



AWAMAKI
LAB

PHASE 1

The Narrative

Exhibition Brief

Product List

Concept Plans



Exhibition Brief

EXHIBITION OVERVIEW

General Information

Company Name: Awamaki Lab

Activity: Weaving, creating garments, providing jobs to local Peruvian women

Product Category: Sustainable Fashion

Website: awamaki.org

Annual Expo Attendance:

- Fall, Winter, and Spring fashion shows
- Trunk show in New York

Business Objectives

- Introducing Awamaki style and fashion into the United States in 2013
- Expanding trunk shows
- Introducing other fashion designers to their aesthetic and practices
- Expanding the amount of jobs they can offer local Peruvian women

VIP Guests:

- Big-name fashion designers, especially in sustainable fields
- Suzanne Lee, fashion designers who creates clothes out of organic kambucha material
- Fashion publications that seek to feature Awamaki in magazines, such as Vogue
- Independent boutique owners who wish to carry Awamaki clothes in their stores

Exhibition Information

Trade Show Title: Awamak Lab: Be Vivid

Location, Time & Date: Fall 2014, Chicago

Exhibition Hall Number: S-8786

Booth Size & Floor Plan: 2,500 sq. feet , island

Booth Type: Build and Burn

Architectural Elements

Product Stands: Roughly 60 products including shirts, jackets, coats, sweaters, pants, hats, bags, shoes, and dresses. Items are not extremely fragile. Clothing sizes small through large. Clothing is made from natural materials that grow in Peru including organic cotton and alpaca fleece. Clothes will need to be packed away when not on display. During the show they will be displayed on walls, on models, and on clothes racks.

VIP Space: One VIP area for fashion publications to take pictures of models and for VIP guests to sit and interview Awamaki staff members

Lighting: Basic large overhead lighting with spot-lighting on models and recesses of the shelving area where clothes will be displayed. Also spotlighting over women weavers and alpaca pen.

Storage: One storage locker to keep clothes (10x10).

Information Desk: 3 information and sales desks, each manned by 2 staff members. Also, each of 12 models will double as a staff member.

VIP Furniture: Sofa, chairs, and tables within the VIP lounge

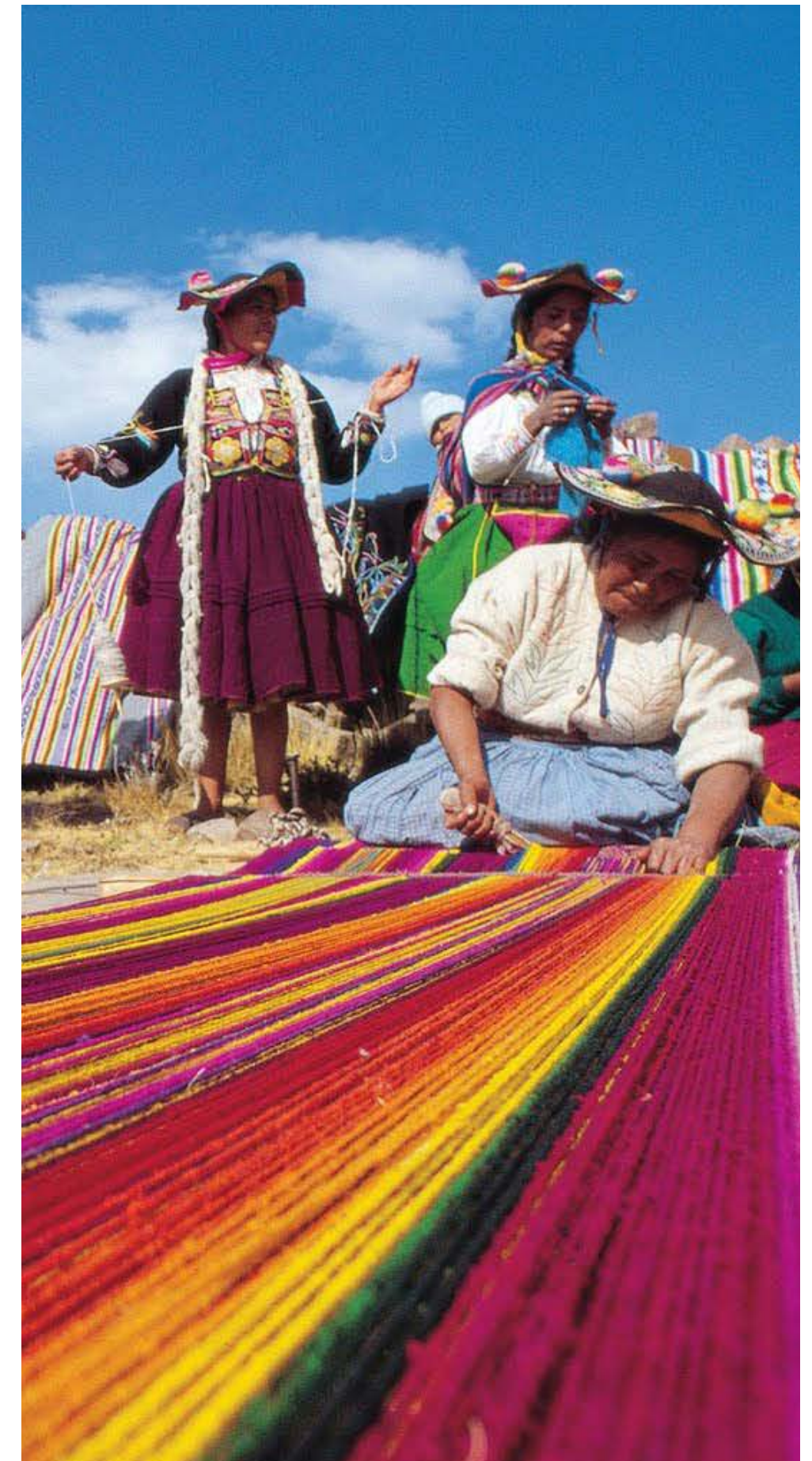
Graphic Identity

Header: 10-15 graphic elements within the exhibit and on exhibit exterior.

Poster & Banners: Outdoor elements such as street lamp banners and bus shelter signage.

Screen Area: Two projectors that will project footage of Peru and weavers as well as traditional weaving processes.

We were intrigued by Awamaki Lab most notably because of their mission statement. This sustainable design group works to help empower and provide jobs for local women in Ollantaytambo, Peru. It distinctly believes that by helping the women, the entire community benefits as a result. Through creating hand made woven textiles, the women are able to stay busy and help support their children and families., overall bettering the economy and strengthening communities. The textiles produced by Awamaki are beautiful and vibrant made from alpaca fleece and hand dyed using local plants and seeds. By keeping everything local, things stay sustainable and the amount of waste and cost is reduced significantly.



Product List

Awamaki specializes in hand-woven and hand-dyed traditional Peruvian textiles. They use these processes to create their unique clothing. Many of the items featured in the exhibit highlight the vibrant colors and geometric patterns that Awamaki is known for.

Complete Outfits

Awamaki Lab often advertises full outfits on models to maximize their aesthetic and push multiple pieces at the same time. The exhibit will reflect this by grouping outfits for display.

A01
Cacao Jacket



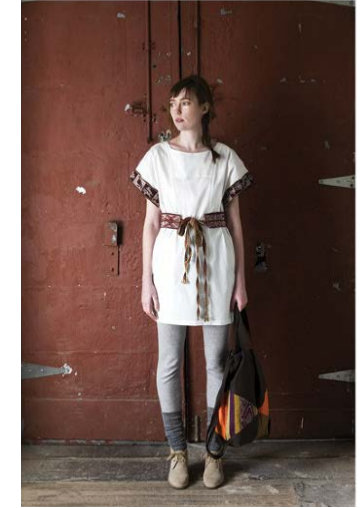
A02
Patacancha Anorak



A03
Chakra Sweater



A04
Wiqaw Dress



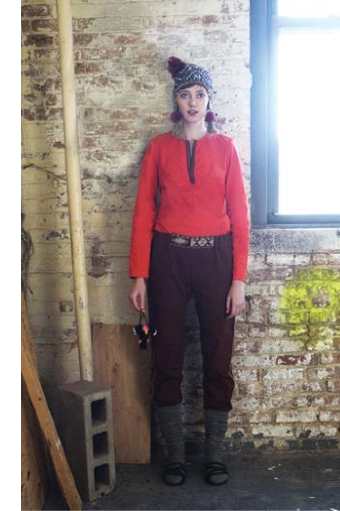
A05
Kunka Hood



A06
Men's Sweater



A07
Siray Tunic



A08
Patacancha Anorak



A09
Siray Tunic



A10
Chusi Poncho



A11
Tusuy Dress



A12
Qusa Tee



B01
Muya Vest



B02
Awaykuna Skirt



B03
Purity Pant



B04
Tie Skirt



Spring Collection

These clothes are a part of Awamaki's Spring 2011 apparel. The colors are vibrant and playful. The outfits are mainly light and airy, with a sweater for cool weather occasions.

C01
Panel Coat



C02
Tiled Anorak



C03
Textile Tote



C04
Pakana Overcoat



Outdoor Wear

These garments and accessories are constructed with heavier materials. This makes them warm and durable, and perfect for hiking in the high mountains of Peru.

D01
Knit Cap



D02
Hook knit Scarf



D03
Braided Knit Cap



D04
Knit Band Hat



Knit Wear

Awamaki has a beautiful selection of knitted and crocheted pieces made with alpaca fleece and dyed naturally with native plants. We will feature these sustainable accessories alongside the outfits in the tradeshow.

