

Cocoa Dolce



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DES 185 Exhibition Design
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Phase 3: Exhibition Identity

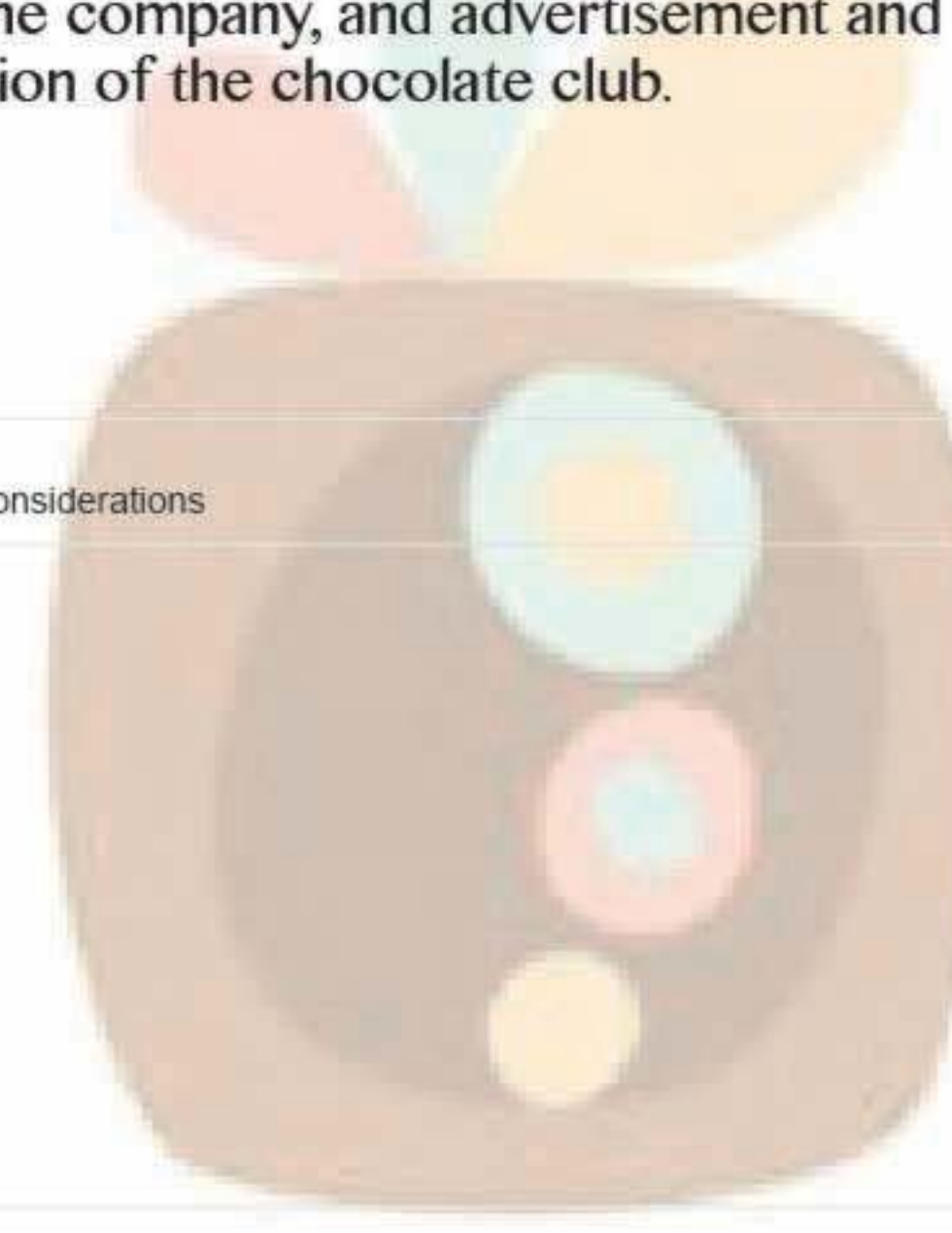
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Phase 1: Exhibition Overview



