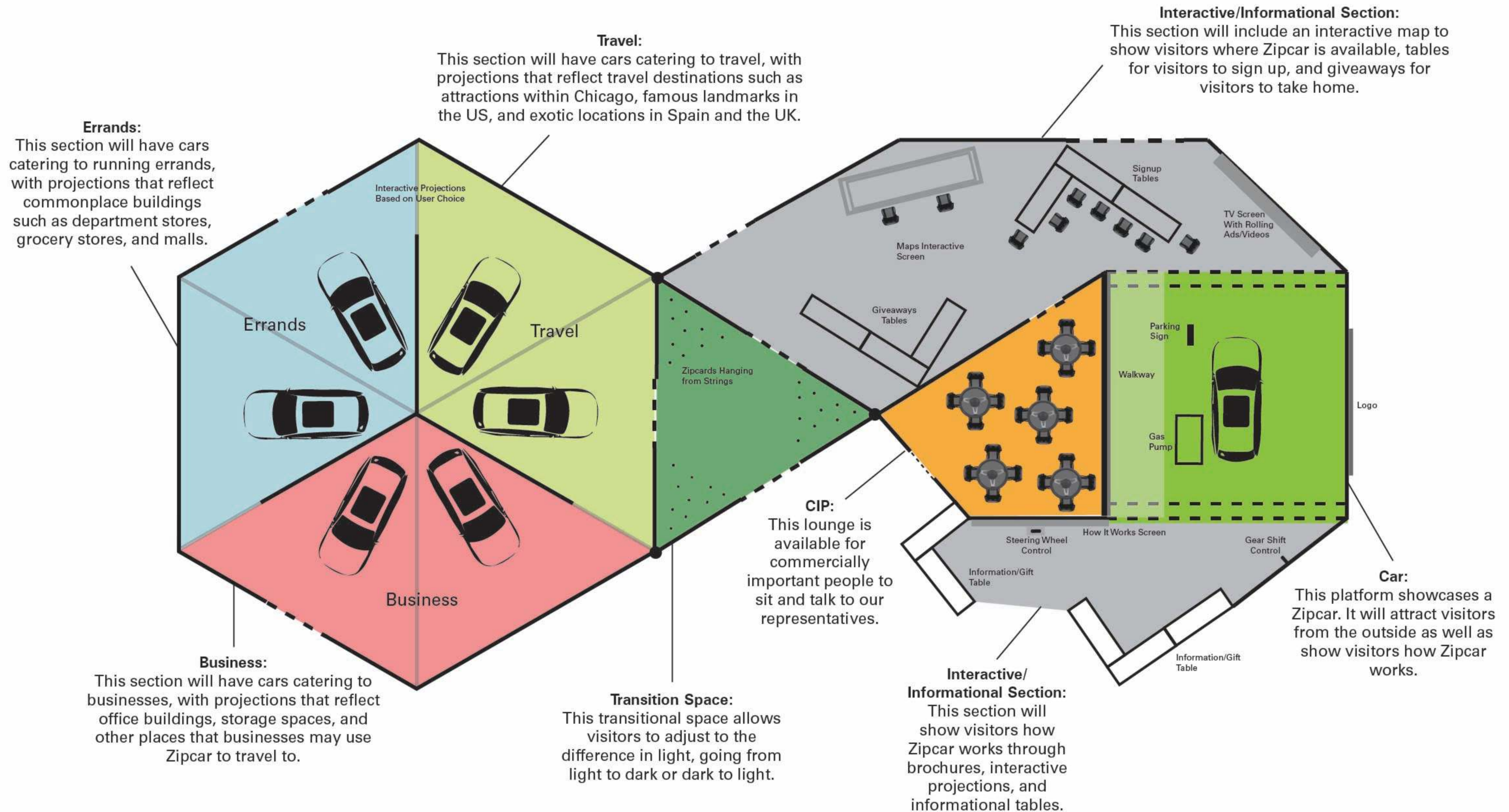


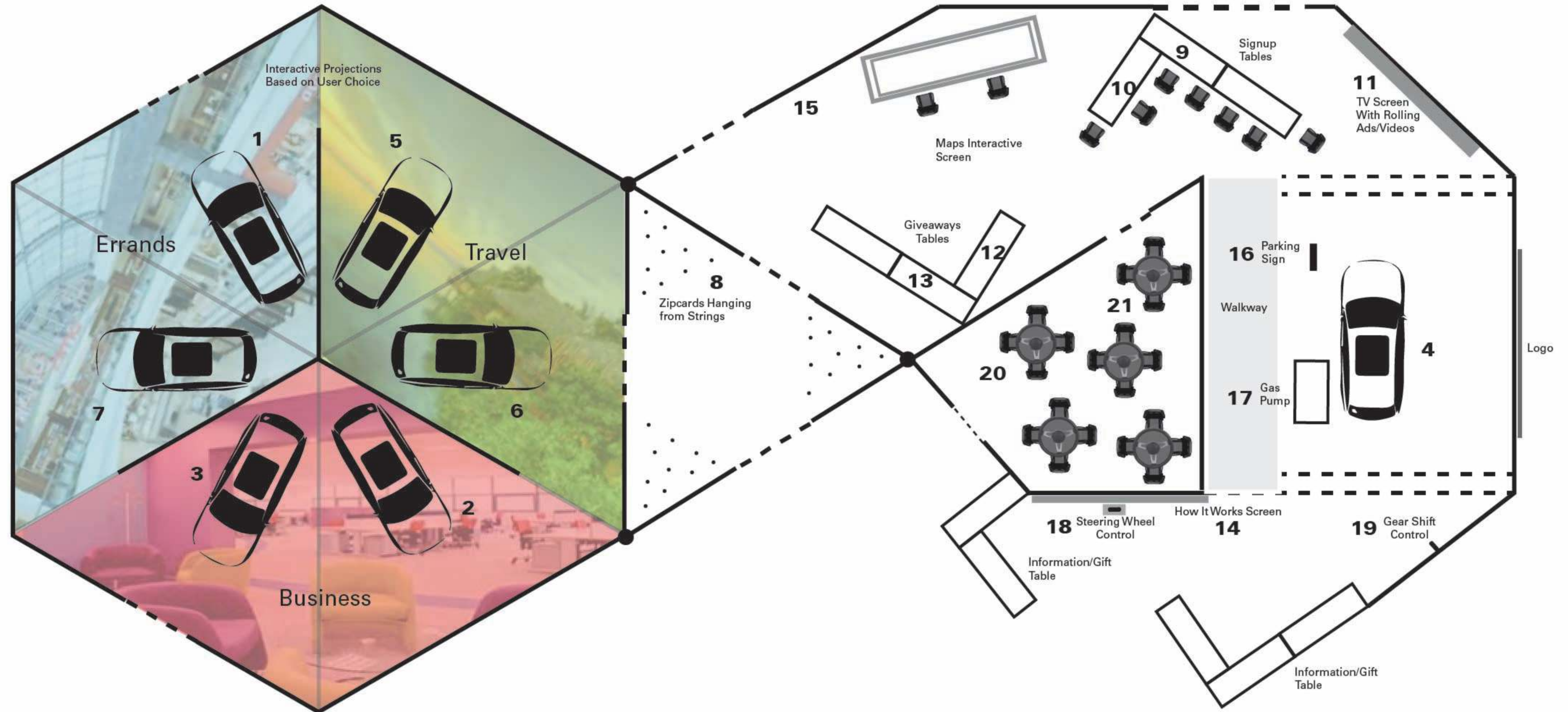
Shown above is one of our main CIP areas, namely the lobby cafe. The furniture replicate that of a leather car seat as chairs, and a steering wheel as tables with glass table-tops. Here, you can also see the main glass display of a Zipcar to attract outside passerby.





Lastly, our main attraction: the Hexagonal Dome. Its ceilings project through images that visitors inside control. In addition, its inside walls simulate an interactive experience with these same projections, that are complemented with the inner walls' environment decal. Each 1/3 section displays the environment suitable to Zipcar's target markets: A vacation stay for travelers; a roadtrip hot spot for college students; and an office setting for the business employee.