D05
Milwa Knit Skirt

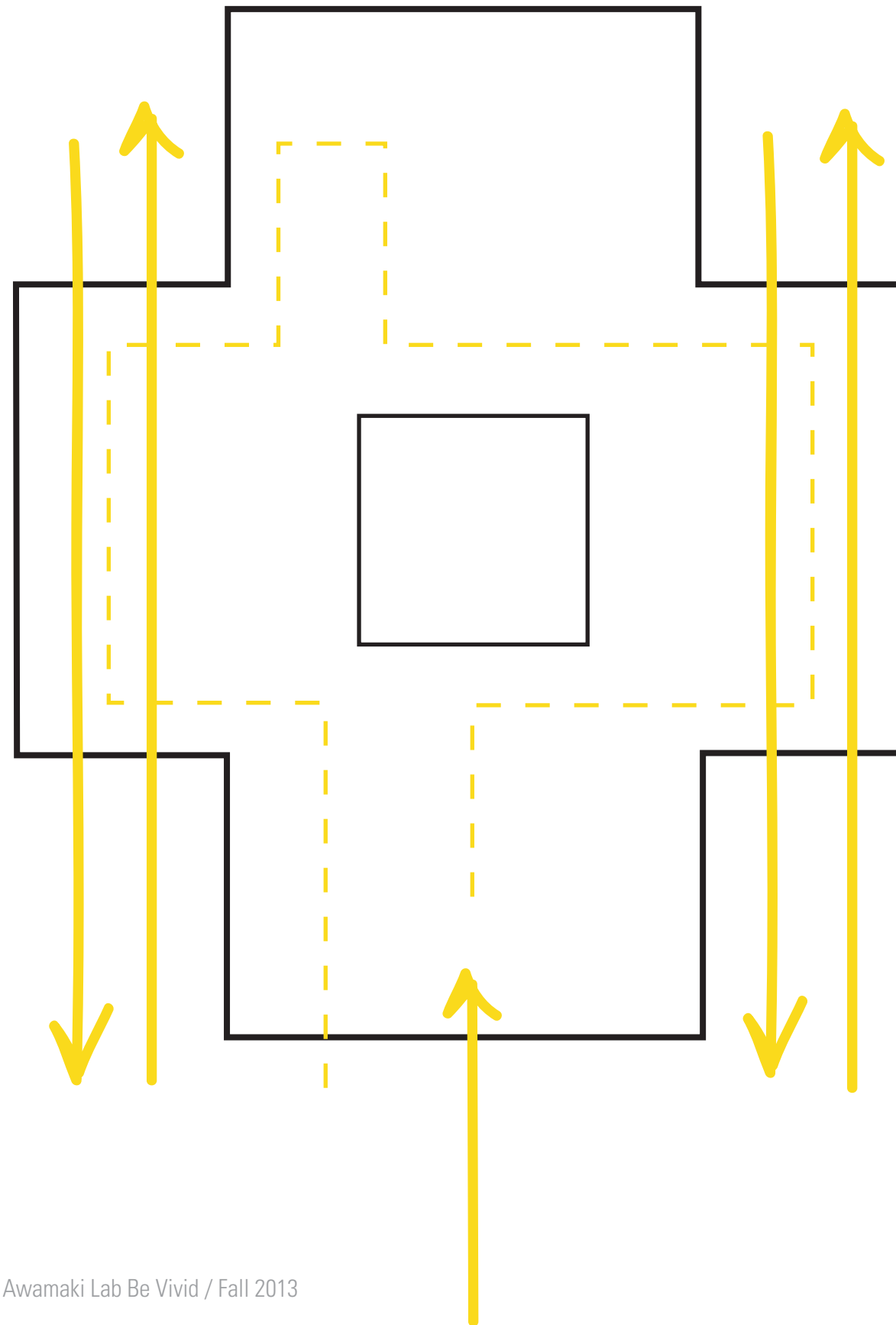


D06
Patterned Awa Pouch



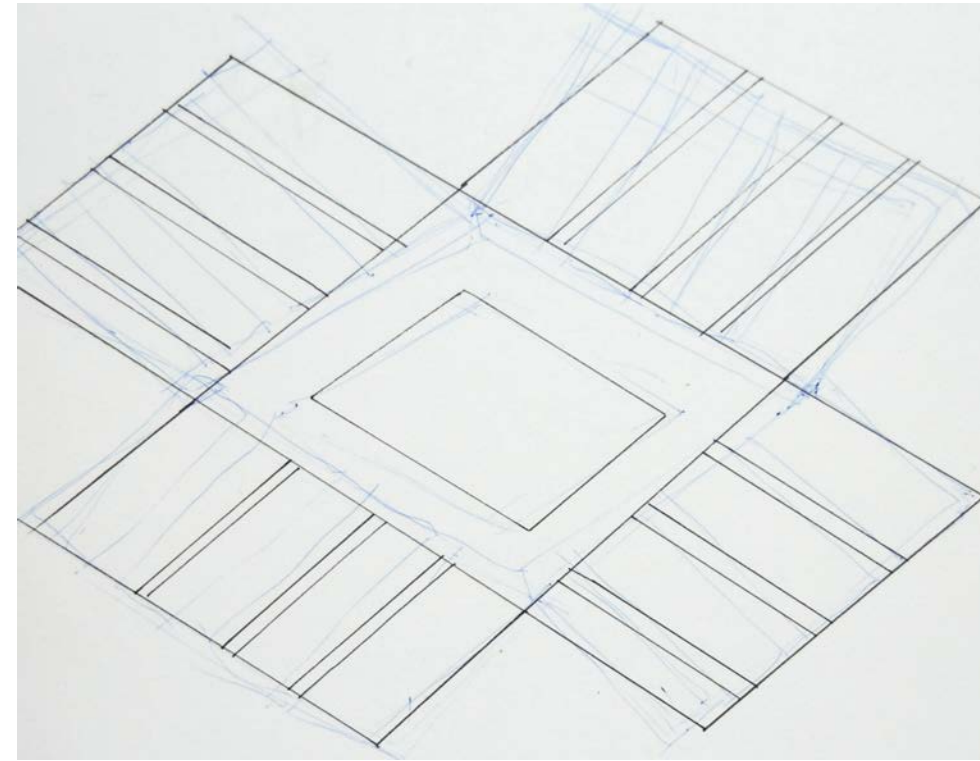
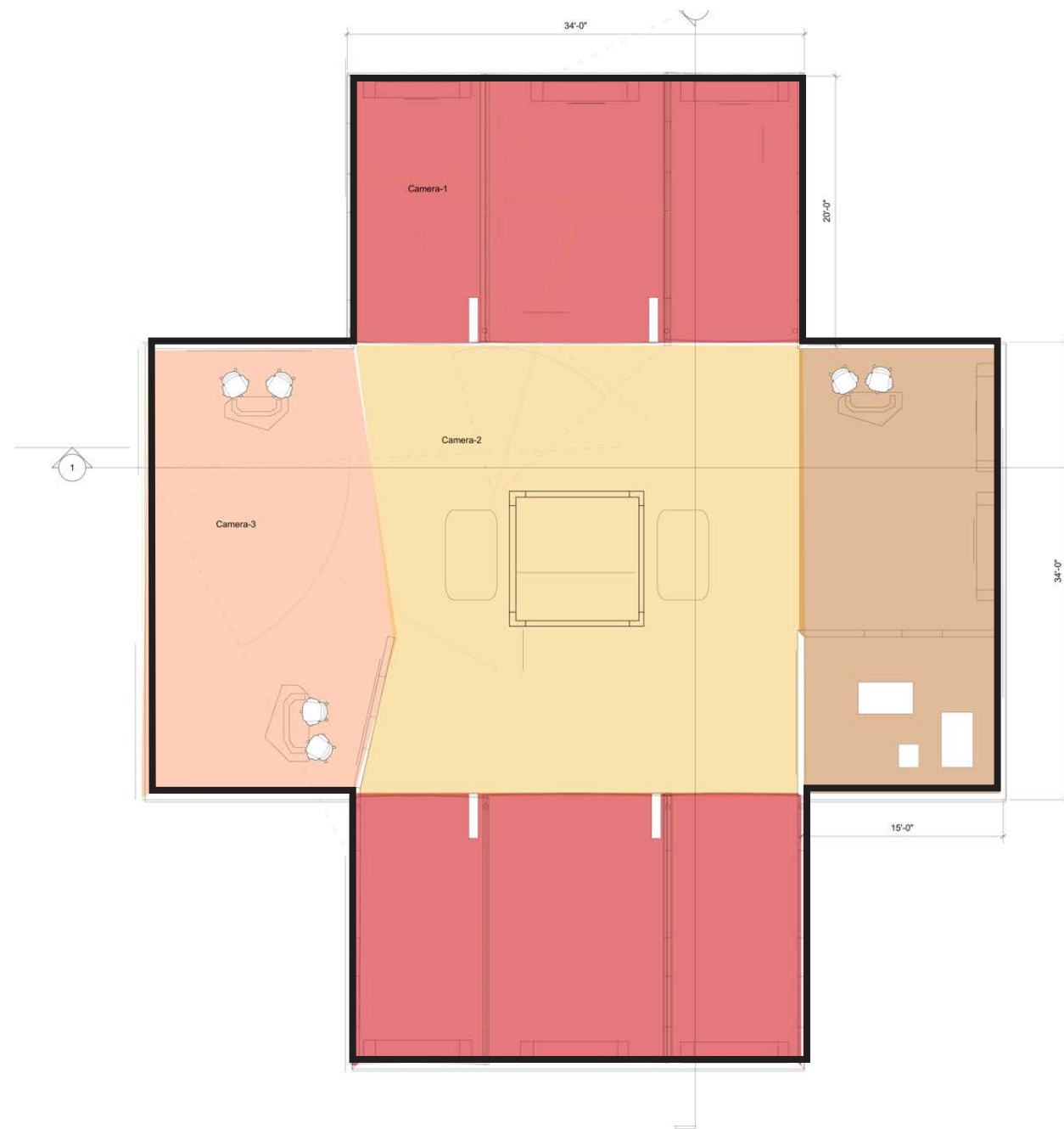
D07
Maki Dangle Cap





Concept Plans

Awamaki Lab: Be Vivid is an exhibit centered around authentic Peruvian-style clothing. The initial idea for the exhibit was to organize it in such a way that would be reminiscent of a geometric Awamak textile. This evolved into a cross-shape with several corridors that shelve Awamaki outfits. There is a single VIP lounge area specifically designed for discussion with Awamaki staff and photography for fashion publications. All of these areas are centered around an alpaca pen with female weavers demonstrating traditional processes.



The initial sketches for Awamaki Lab were made to mimic the Chevron pattern, but this slowly evolved into a cross-shape in order to have a better flow of traffic.

The concept of a cross-shape allowed for a circular traffic pattern around a central alpaca pen. There are geometric cut-outs within each of the dividers between the outfit galleries to increase movement between the spaces. Several information and sales desks are placed at the front and back of the exhibit.

PHASE 2

Spatial Planning

Initial Sketches

Product Placement

Scale Model

Product Placement

The products are arranged according to outfit category and material used to construct them. The accessories are distributed throughout the display according to material and complimentary garment piece.