Exhibition Overview: Exhibition Brief

General Information		Architectural Elements	Graphic Identity
<p>Company Name : Cocoa Dolce</p> <p>Activity : </p> <p>Product Category : Chocolate Company</p> <p>Website: www.cocoadolce.com</p> <p>Annual Expo attendance : <small>please ask your client how many events they have plan to attend in 2014, and which one is the most important event for them and why?</small> For us, this year, we know we aren't going to be able to attend any trade shows. We opened a second location and it took all our efforts to make sure that the store would be up and running. So, when we started 2014, we already knew we wouldn't attend any trade shows.</p> <p>1. Fancy Food Show in SF 2. Summer Fancy Food Show in NY</p>	<p>Who do you consider as your VIP guest and Why ? <small>Besides the VIP guests who are the most important audiences you are expecting to have in your booth.</small></p> <p>We had hoped to pick up some large retailers. We believe our product is good enough to be in some specialty/high end stores, so had hoped some of those VIP customers would come by. If it wasn't sure "huge" retailer, we just wanted to create relationships with other retailers that could appreciate our short shelf life of our product, our attention to detail and could take care of our product as well as we take care of our product. We are thinking about having 3rd or 4th stores by the end of the next 10 years. It would be great to have a strong presence in antional retailer/magazine, such as Dean and DeLuca or Williams Sonoma. We are really getting into customizing our chocolates. This is a great way for our customers to use our products but have their logos/designs on the pieces. If we went to another show, I think we would definitely focus on this aspect more.</p> <p>Exhibition information</p> <p>Trade show Title: Cocoa Dolce</p> <p>Location, Time & Date : Chicago Convention Center, September 8-13, 2014</p> <p>Exhibition Hall Number N</p> <p>Booth Size/Floor Plan 136ft x 80ft = 10,880 sq ft</p> <p>Booth type <small>BUILD and BURN or MODULAR</small></p> <p>Island booth <input checked="" type="checkbox"/> Corner Booth <input type="checkbox"/> End Cap Booth <input type="checkbox"/> Back wall Booth <input type="checkbox"/></p> <p>Double-Decker <input type="checkbox"/> Flat <input type="checkbox"/></p>	<p>Product Stands <small>Please identify : The number of Products, Their fragility, Size-Dimensions, Weight, Material, Preservation Criteria, Accessibility during the show.</small></p> <p>1. 4 product stands (1.5 ft x 2.5ft x 4.5 ft) that are made of metal frame with plastic tabletop, which display their popular products. (12 categories of products: boxed collections, build a box, seasonal, bars, bits and bites, crunchy and chewy, baskets and boxes, beverages, collegiate, do it yourself, chocolate favors, and custom chocolate.)We are choosing from four most popular items from each category.</p> <p>VIP and CIP Spaces : <small>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.</small></p> <p>1 VIP space(2720 sq ft) for wholsalers and retailers, providing bar seating for them so they can experience wine and chocolate pairing and learn about the chocolate club. 2. CIP space (6360 sq ft)</p> <p>Lighting <small>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</small></p> <p>Halogen lighting/spot light/par lalmp and MR 16 throughout the space</p> <p>Look-up & Storage <small>Please identify the number of Look up and storage and the size of each</small></p> <p>One 12ft x 8 ft storage in CIP, on 3ft x 10ft storage in VIP</p> <p>Information Desk and VIP-CIP furniture <small>Please clarify the number of booth staff who are hosting clients at the edge of your booth during the show.</small></p> <p>2 staffs for VIP and 3 staffs for CIP</p>	<p>Header (the number of Logo and Graphic elements): Eight</p> <p>Backlight/Poster/Banners/Stickers Posters and banners would not be included in the booth. Theyare advertisement that are putting on the lamp post, bus, and billboards.</p> <p>Screen Area <small>TV/Video Projector</small> Information area has 5 interactive touch screems for people to learn information about the company, and advertisement and promotion of the chocolate club.</p> <p>Any other Considerations</p> 
<p>What are the most important business objectives and their annual trade show attendance : <small>please ask your client how many events they are expecting to attend in 2014, and which one is the most important event for them and why?</small></p> <p>Traditionally, we don't attend a lot of trade shows. We are a small business, so send staff and be ready for the trade show is rather expensive. The first trade show we attended was 2009 or 2010. We had a lot of prep getting a back-drop/stan made, getting print pieces ready and sending staff to attend and work the show. We attended tha Fancy Food Show in San Francisco.</p> <p>Create a relationship (connect with the customers) with the customer. We have a perishable product due to the fact that we make everything by hand and use no preservatives. So, we take special pride in the quality of our product. We hope to educate our customers in that same aspect too. We would be open to whatever the customer wants. We did bring single pieces/confections for all the attendees to try. But we also brought other sample items for the display in our booth.</p>			