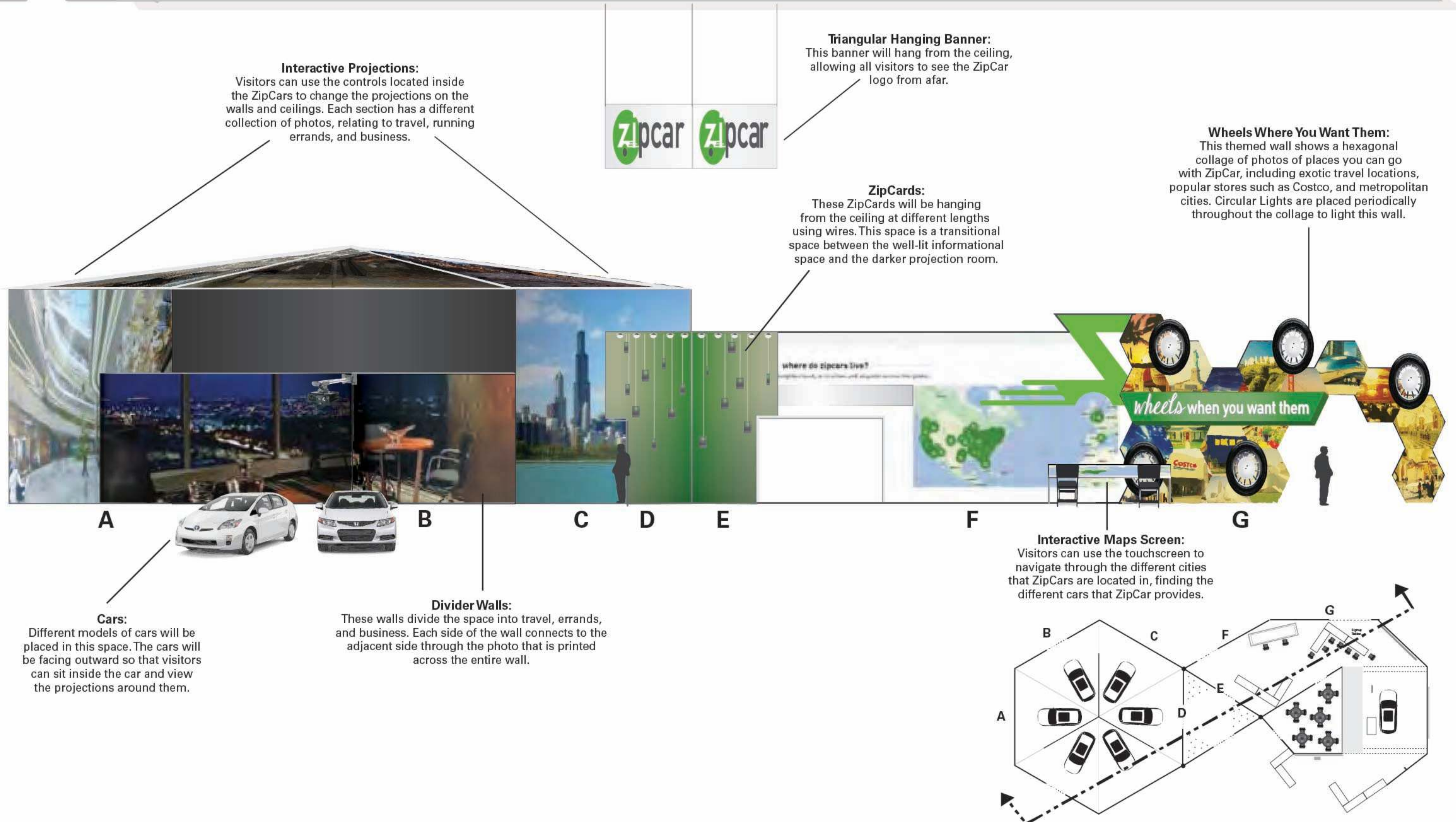




- 1 / Audi A3
- 2 / Ford Focus Sedan
- 3 / Nissan Sentra
- 4 / Toyota Prius
- 5 / Honda Civic
- 6 / Ford Escape 4WD
- 7 / Nissan Frontier Pickup

- 8 / Zipcard
- 9 / iPhones w/ Zipcar app
- 10 / Laptops w/ Zipcar website
- 11 / TV Screens for Ads/Video
- 12 / Zipcar Water Bottles
- 13 / Zipcar T-Shirts
- 14 / How It Works Banner

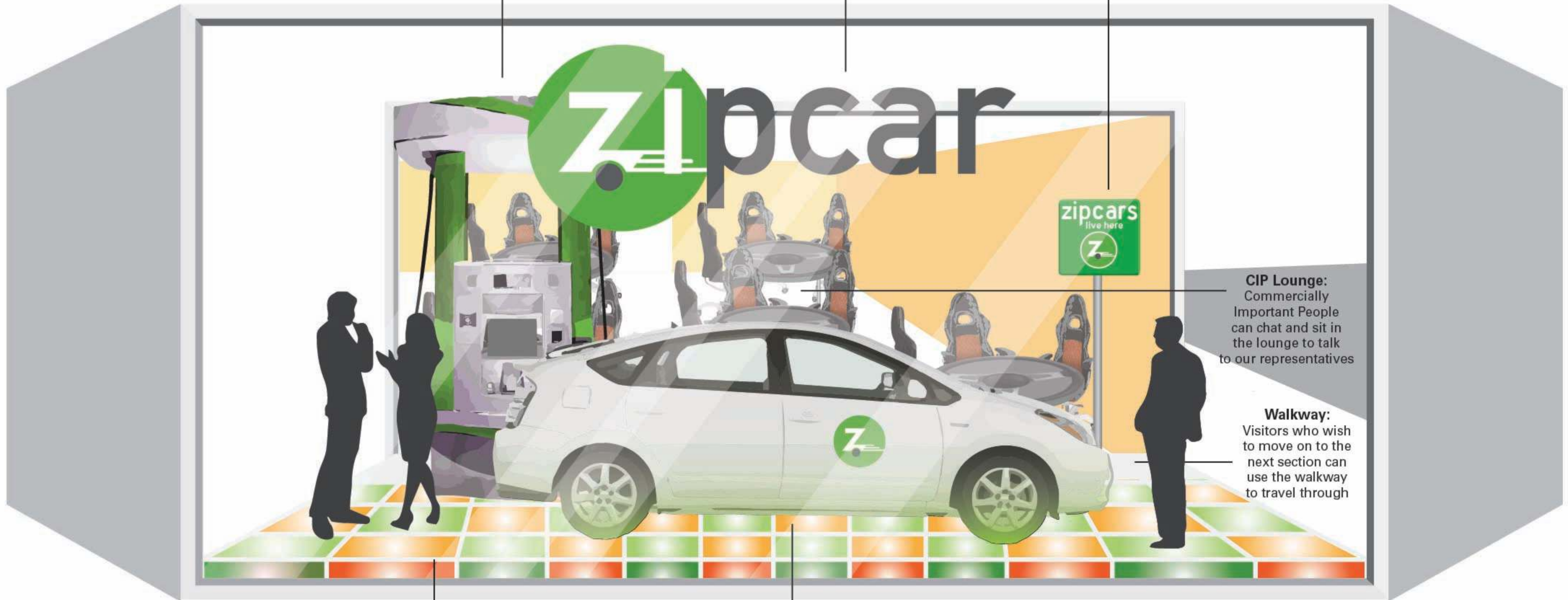
- 15 / Map Banner
- 16 / Zipcar Parking Lot Sign
- 17 / Gas Station
- 18 / Steering Wheel
- 19 / Gear Stick
- 20 / Car Inspired Chair
- 21 / Circular Table