Gallery Space A

A01
Cacao Jacket

A02
Patacancha Anorak

A03
Chakra Sweater

A04
Wiqaw Dress

A05
Kunka Hood

A06
Men's Sweater

C01
Panel Coat

C02
Tiled Anorak

D01
Knit Cap

Miniature VIP Gallery

B01
Muya Vest

B02
Awaykuna Skirt

B03
Purity Pant

B04
Tie Skirt

D02
Hook knit Scarf

D06
Patterned Awa Pouch

VIP Lounge

D03
Braided Knit Cap

D04
Knit Band Hat

D05
Milwa Knit Skirt

Gallery Space B

A07
Siray Tunic

A08
Patacancha Anorak

A09
Siray Tunic

A10
Chusi Poncho

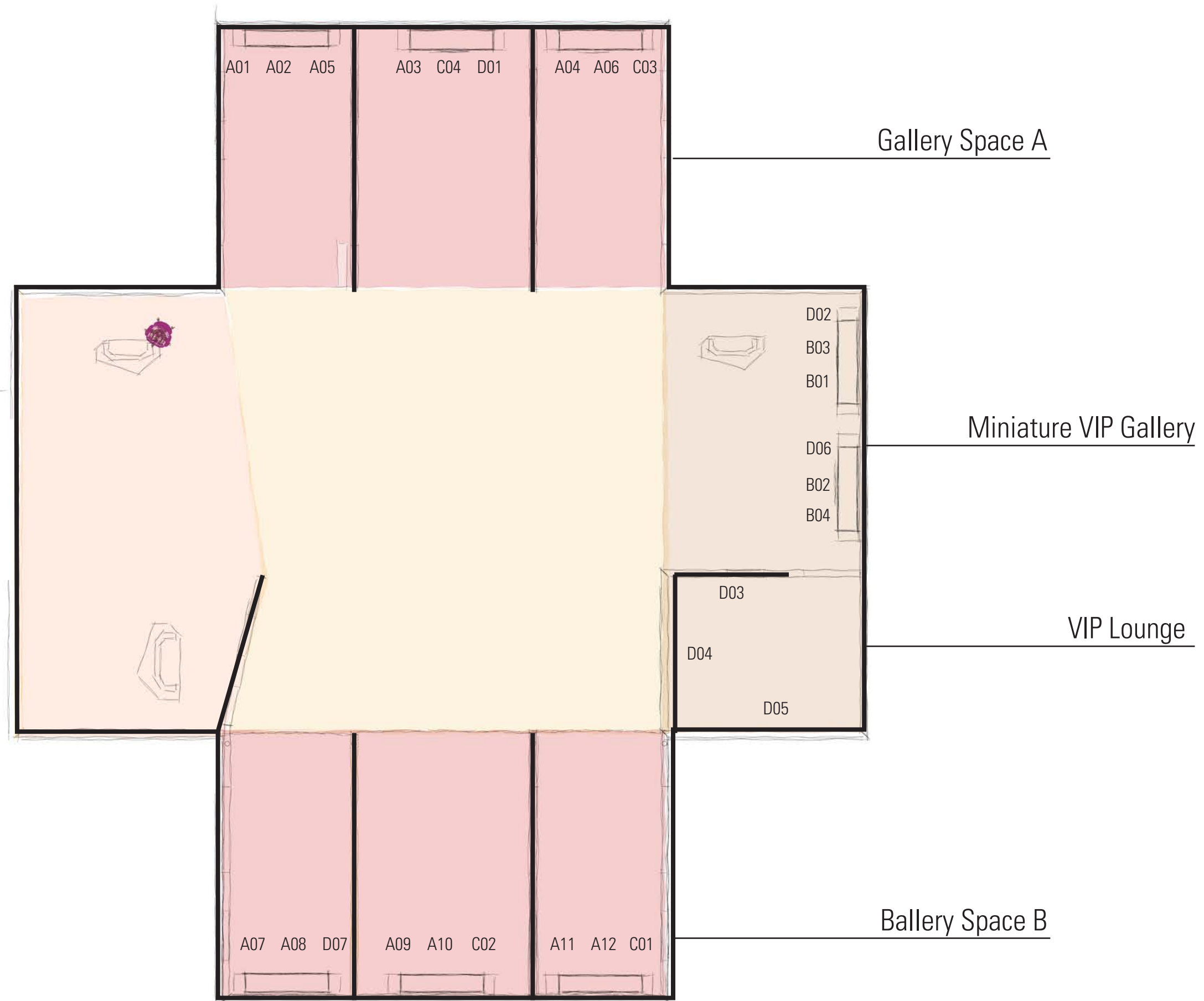
A11
Tusuy Dress

A12
Qusa Tee

C03
Textile Tote

C04
Pakana Overcoat

D07
Maki Dangle Cap



The center of our exhibition space was focused on bringing in the actual process of weaving and dyeing fabrics. Alpaca fleece is a highly used component of the weaving process, therefore making having actual alpacas in our booth crucial. Their construction consisted of molding modeling clay into alpaca-like forms and using wire to add additional support in the legs.

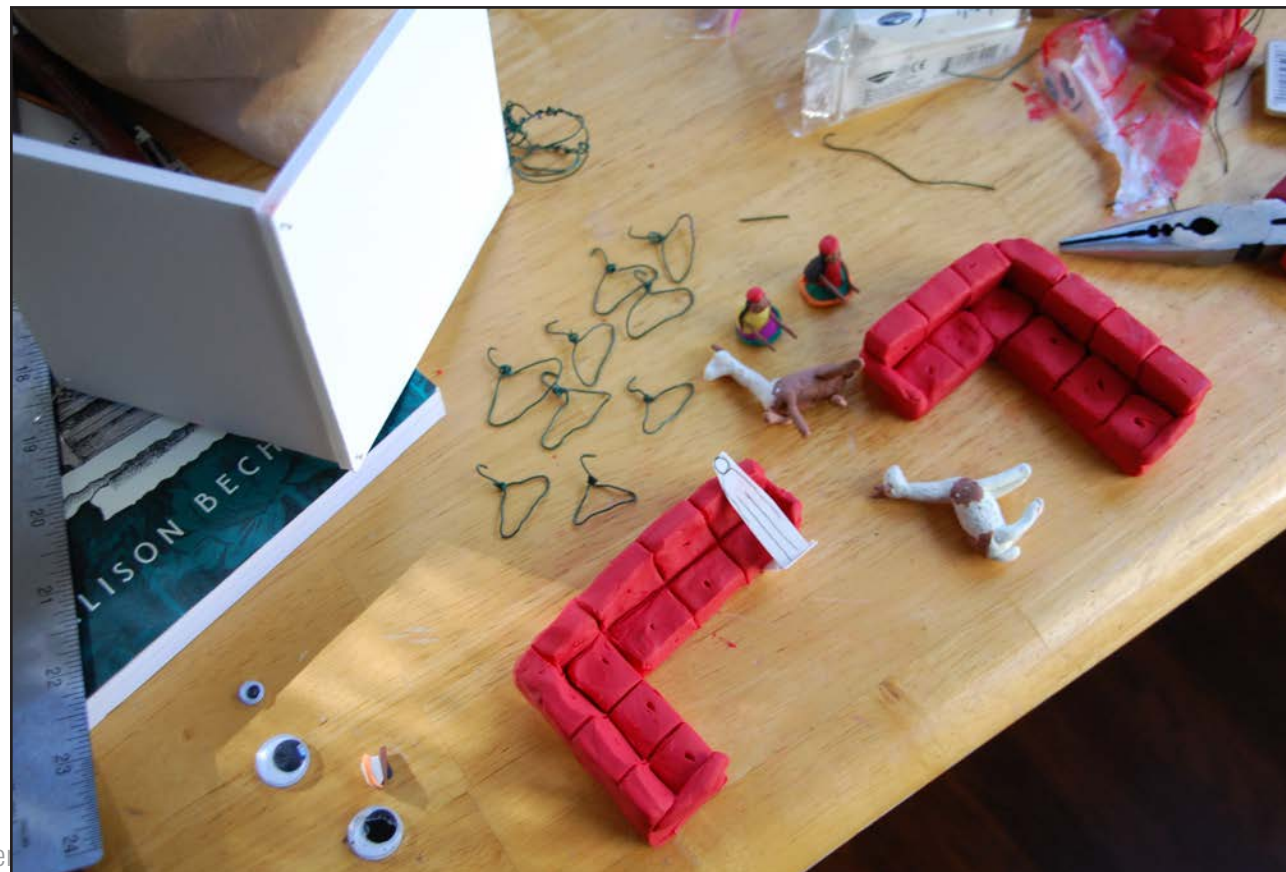


A means of organizing our garments in a way that can easily be viewed from afar and divided according to function was necessary. We constructed shelving that allowed to showcase three garments per unit out of balsa wood. We scored the sides of the vertical beams as a means of sliding in the shelves a little more securely and together with hot glue.





We made the decision to spray paint our walls a nice egg yolk yellow as a means of making the space more vibrant. We found the white to be too neutral for how colorful Peruvian textiles tend to be.



We decided that we needed seating and wanted corner couches to better fit on the main floor without taking up too much space. Later, we decided against this and left the seating just for the VIP lounge.

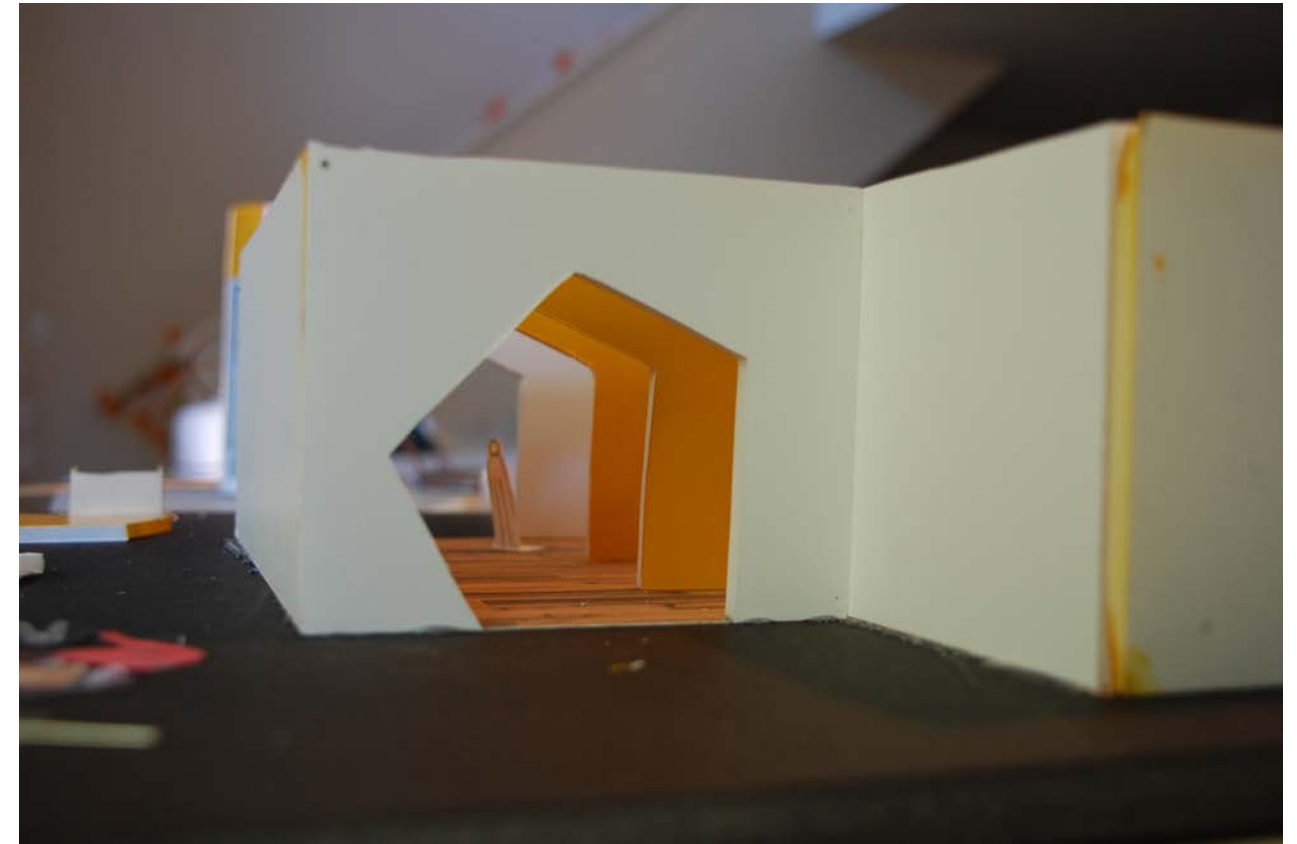
After we set the walls up, we debated how we wanted to divide up the individual spaces in our booth. We decided we wanted a tunnel-like walk through so that there would be a nice flow of traffic in and out of our booth that would be both breathable and also visually appealing. The shape was decided to be a kind of imperfect pentagon shape as it seemed to create a very interesting illusion in tunnel form.