Exhibition Overview: Visual Research



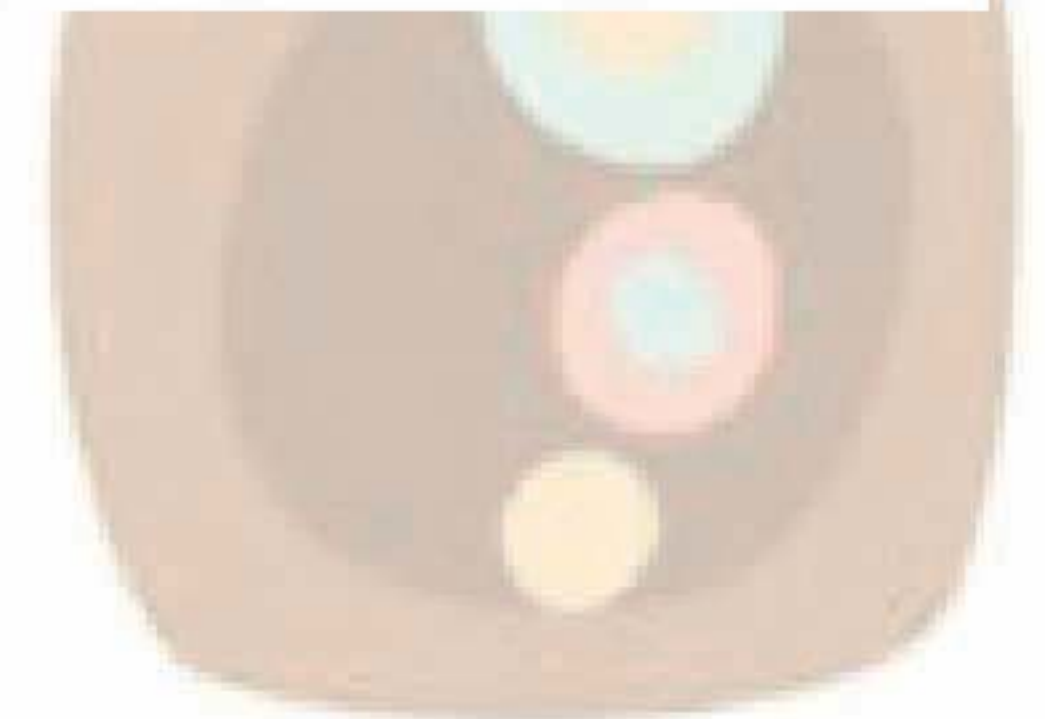
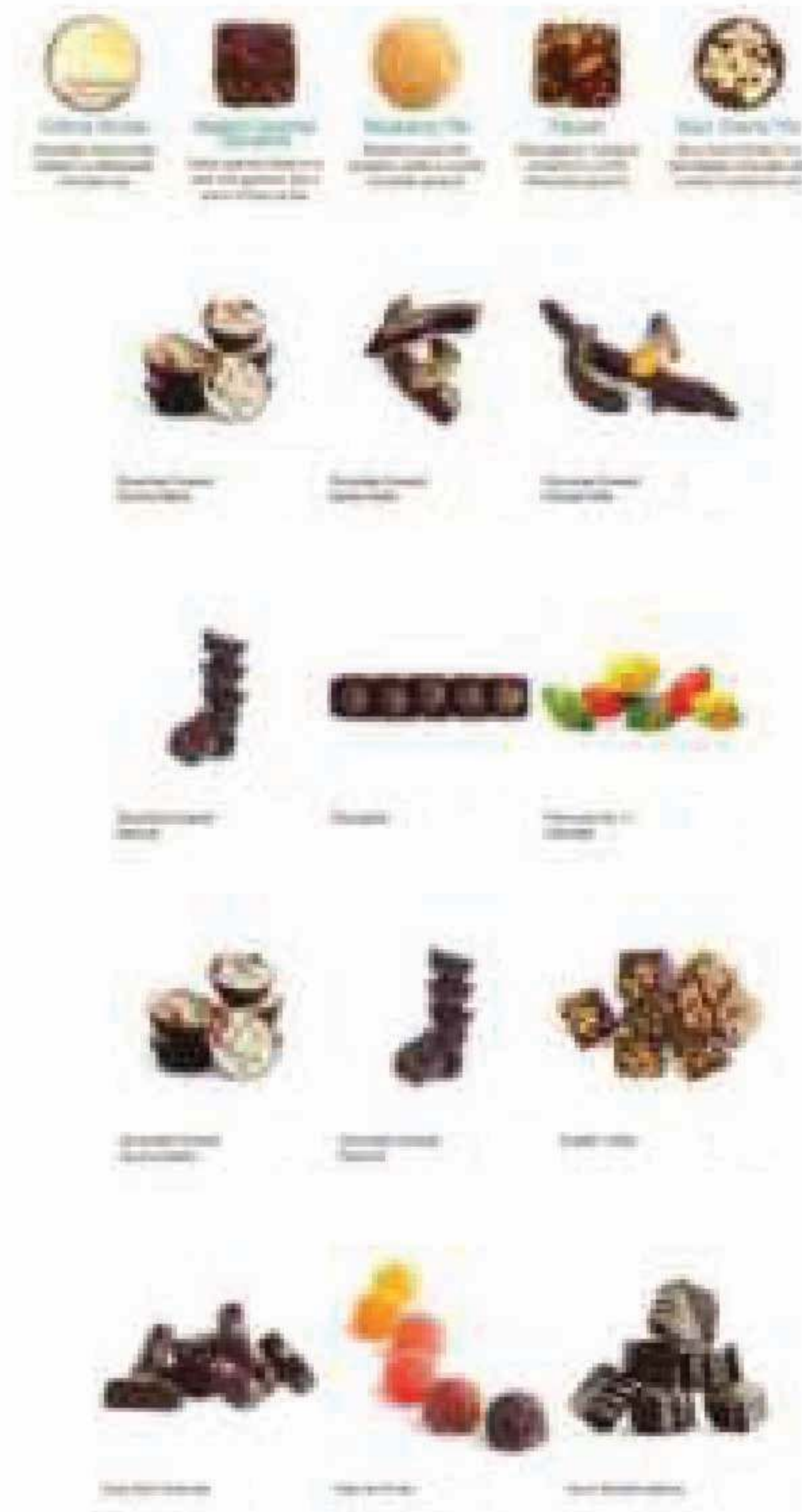
Exhibition Overview: Sketches



The concept sketches took many different drafts and arrangements to try and figure out how we wanted to arrange each part of the exhibit. The final concept sketch that we took to become the final exhibit concept is the sketch in the bottom right corner.