Gas Station:
Visitors can learn how to use the ZipCard to fill up gas

ZipCar Logo:
Printed on Glass Screen

Parking Sign:
This sign is used to identify where ZipCars are parked

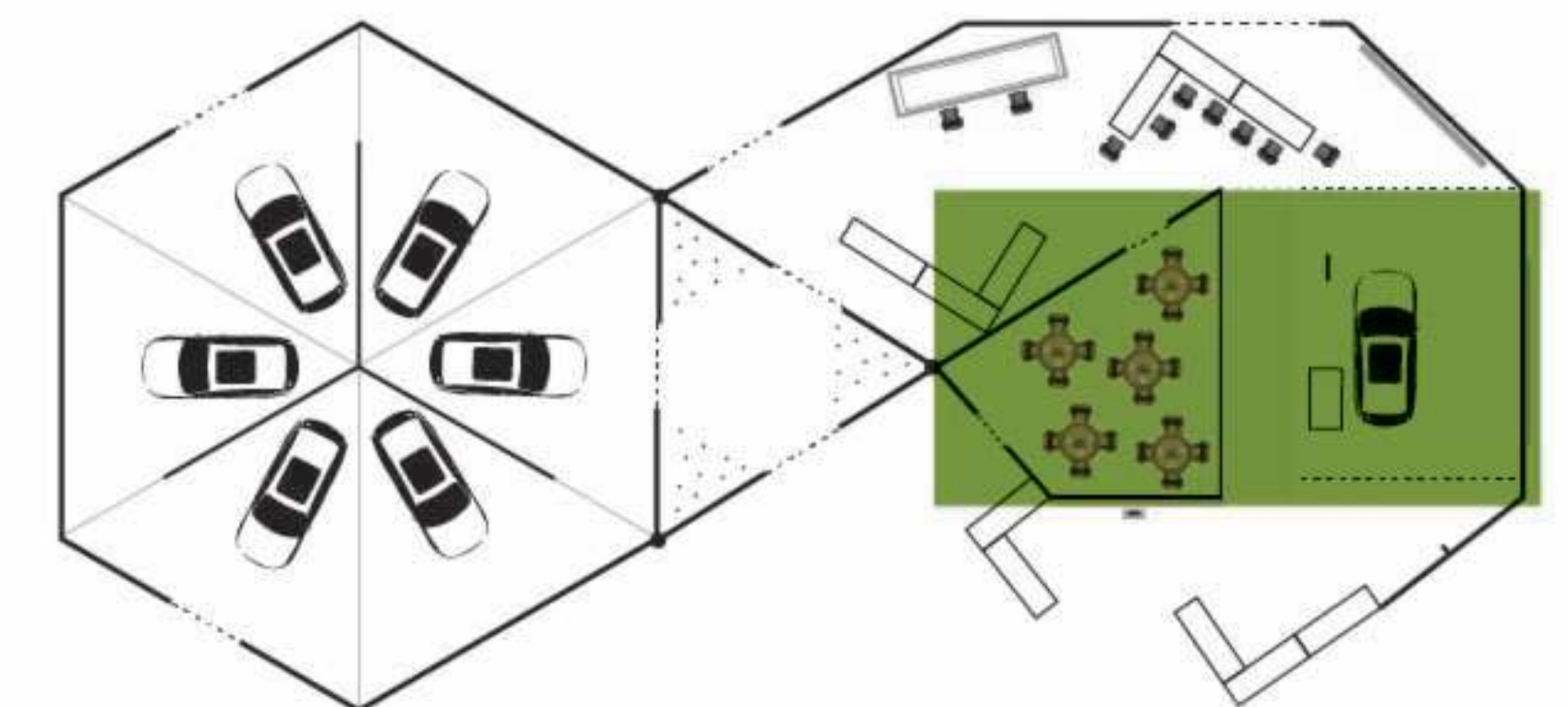


CIP Lounge:
Commercially Important People can chat and sit in the lounge to talk to our representatives

Walkway:
Visitors who wish to move on to the next section can use the walkway to travel through

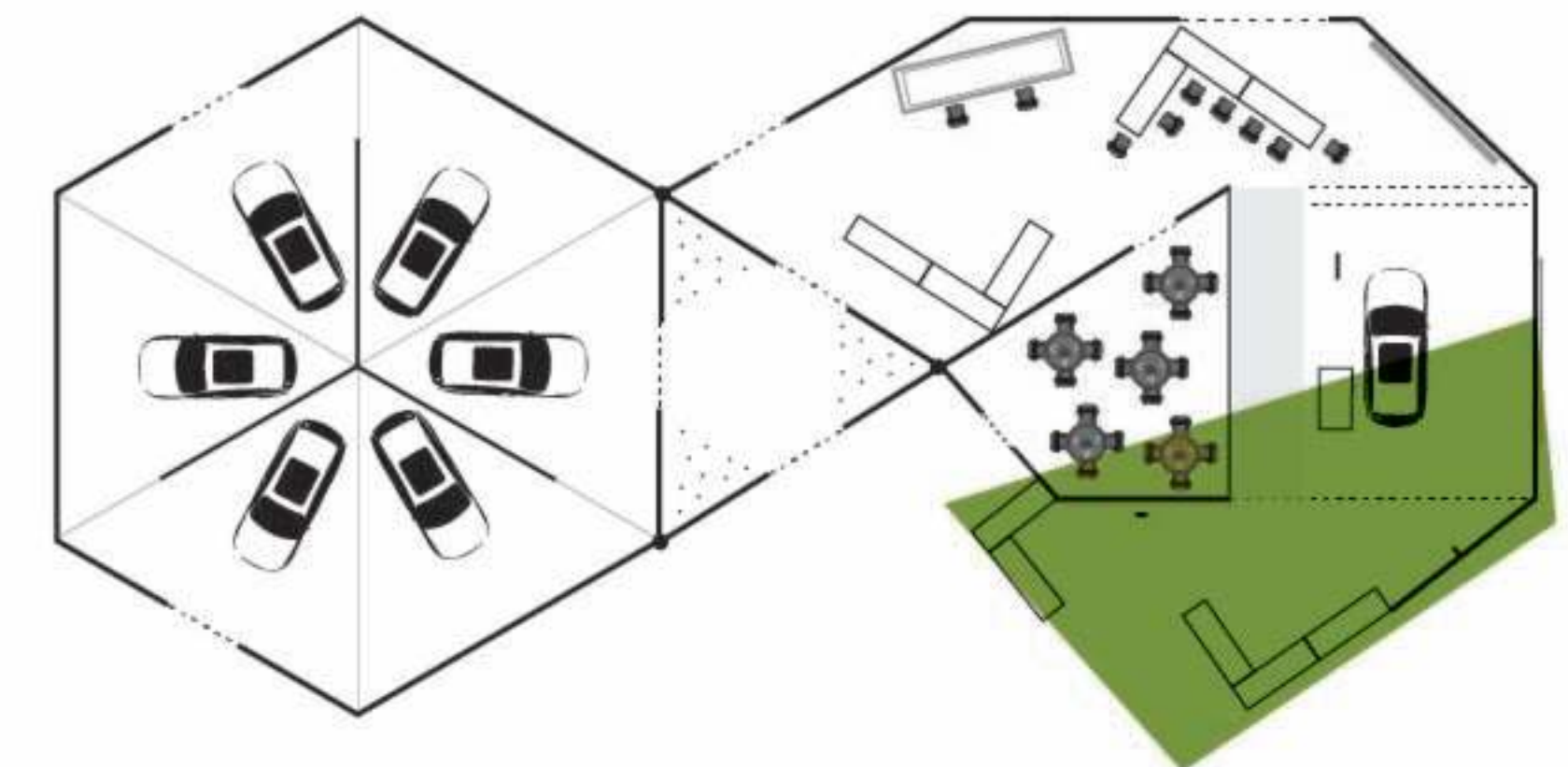
LED Alternating Floor Lights:
The green and orange color scheme will help light up this area, drawing visitors in.

Car:
Visitors can learn how to use ZipCards to start the car and travel using ZipCars.





The "How It Works" Information entrance, in which visitors can navigate through the digital menus on-screen to learn more. Pamphlets are handed out here.