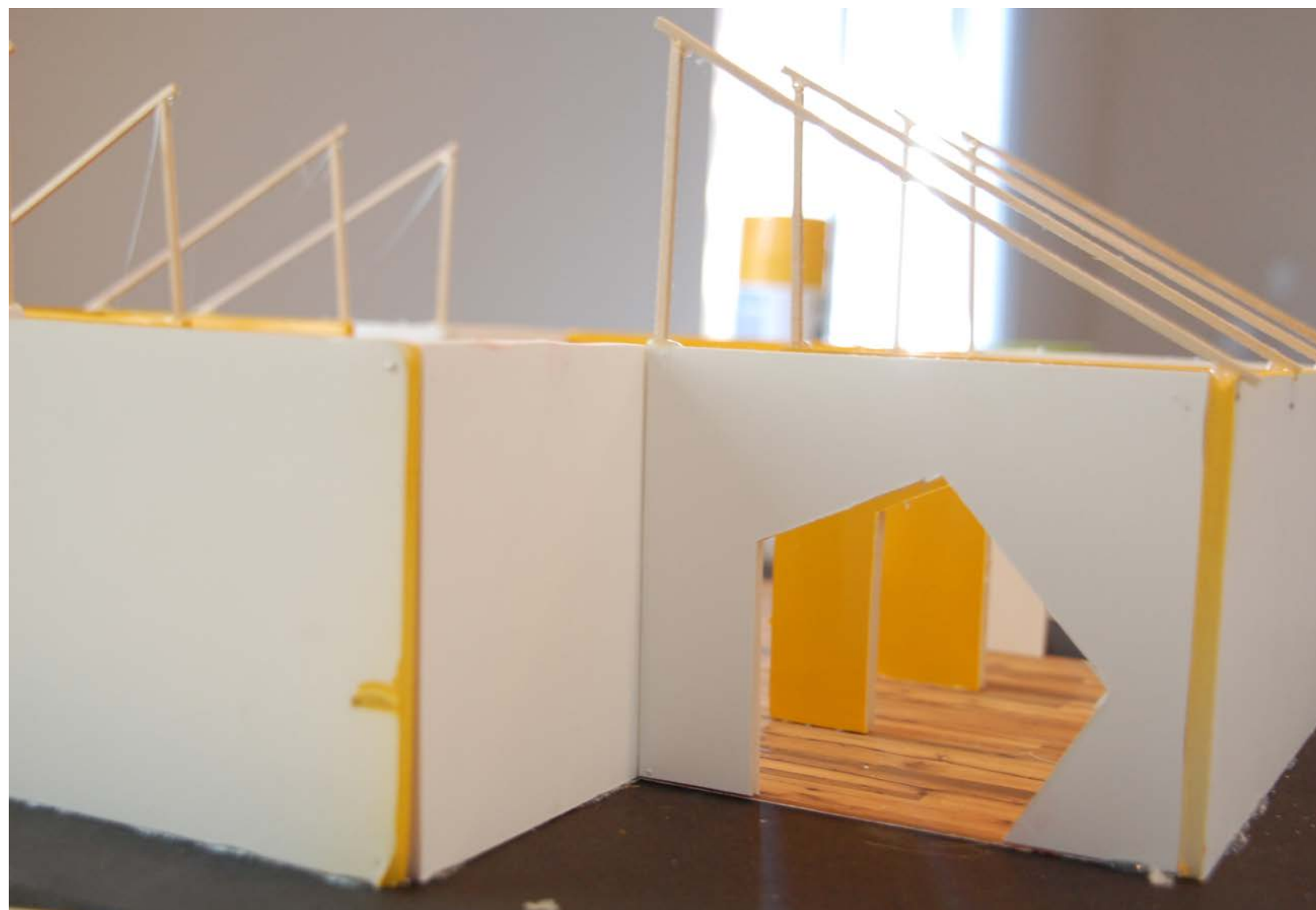
Slowly, more walls with cut-outs are put into place as we begin to see how our design is taking shape. In the far left corner, the clothing that we used in our display shelving is also shown.

We used our scale person, Herman, to determine how things would look in each setting. We found that our decision to create a tunnel using interesting geometric shapes appeared affective in the way in which we wanted to present our aesthetic.



We wanted a very open space for people to meander through at their leisure, but also one that was incredibly interesting in form.





After we had all the wall components assembled, we began to work on the beams that would hold up the tapestries as a sort of bazaar roof-top. We used balsa wood and hot glue to secure the balsa to the foam board.

Next, we began deciding what to use as our mock-up tapestry fabric, ultimately selecting felt. The seating that we used for our VIP lounge is also shown here before its actual construction that would come later.





With its yellow walls and hardwood flooring creating a warm, inviting atmosphere coupled with its modern wall cut-outs and eye catching fashion displays, our design seemed to turn out just as we had hoped.





Molly Schellenger & Ola Lorens / Awamaki Lab Be Vivid / Fall 2013

PHASE 3

Exhibition Details

Rendered & Perspective Views

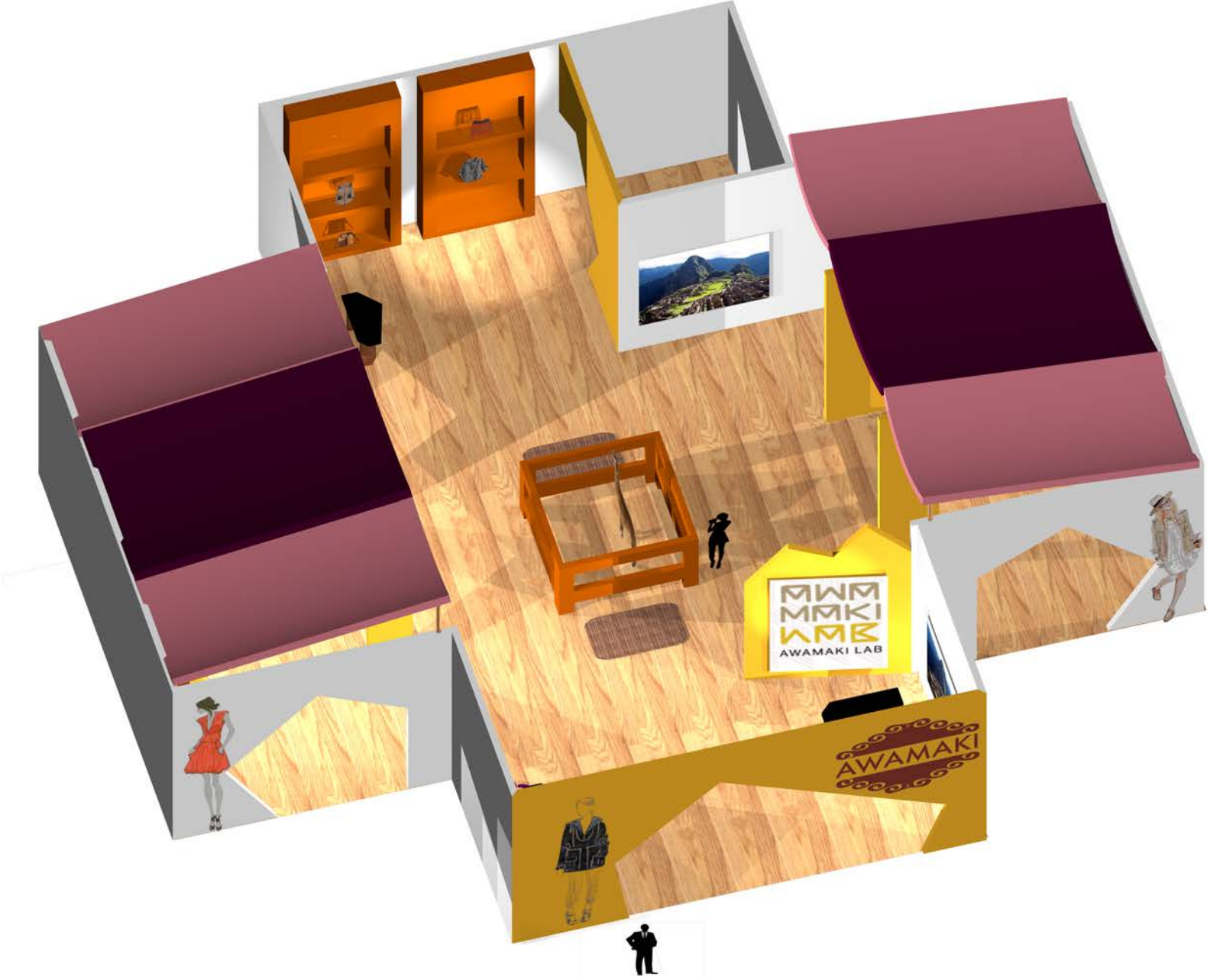
Lighting

Furniture

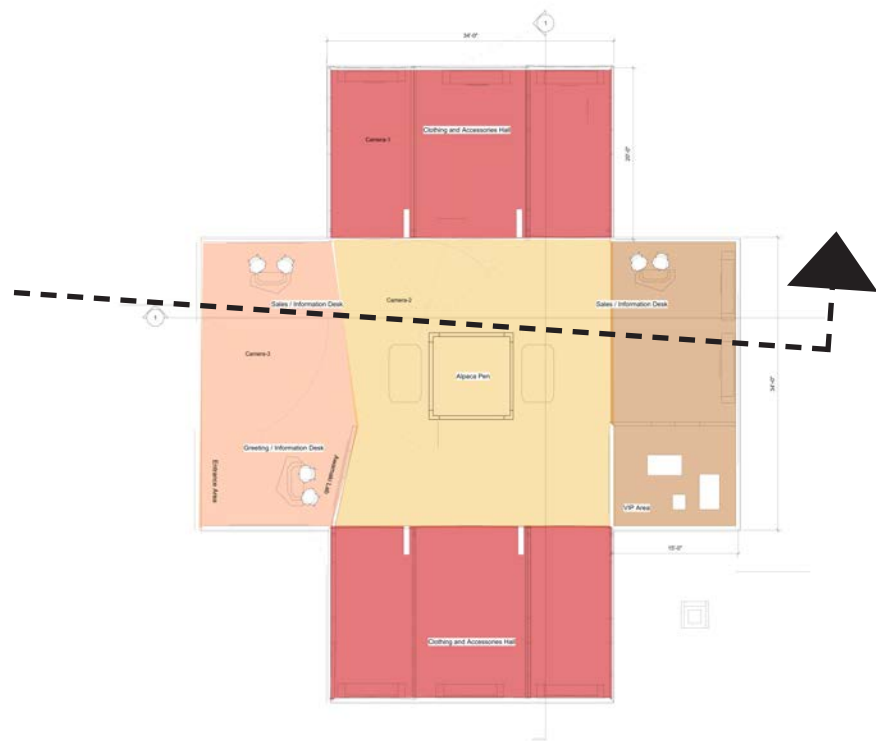
Texture/Color Palettes

Rendered & Perspective Views

Awamaki Lab is a vibrant, fun, and socially empowering company. When creating the views and perspectives, capturing the brightness and vibrancy was key. The views include a section-cut, an isometric perspective, two rendered camera views, and an overhead view of the entire exhibit.