Exhibition Overview: Product Lists



Exhibition Overview: Products List



Exhibition Overview: Scale Model

First Concept Scale Model



In the first scale model the exhibit originally had painted walls that were the color scheme from Cocoa Dolce. There were cut-outs that would be the walkway paths through the exhibit walls. It ended up becoming more of a closed floor plan than we intended. So we changed it to a more open plan.



Exhibition Overview: Final Physical Model



Top View

The physical model gives us an overview of how the space will look like and how people can interact with the space. We changed our models several times and finally came up with this one, so people have multiple layers of experience when they are wondering in our booth. We did not want to have roof in our because we want open space rather than enclosed space, thus it is more welcoming to the public.



Exhibition Overview: Final Rendered Floor Plans

customization Station

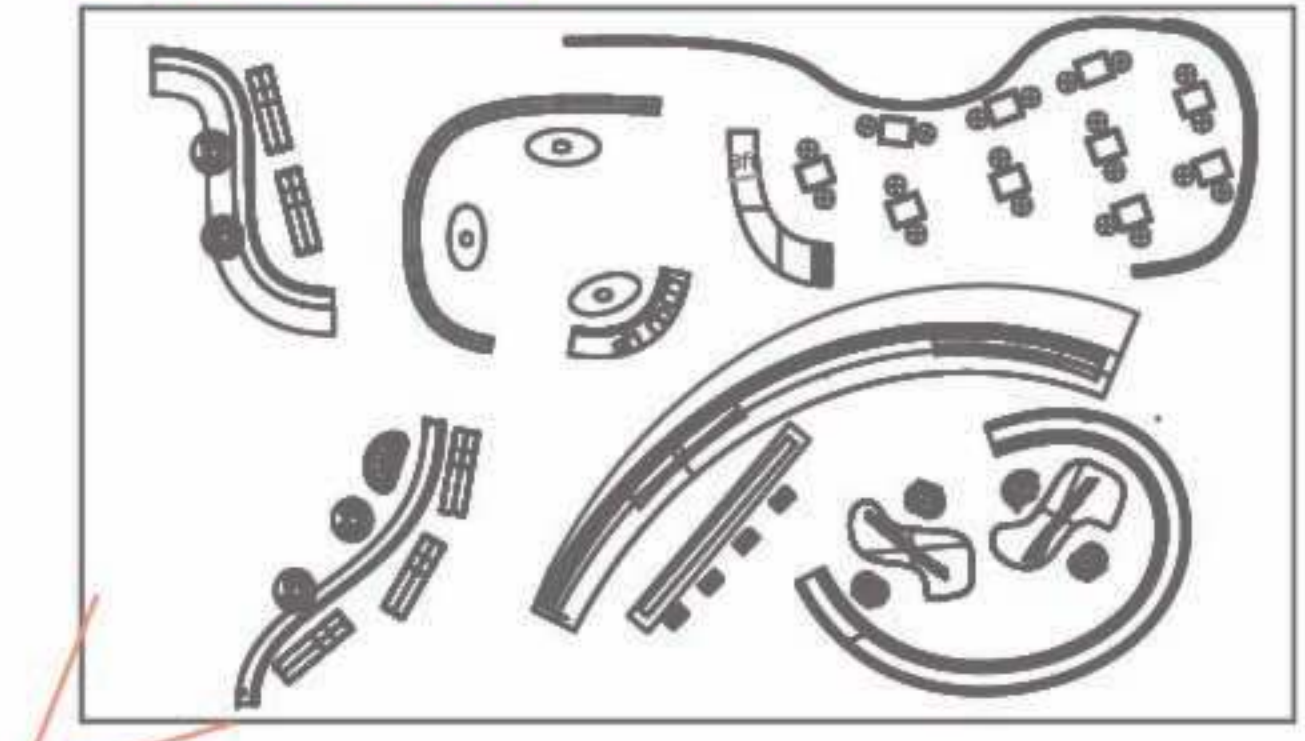
Tasting Room



Information area



VIP Room



Information Booth

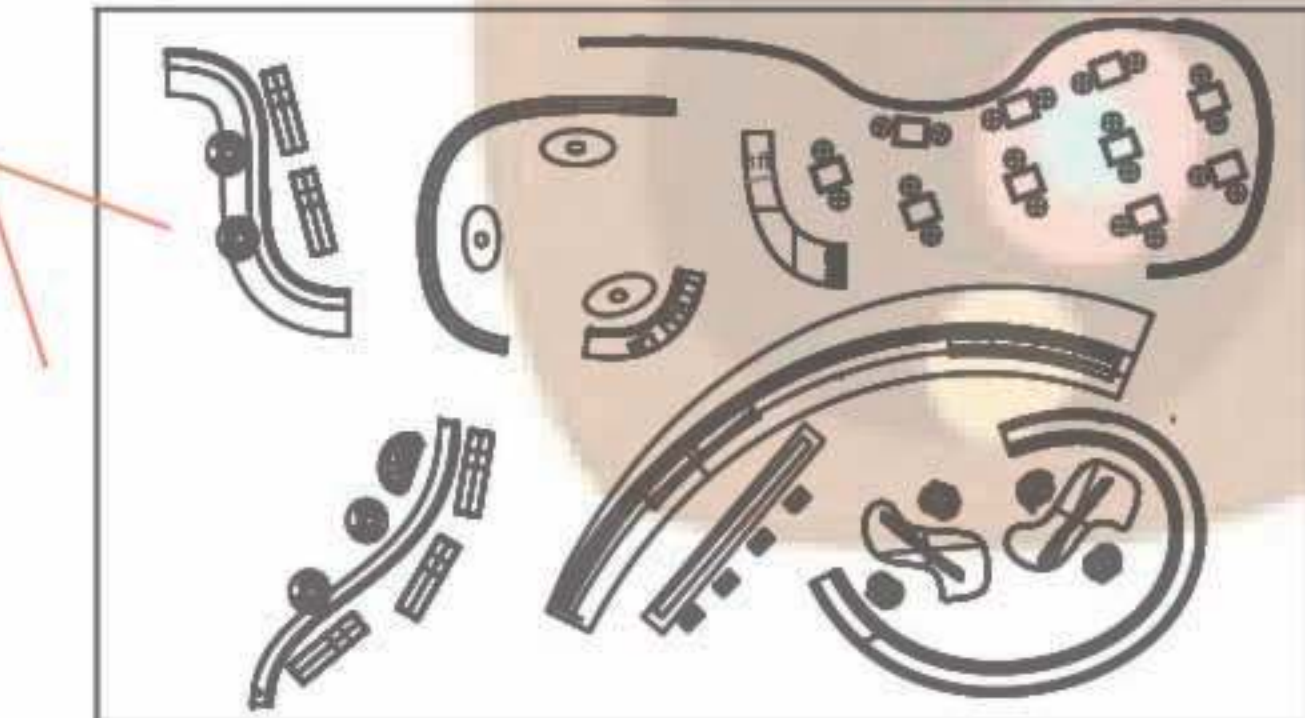
We chose tyvek as our wall materials, which is easy to demolish after the exhibition ends.

We would also want to deliver the message of Cocoa Dolce that they value quality. Thus the Structure is white to create a clean and elegant look to correspond to the high quality that Cocoa Dolce values

To create a smooth transition from the beginning to the end, we designed multipole openings and provided multiple access to each station, so people can circulate more easily through the site.