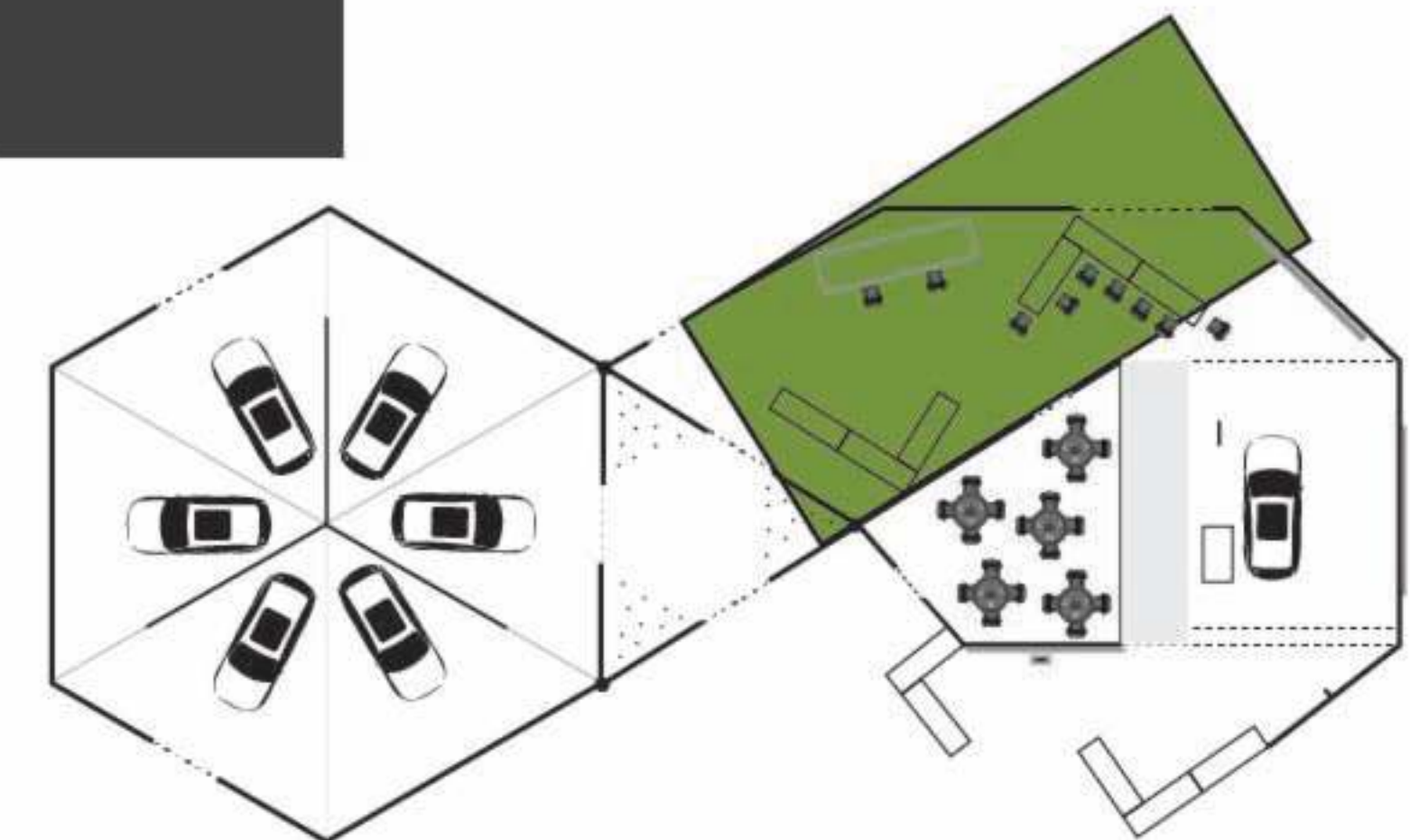




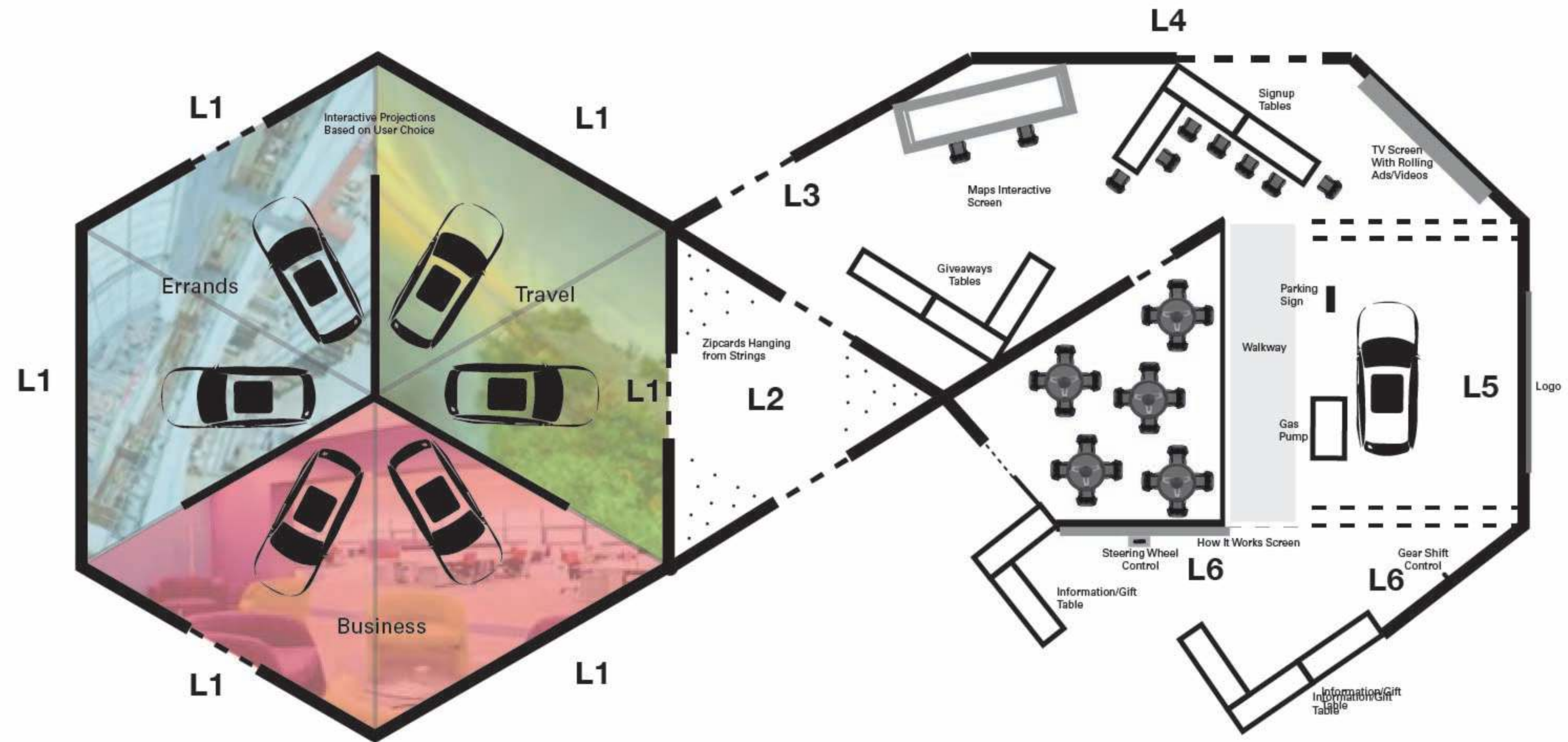
Interactive, table-top map where visitors may virtually travel to any city they wish (as displayed on the map wallpaper to their front.

Hexagonal Wall and Doorway

Raffle giveaways, t-shirts, and other promotional Zipcar merchandise.



Lighting



L1
LED Rear Screen Wall Projector
 Projected images of photos on walls and ceiling that can be controlled by visitors using wireless remote controls placed inside cars