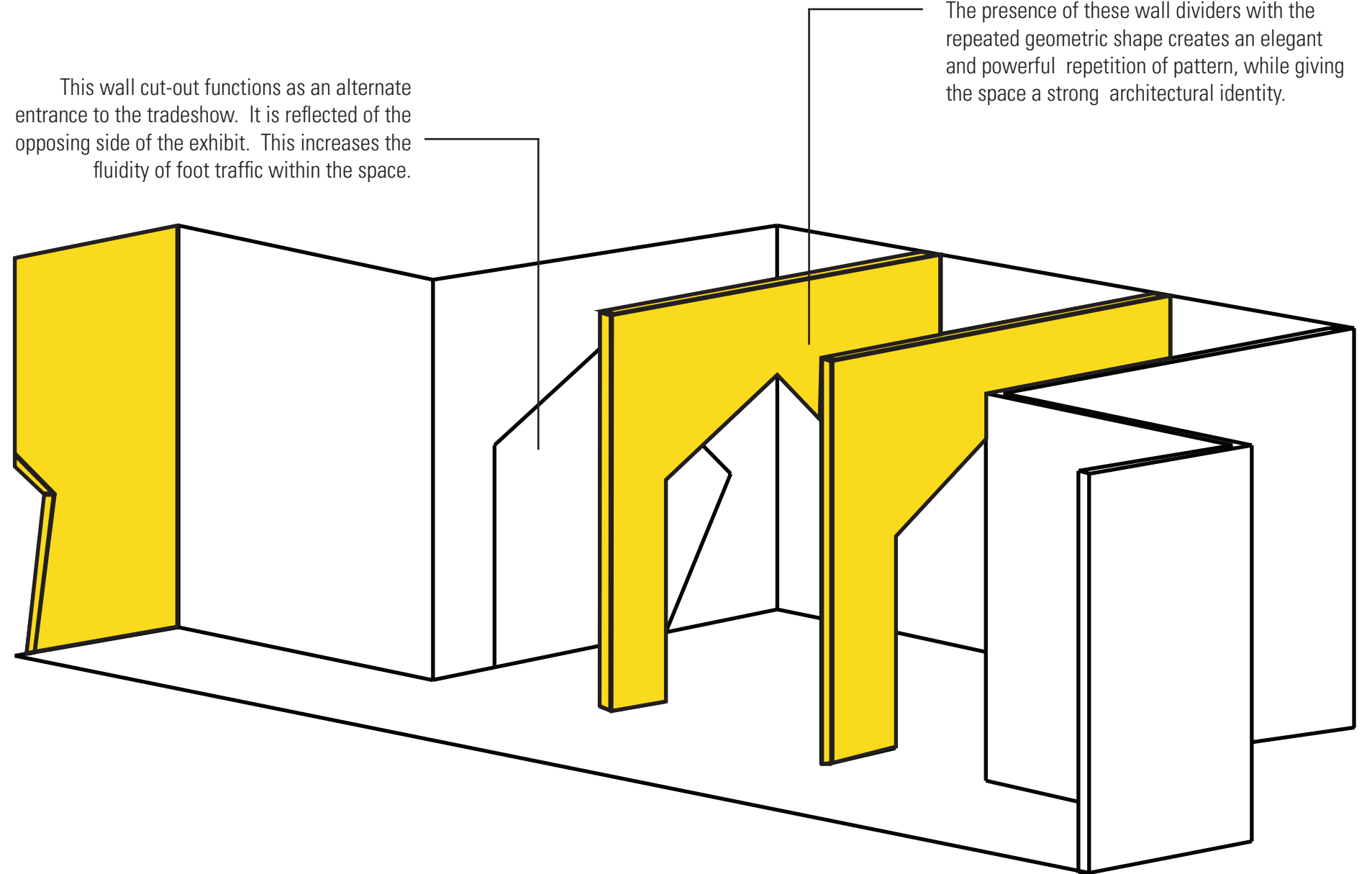


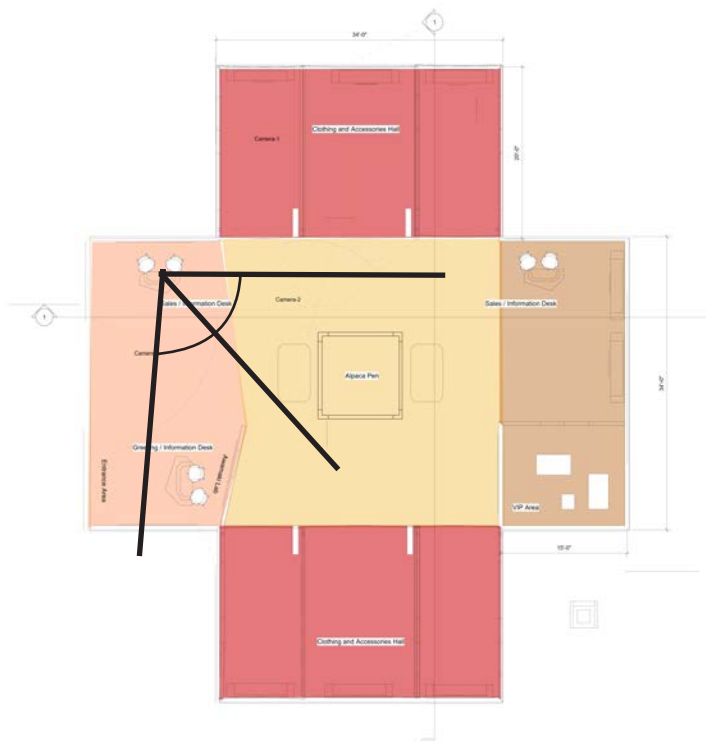
Isometric Architectural Perspective



This wall cut-out functions as an alternate entrance to the tradeshow. It is reflected of the opposing side of the exhibit. This increases the fluidity of foot traffic within the space.

The presence of these wall dividers with the repeated geometric shape creates an elegant and powerful repetition of pattern, while giving the space a strong architectural identity.





Rendered View - Camera 1 (Entrance)



Here you begin to see the effect of the open-ceiling, drawing the eye toward the colorful organic cotton tapestries that cover the side galleries.

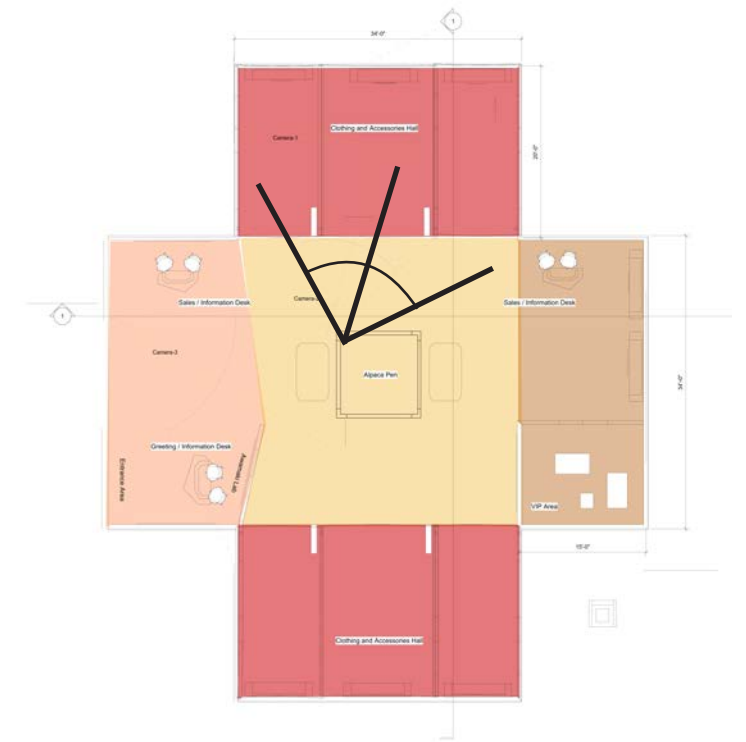
The wall behind that main sales and information desk is cut out in such a way as to allude to Machu Picchu.

The alpaca pen resides in the central space, drawing people near so that they can read about how Awamaki uses animal fibers to support their sustainable production of clothes. Live weavers and dyers will host demonstrations here.

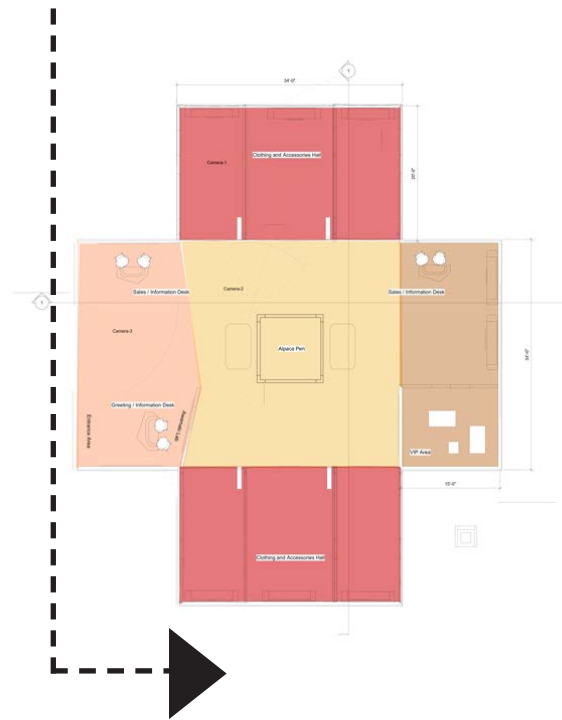
These shelving units are placed on both gallery sides. They are also used along the back wall. Inside the shelves, the Awamaki shelves are illuminated by several LED spotlights.



In each division of the hallway, there will be a live model wearing the Awamaki clothing. They will be briefed on all Awamaki-related processes and designs so that they can speak to guests regarding any inquiries.



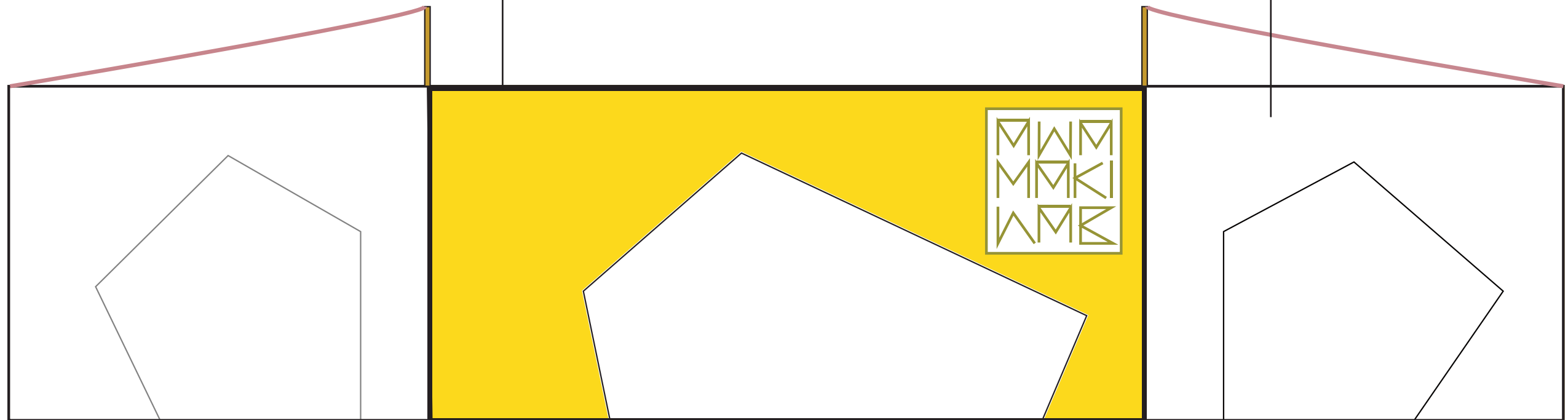
Rendered View - Camera 2 (Hallway)



Architectural Perspective - Front

This wall represents the most fore-front wall of our exhibit. It is a vibrant yeallow with a large geometric cut-out to create a strong architectural identity to our exhibit.