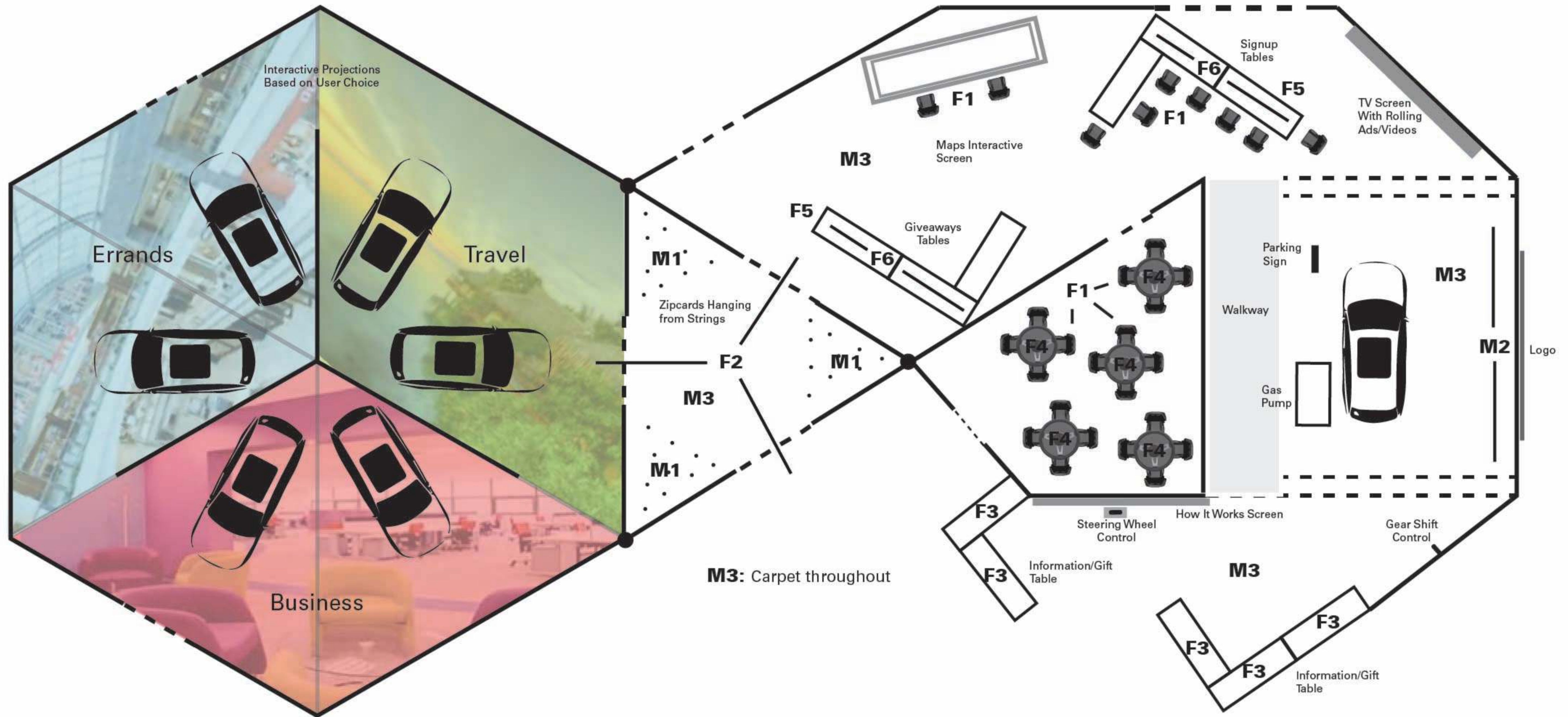
L2
LED Small Recessed Ceiling Lights
 Low lighting scattered throughout ceiling

L3
LED Box Wall Light Fixture
 Long rectangular fixture located above door

L4
LED Circular Wall Lights
 Scattered within hexagonal form on wall




L5
LED Green and Orange Checkerboard Floor Light
 Covers entire floor in alternating color pattern

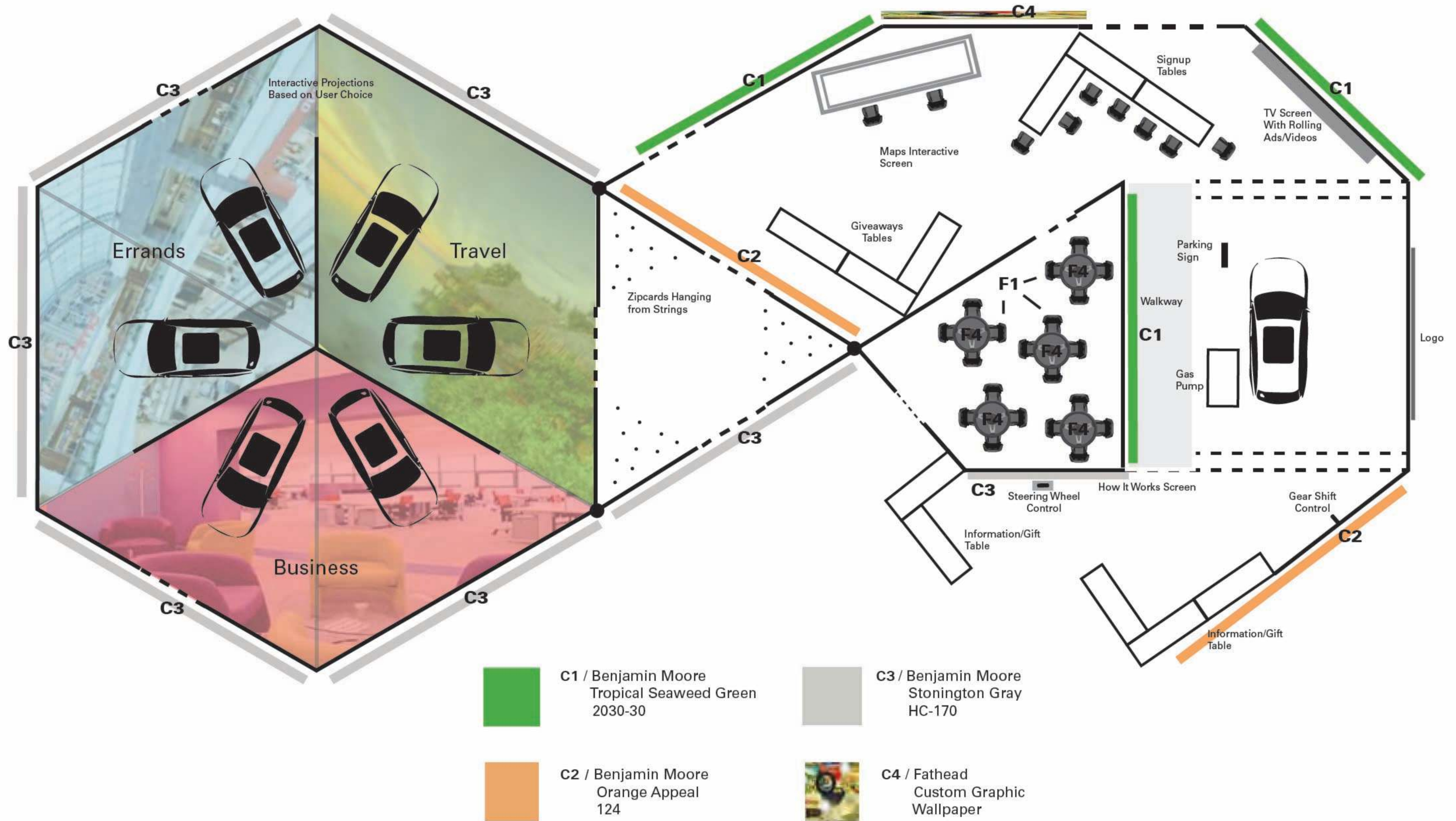
L6
LED Display Light
 Spotlight attached to wall



- F1 / Car Leather Chair
- F2 / Polyester Header Hanging Ceiling Banner
- F3 / Oak Wooden Bench Leather Cushion

- F4 / Steering Wheel Table Glass Tabletop
- F5 / HDPE Folding Table Steel Legs
- F6 / Polyester Table Cover 3-Sided Fabric

-  M1 / OOK Annealed Wire 24 Gauge, 100 ft. pk
-  M2 / Glass Window Display
-  M3 / EcoDeck Raised Modular Subfloor Tiles Plastic, 100% Recyclable
- M4 / ExpoPro Premium Carpet 28. oz PET Construction