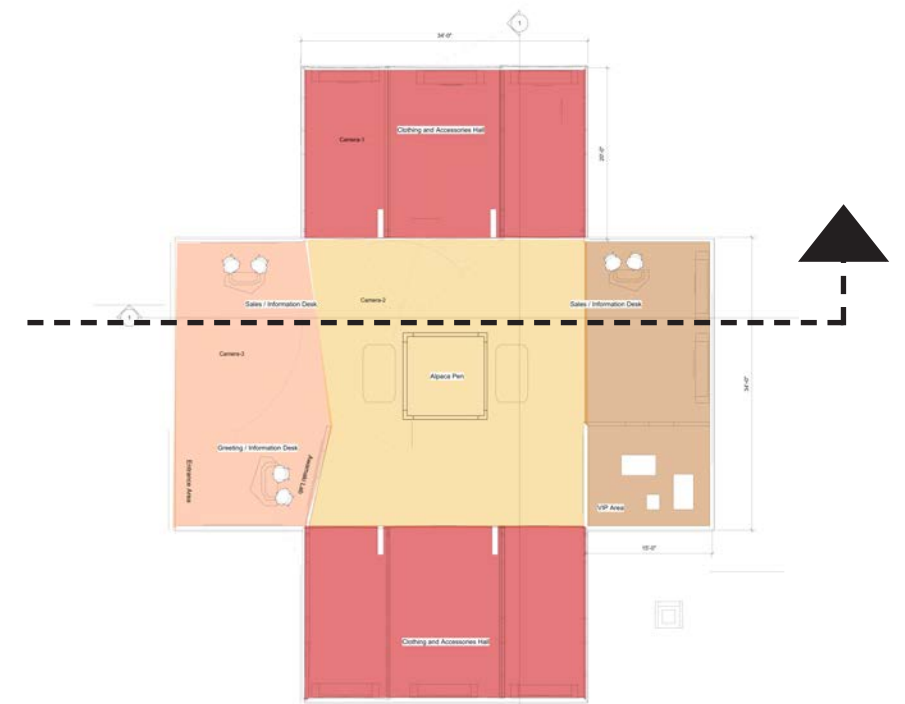
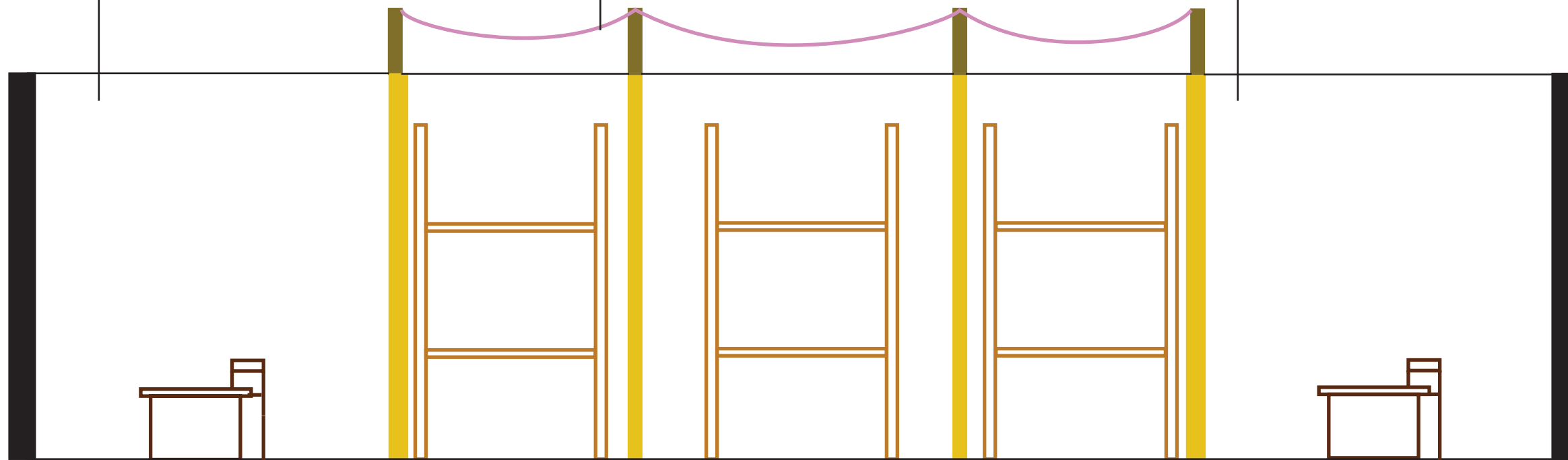
Side-entrances allow more visibility to passers-by and increases the liklihood of someone seeing the clothing and wanting to come inside



The large cotton tapestries provide the space with a more organic, soft curved shape that contrasts with the geometric walls.

This side of the section-cut is the entry-way side. It hosts an information and sales desk that caters to people entering and exiting the exhibit.

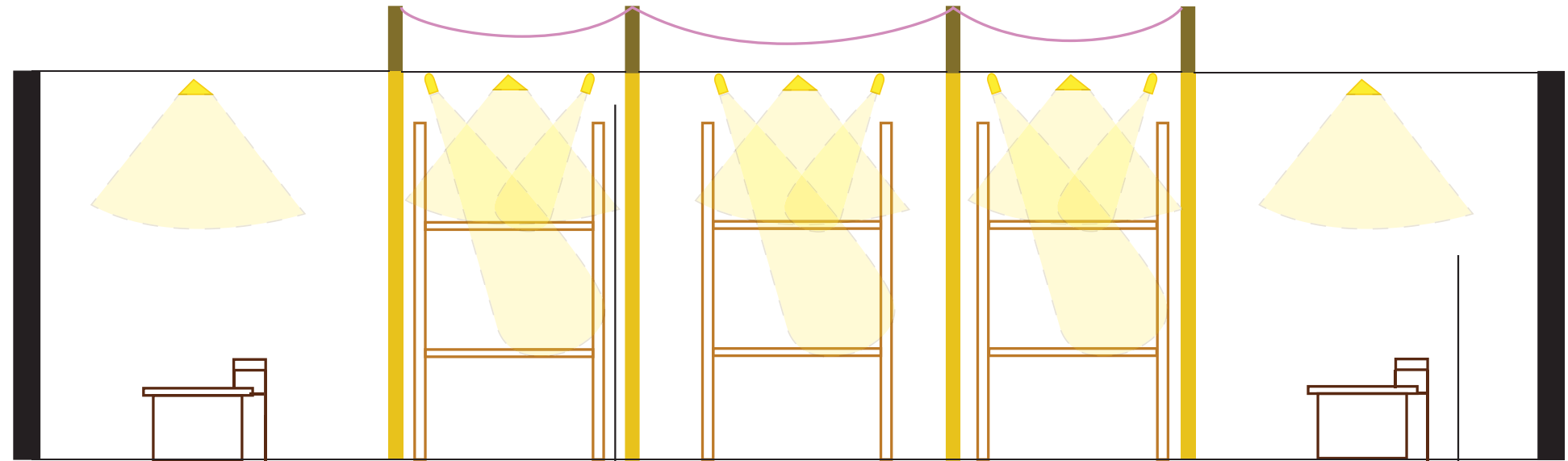
The back wall has a projected video about Awamaki Lab, general facts and geography of Peru, as well as several of the processes involved in making the clothes. There is also an information and sales desk to accommodate guests, especially VIP guests.



Section Cut - Hallway

Lighting

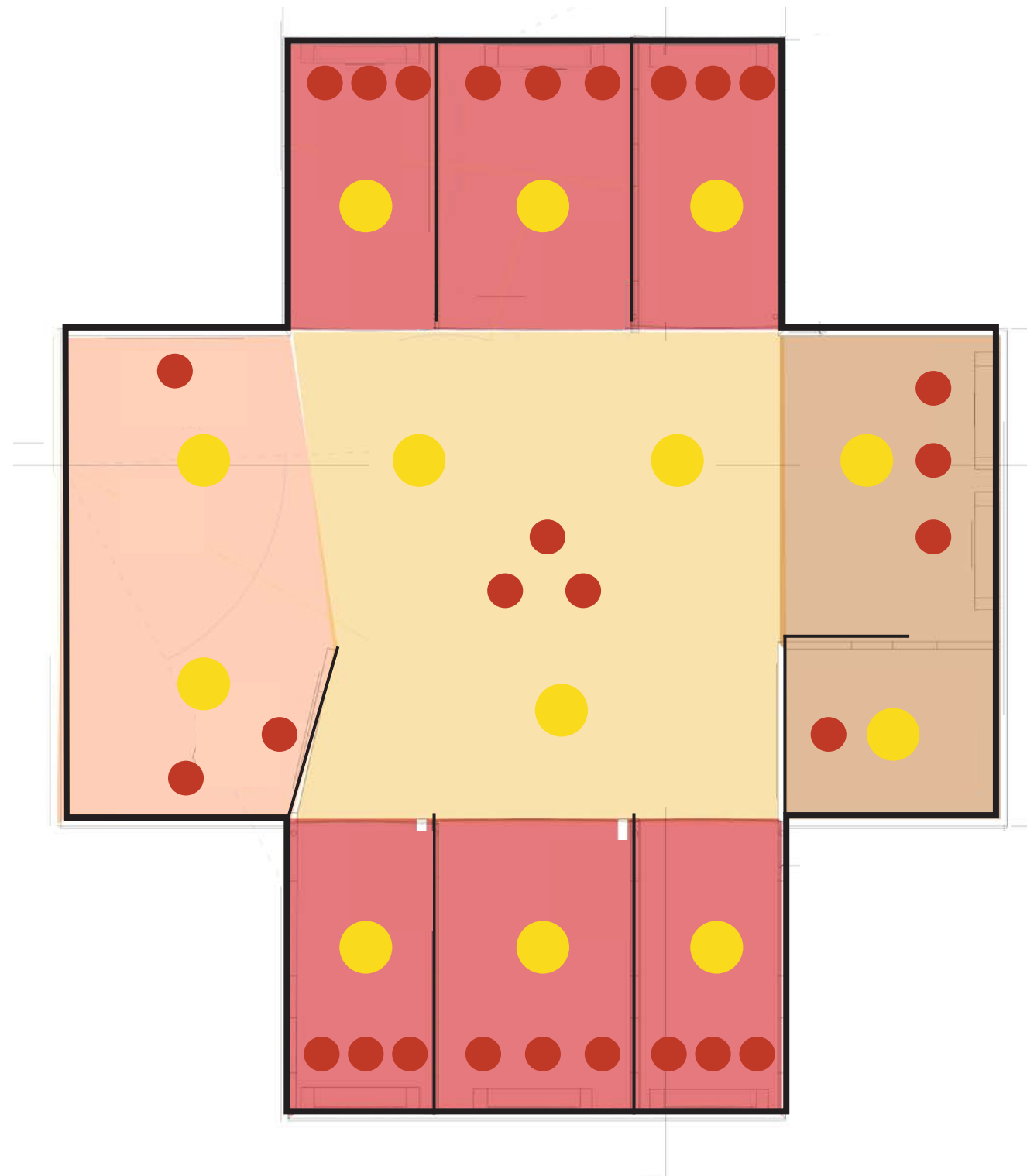
For the Awamaki Lab Exhibit, we chose to use energy-efficient lighting throughout the exhibit. By doing this, we refer back to the sustainability aspect of Awamaki clothes. Also, the LED overhead and spot lights we chose have adjustable luminosity. This allows for a range of brightness within the exhibit. We needed a range of brightness because some of our areas were more wide open, whereas others were in sheltered halls where more light was needed.