zipcar TYPOGRAPHY

DIN Mittelschrift

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic LT Std

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sanda Elegant Handwriting

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

zipcar COLOR

C: 10
M: 65
Y: 100
K: 1



C: 22
M: 70
Y: 100
K: 10



C: 72
M: 13
Y: 100
K: 2



C: 78
M: 24
Y: 100
K: 8



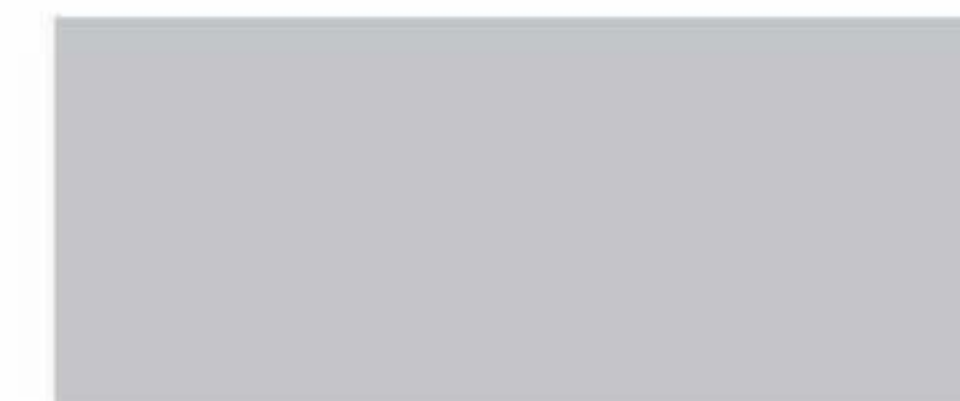
C: 66
M: 59
Y: 55
K: 36



C: 59
M: 50
Y: 48
K: 17



C: 22
M: 17
Y: 16
K: 0





Wheels When You Want Them Banner



How It Works Banner



How It Works Brochure

Zipcard



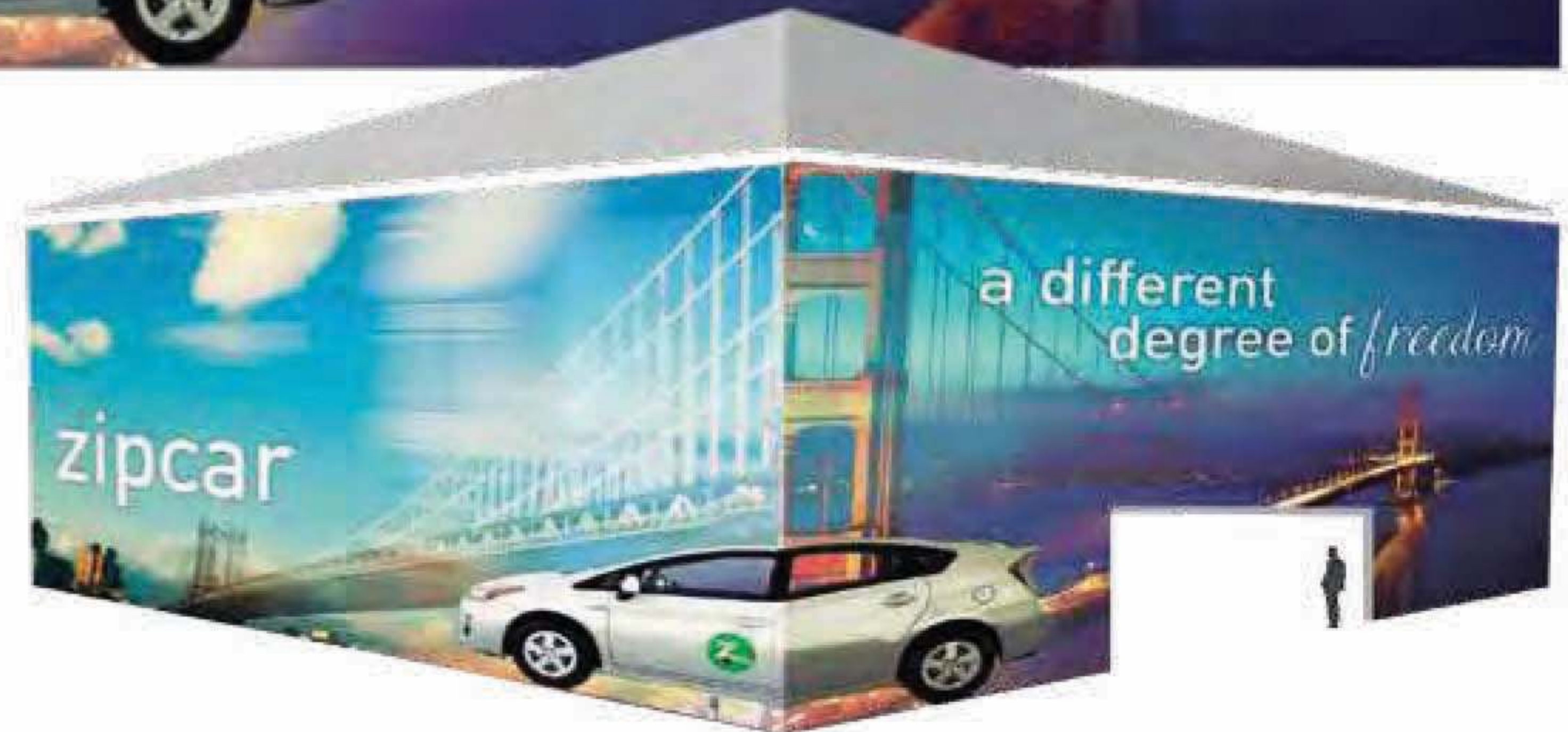
Hexagonal Dome Banner



Light Pole Banner



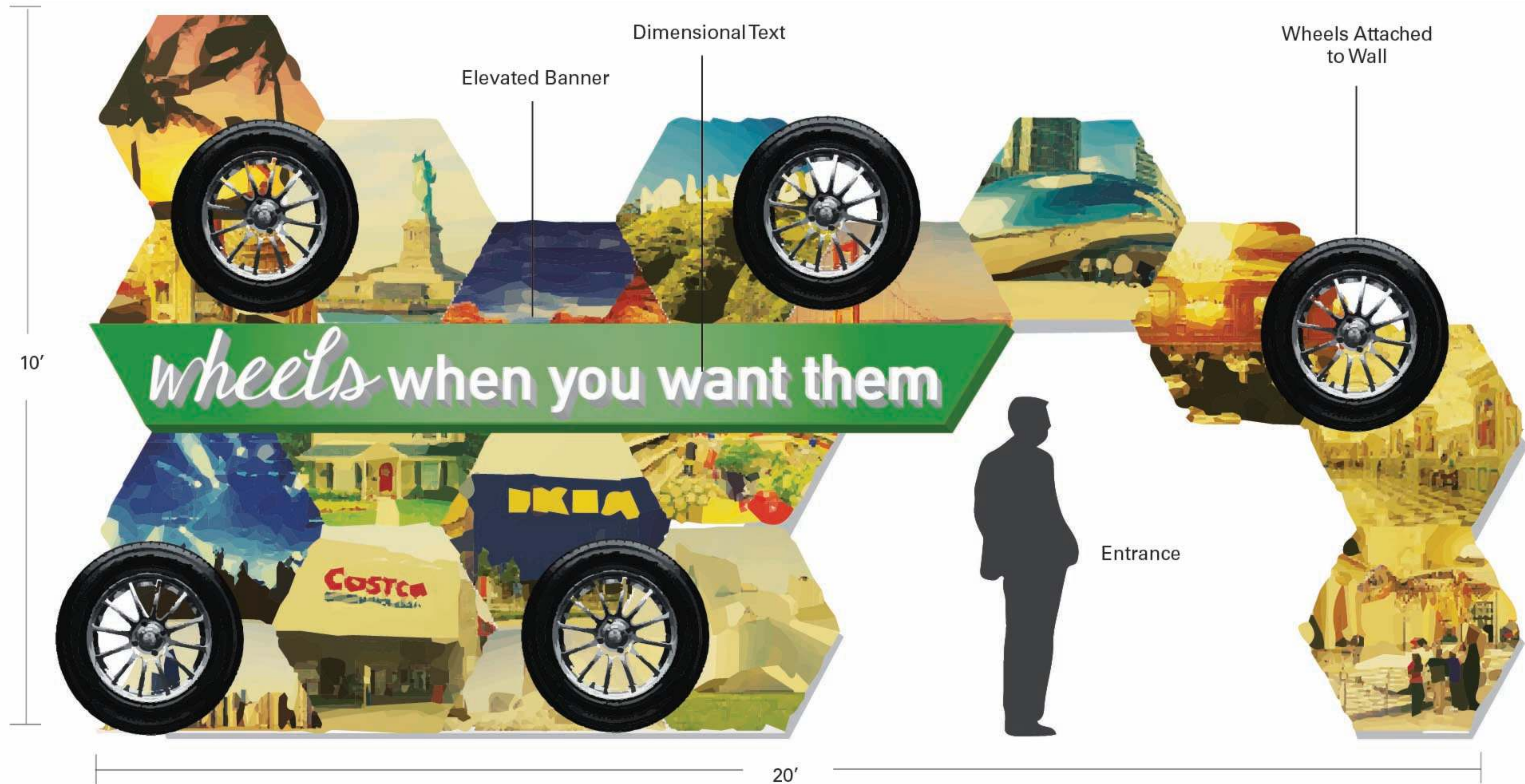
This graphic will be placed on the walls of the hexagonal projection room. The walls will be continuous, with a car crossing over both walls on each corner.