The SHARK 6 spotlight's primary function will be to illuminate the shelving area that houses Awamaki's hanging clothes.



This area composes the back of our exhibit. It functions as a sales and information booth. The GenPro Overhead light will be the main light source for this area.



Overhead Lighting Chart		#	Image
	GenPro Overhead LED light	13	
	Exterior LED spotlight SHARK 6	28	



The primary lighting for our exhibit will be large, powerful GenPro Overhead LED lights. These will be placed in each of the recesses of our exhibit as well as the open areas of our exhibit.



The spotlights we will be using for our exhibit are exterior LED spotlights called SHARK 6. They will mainly be used to highlight important aspects of our exhibit such as hanging clothes, wall decals, and informational text.

Hanging Chair by Nanna & Joergen Ditzel



Scandinavian Classic Egg Chair by Nanna Ditzel



Custom-made Geometric Desk with Bamboo Espresso Finish



Awamaki Lab Textile Floor Matt



Furniture

During our process, we experimented with several types of furniture. Our first trial included several pieces of Herman Miller furniture, but we found that this style did not fit the Peruvian aesthetic we were trying to convey in our tradeshow. Our final decision of several wicker chairs and woven pieces is much more suitable for our exhibit. We also have custom-built information and sales desks that reflect the geometric cut-outs in the entryways.



Vintage Mid-Century Basket Chair by Hindsvik




Legler Basket Chair by Gian Franco




Civic Center Coffee Table Zuo Era Collection

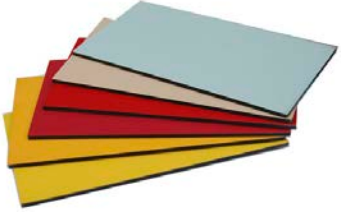


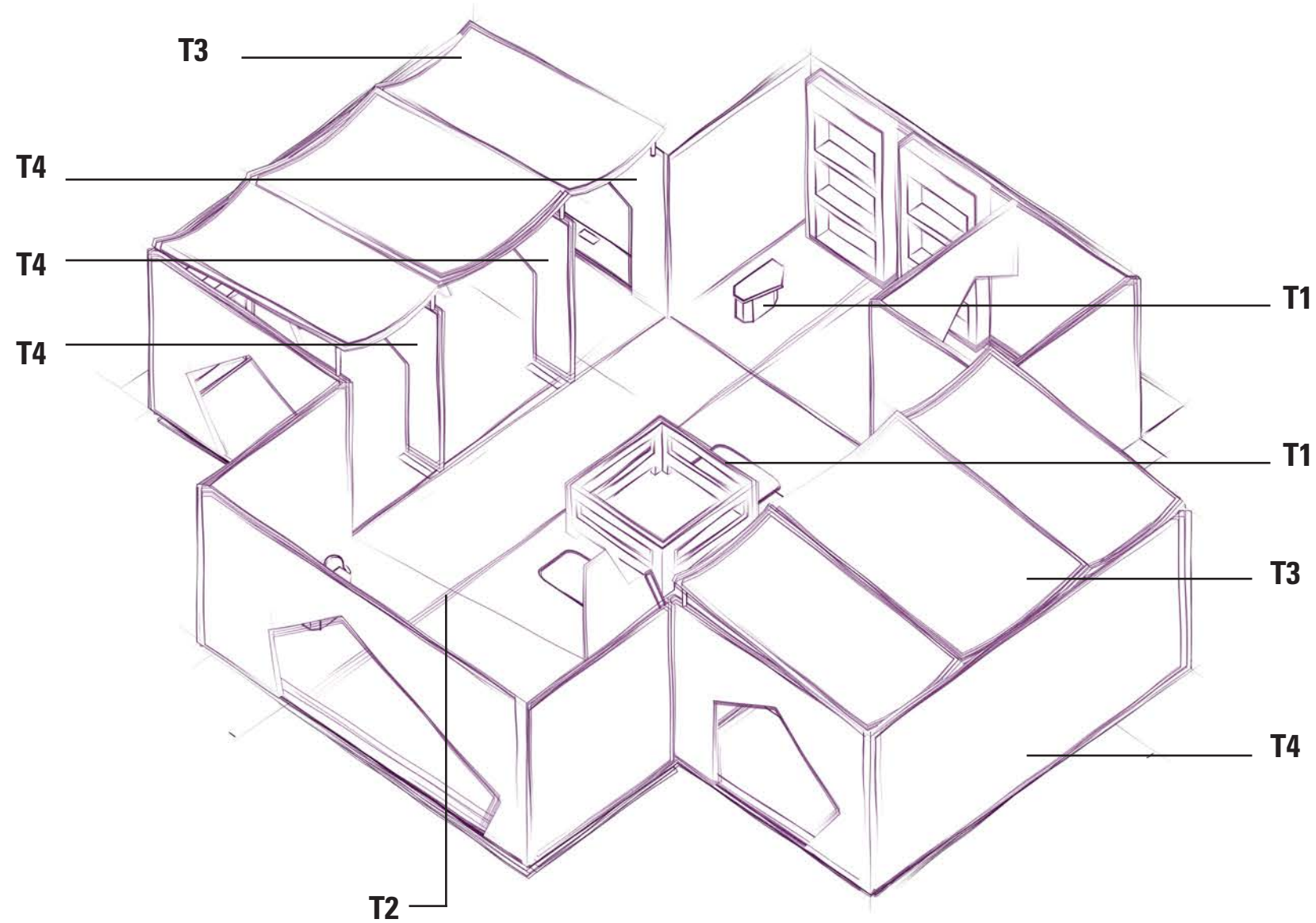
Solid Cordoba Distressed Oak Shelving Unit

T1  Eco Timber
4-3/4" Espresso Bamboo Strand
SKU#: WSB-FOU-EXP-4

T3  Eco Fabrics
Organic Cotton Swatch
Dyed C1 and C2

T2  Eco Timber
3-3/4" Honey Bamboo Strand
SKU#: WBH061





T4  PrimaGrup Ltd.
Aluminum Composite Panel

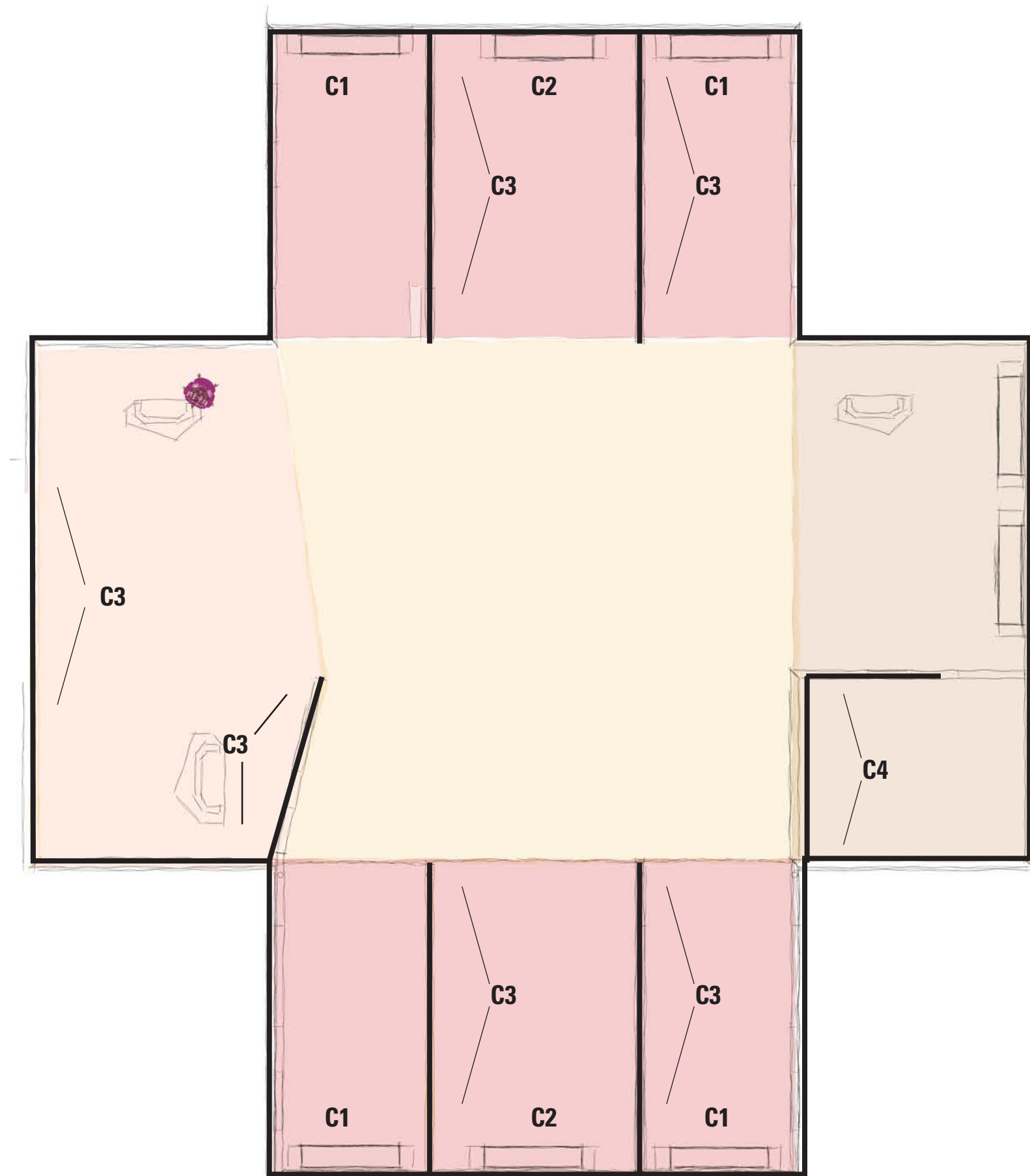


Texture & Color Palettes

The textures for the Awamaki Lab tradeshow are based greatly on sustainable options. All woods used for furniture or flooring is made from a stained bamboo due to the sustainable nature of this type of wood. The hanging tapestries that compose the ceiling are made from organic cotton fiber, and dyed using the natural dye techniques Awamaki Lab specializes in. All of the colors chosen are warm, vibrant, and reminiscent of traditional Peruvian clothing.