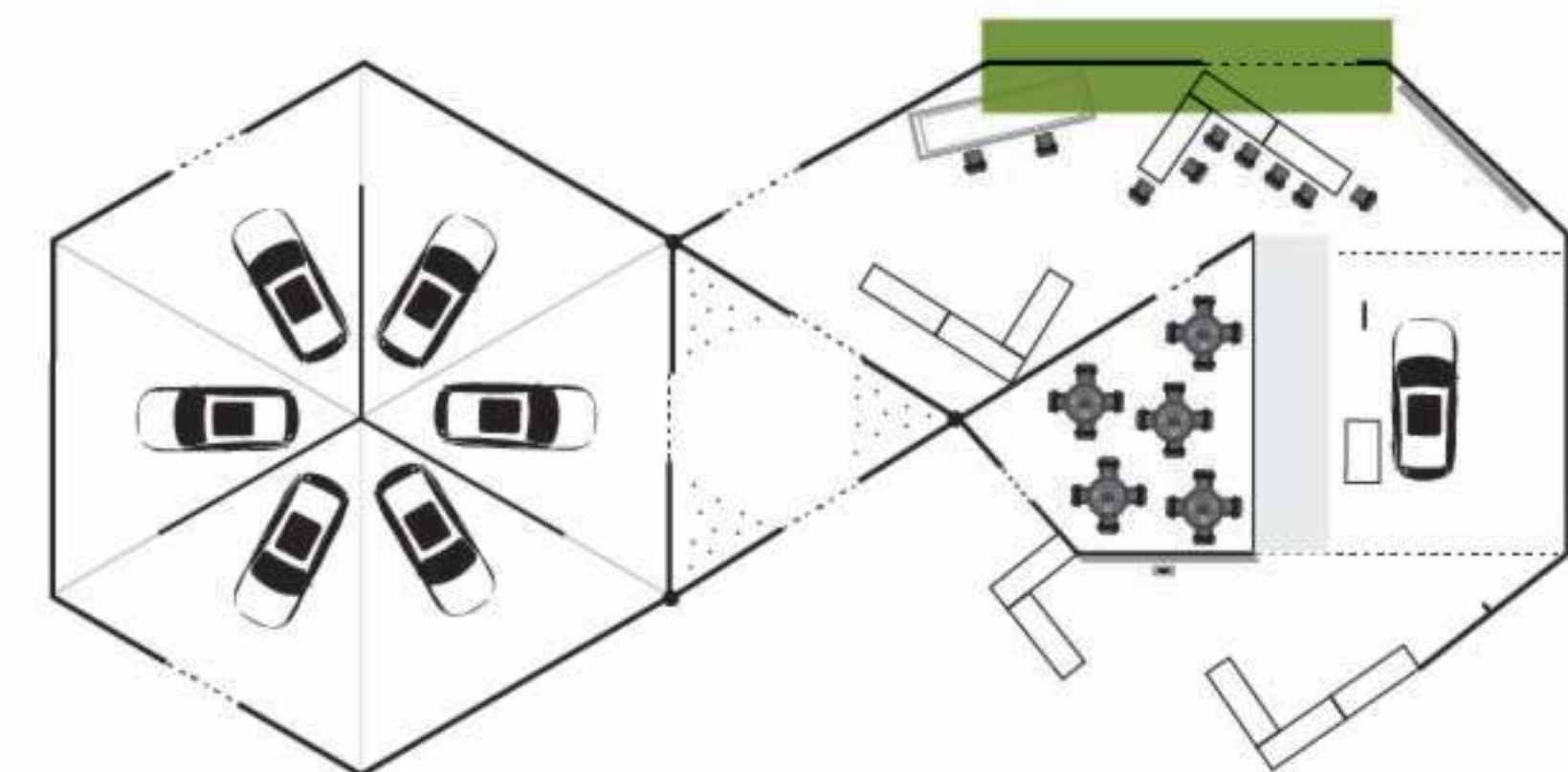


This pole light banner will advertise the exhibition. It uses the same graphic style as Zipcar's advertisements, with bold photos and clean text.



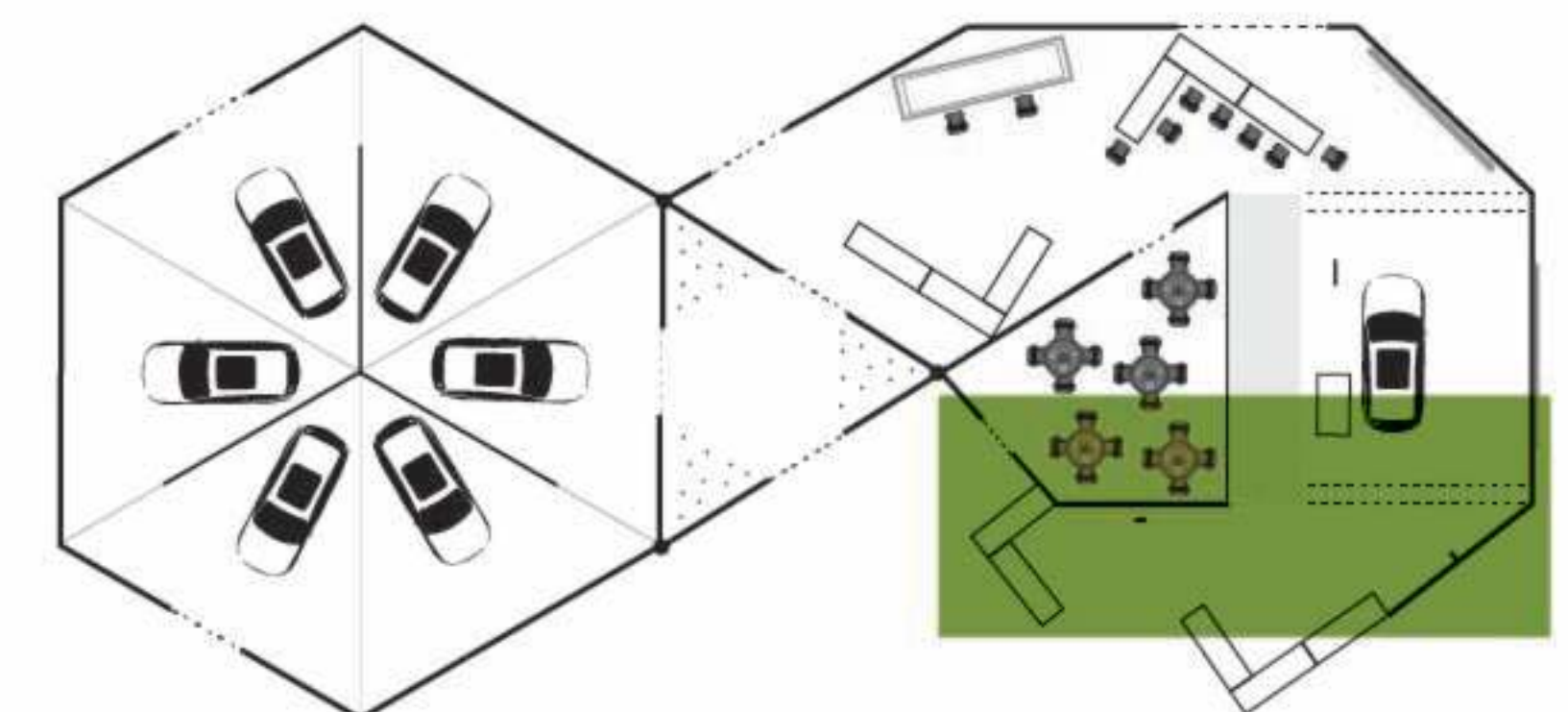


This wall graphic will be one of the entranceways for people to enter the exhibit. The collage of hexagonal images represents Zipcar's slogan "Wheels When you Want Them." Dimensional text creates a 3-dimensional aspect to create interest.