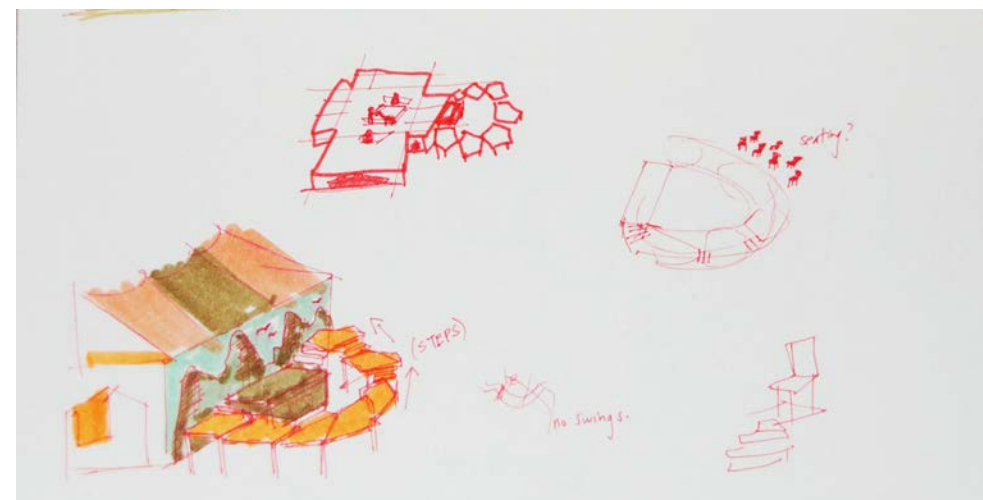
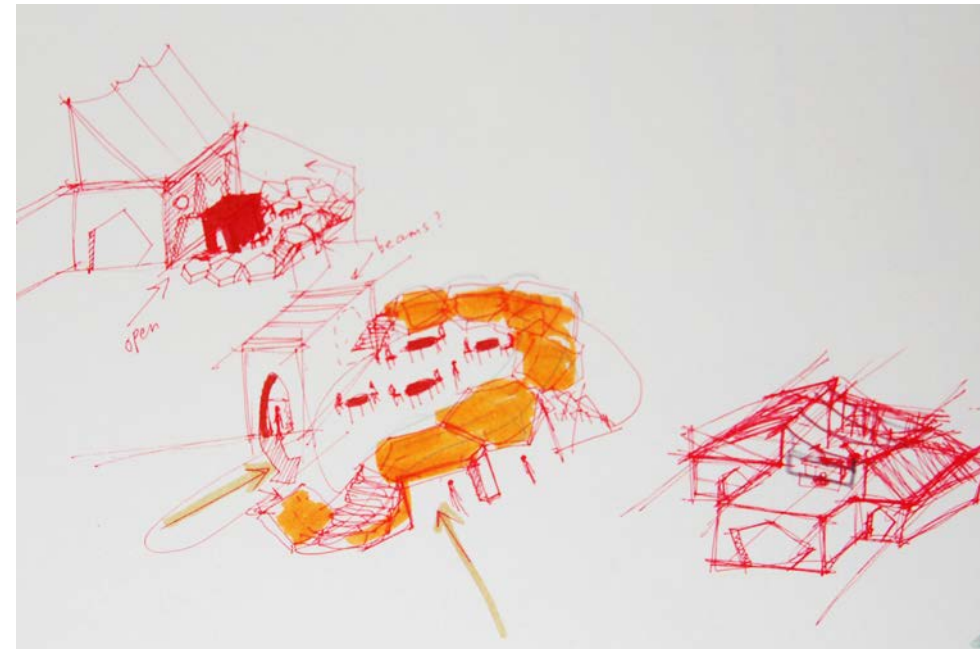
The colors found in Awamaki Lab's clothing is vibrant and warm balanced with neutral earth tones. We chose to retain the vivid colors in the walls and ceiling of our exhibit while balancing out the colors with several neutral walls and neutral furniture and flooring.

C1		Valspar Pantone Lantana PN4030
C2		Valspar Pantone Beaujolais PN6080
C3		Valspar Pantone Primrose Yellow PN2040
C4		Valspar Scarlet Sun PN1011-1



We wanted to push our ideas even further with how the space outside could be used a bit more effectively. We decided on a runway where models can exhibit the Awamaki clothing outside as a means of drawing people in. The runway would be a sort of ramp in sections allowing people to walk underneath it to access outdoor seating. The goal was to be able to see the runway from far away as well as from the center of it in the seating area.

It would be in the shape of a unclosed oval with various unique pentagon platforms. It would have a changing station for the models that would be attached to the outside wall of our booth.



PHASE 4

Exhibition Identity

Type and Color

Alpaca Fact Card

Wall Graphic

Business Card & Envelope

Exterior Exhibit Wall

Bus Shelter Ad

Lamp Post Banners

Overview

Typographic and Color Decisions

While Awamaki Lab had somewhat of a graphic identity already established, we chose to break from their identity in several cases. For body text, Awamaki often used Helvetica, but we felt that this did not accurately convey the feeling we get from Awamaki's products. We chose to take from their clothing tags where they used DIN and utilize that as the body text. We used Univers LT Std sparingly for headings on business cards and banners.

For color choices, we chose a vibrant pink-red for a pop, a rich brown for an earth texture, and a vibrant yellow to reflect the colors of the exhibit.

TYPOGRAPHY

Univers LT Std 47 Light Condensed

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 1 2 3 4 5 6 7 8 9 0

Din 1451 Std Mittelschrift

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 1 2 3 4 5 6 7 8 9 0

COPPERPLATE REGULAR

A B C D E F G H I J K L M N
 O P Q R S T U V W X Y Z
 1 2 3 4 5 6 7 8 9 0

COLORS



C M Y K
 5.28 100 100 .62



C M Y K
 18 91 100 7



C M Y K
 2 11 95 0



C M Y K
 0 0 0 0



C M Y K
 0 0 0 100

We decided to create a placard about alpacas as a means of drawing people in further to how they are connected to the textile industry and to create a fun learning experience.



Interior Wall Decals

This image displays header and body text that will be displayed on the interior of the exhibit. The header text will be in Copperplate with our rich brown color while the body text will be written in Din 1451 Std Mittelschrift between the sizes of twenty-four and thirty. This will keep the body text large and legible.



THE DYE PROCESS

Awamkaki uses all-natural dyes in all of their products. First, the workers must collect tree roots, bark and the leaves of andean bushes. Second, the workers must boil spun yarn or washed wool in the plant juices for varying time periods depending on the desired color and vibrancy. Finally, the yarn or wool must be dried and then woven into fine textiles. This all-natural process allows Awamaki Lab to maintain a sustainable and environmentally-sound way of coloring their textiles.

10'

16'

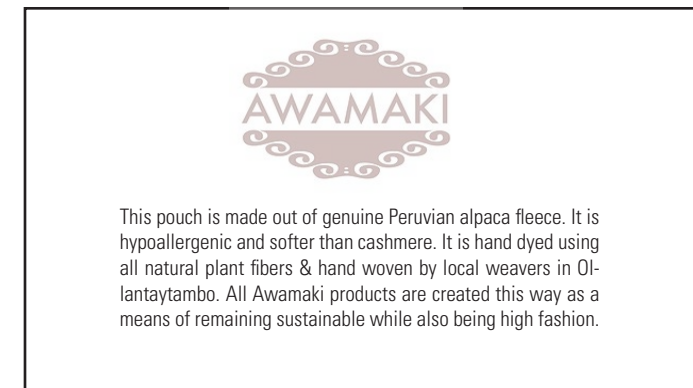




Business Card & Envelope

This envelope will be used as a hand-out in our tradeshow. Inside each envelope is one of three differently designed business cards. The pouch will be made from Awamaki's scrap material and dyed using their natural dyeing process. The back of the inner business card will have a brief description of how the envelope pouch and other textiles are made in a sustainable fashion.

We decided that we would use business cards in pouches as a means of getting people to remember our booth after they have left the exhibition. The pouches can be reused as coin purses or to hold other small things and would be made of genuine alpaca, hand-woven textiles. The cards themselves would have a short informative blurb on the back explaining Awamaki Labs and the front would have information how to contact the company.



This image shows the backs of the cards.

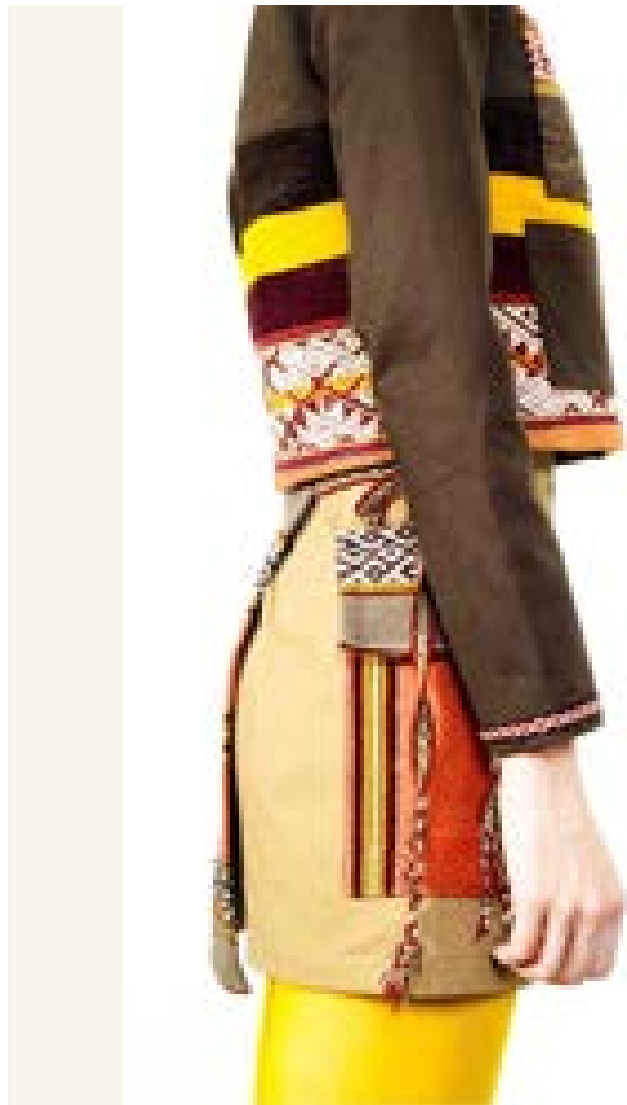
Exterior Wall Decals

The exterior walls seemed at first to be daunting due to their height and stark white color. To convey our exhibition's personality, we used three vibrant color strips as wall decals with patterned cut-outs that are reminiscent of Awamaki's textile patterns. We also included a large Awamaki graphic of a vibrant outfit to clearly state what our exhibit features.



34'

16'



MWA
MMKI
WMB
AWAMAKI LAB

Sustainable

Equitable

Beautiful



Bus Shelter Ads

Our bus shelter ads are very similar to our street lamp banners, with the exception of the bright yellow color and the organization of information. Because the ads will be closer to eye-level, the information is arranged with smaller type, and we were able use white on yellow text knowing that it would still be legible. We still use the textile image as a background because it accurately conveys the vibrancy and topic of our exhibition.





Street Lamp Banners

When creating exterior signage for the Awamaki exhibit, we wanted to keep our imagery concise while still portraying the main attractions at our exhibit. We chose to pull from the photographic identity that already existed in Awamaki's graphics and complement it with the silhouette of an alpaca. By doing this, we were able to communicate the main subject of our exhibit (Awamaki textiles) while also alluding to the use of alpaca fleece in many of the clothes. The alpaca outline also shows that there will be live-alpacas within the exhibit, which is a big draw for many people.





Detail of Street Lamp Banners

These banners use rich brown and pink-red color backgrounds with white text so that the banners will be legible from a far. The typeface is Univers LT Std. We made sure to include McCormick Place so people would know where to find our exhibit.

Overview

This is a family of signage that depicts the graphic elements in proportional scale relationships with one another.