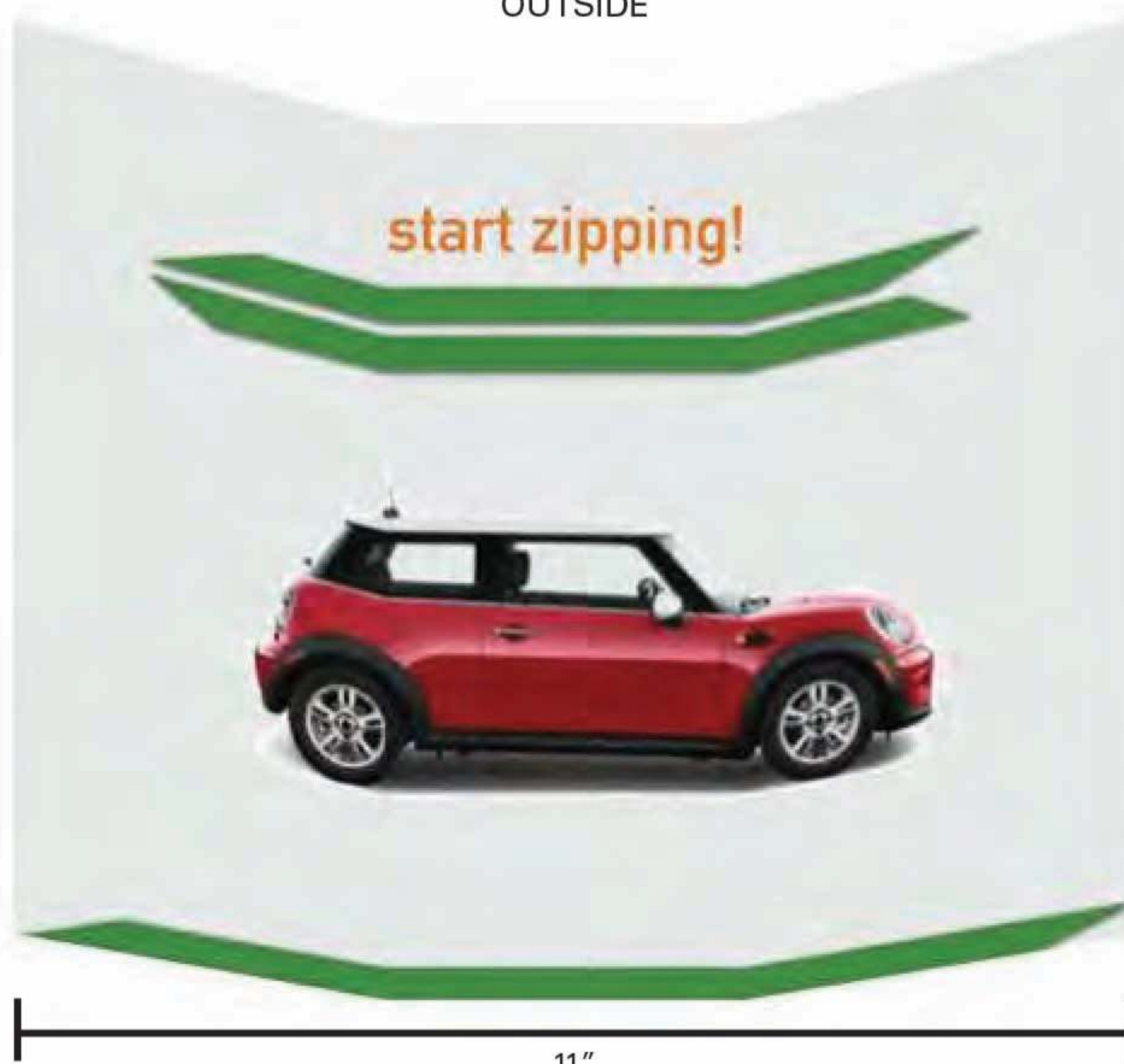




Custom graphics using Zipcar's signature play on words, and the common Zipcar rental: the red mini-cooper. This works well with the "How It Works" display to its right, as visitors can "take a spin" in learning more the service.



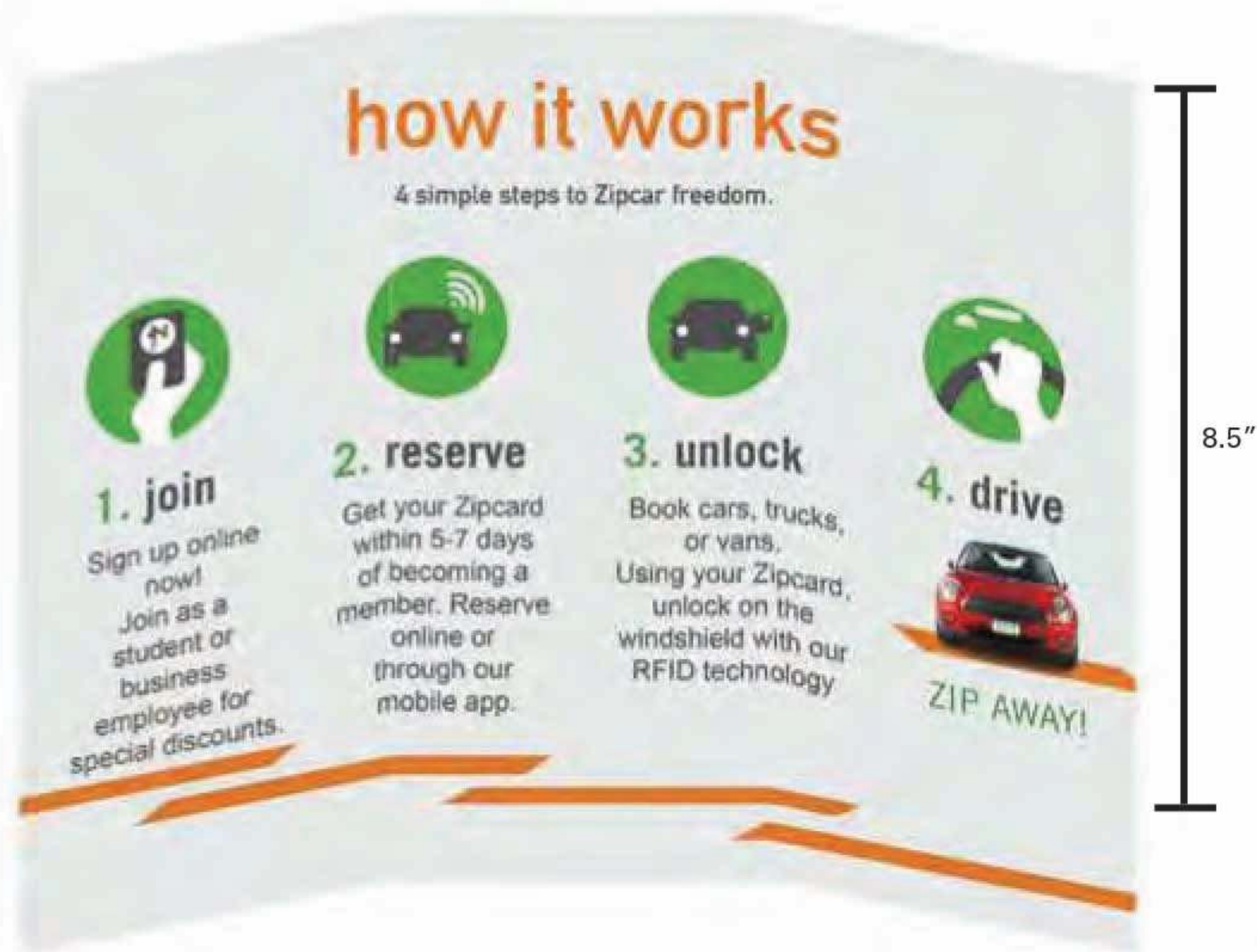
OUTSIDE



11"

Hundreds of these will be placed near the entrance, to match its surrounding interior walls. These graphics are simple --yet bold-- and its use of playful copywriting mirror that of Zipcar's brand.

INSIDE



8.5"

Folding context of informational pamphlet



Visitors of the Zipcar exhibition will automatically be entered into a raffle for great prizes, including this special "Zipster Edition Zipcard. The lucky winners of this custom-designed Zipcard will be rewarded with free driving credit, ranging from \$30 to \$300.



ACTUAL SIZE