Header

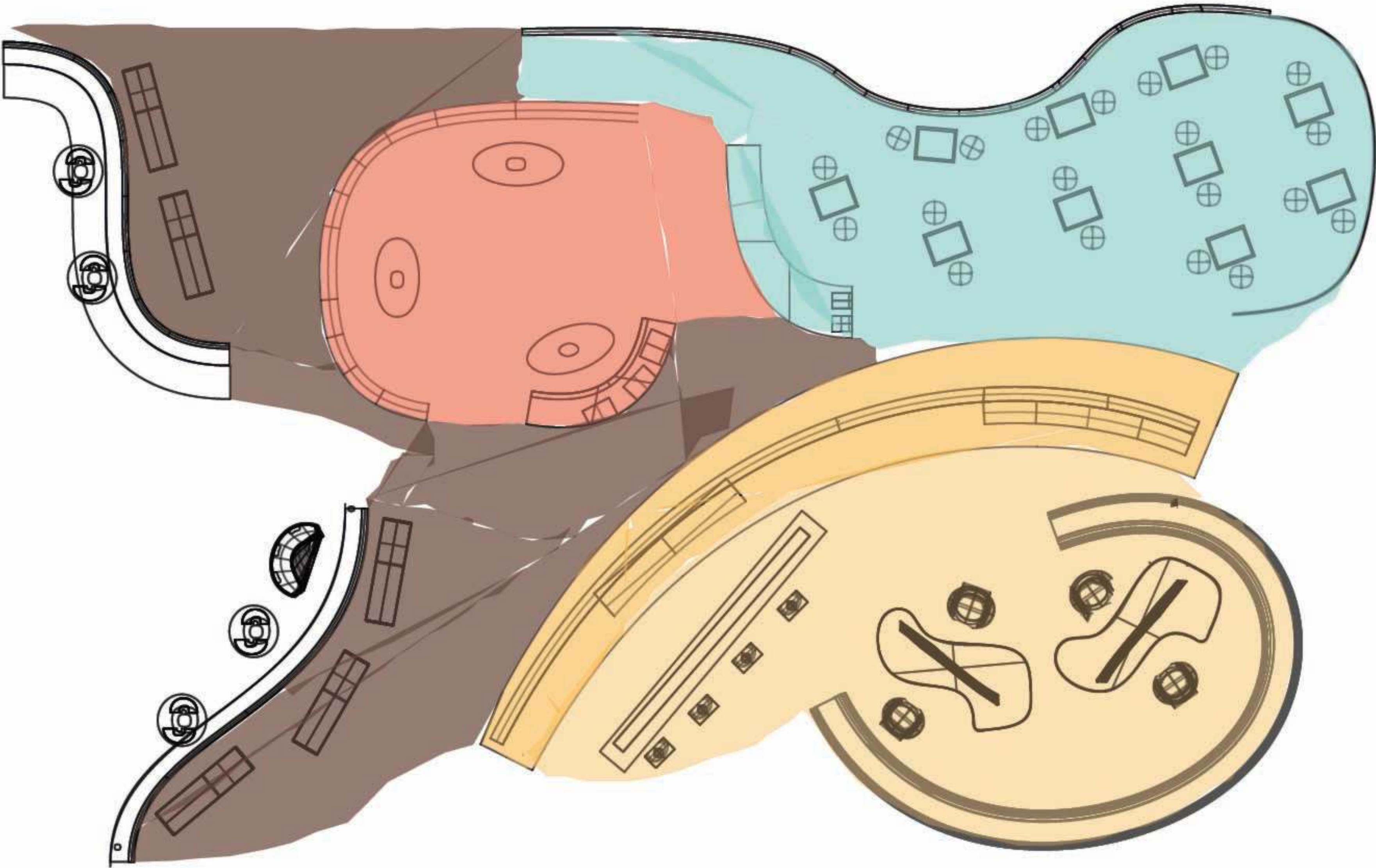
Product Stands



Phase 2: Exhibition Details



Exhibition Details: Color Zone Floor Plan



CIP Tasting Station
• Providing different kinds of chocolates fillings, types and flavors for CIP to taste so they can customize their order afterward



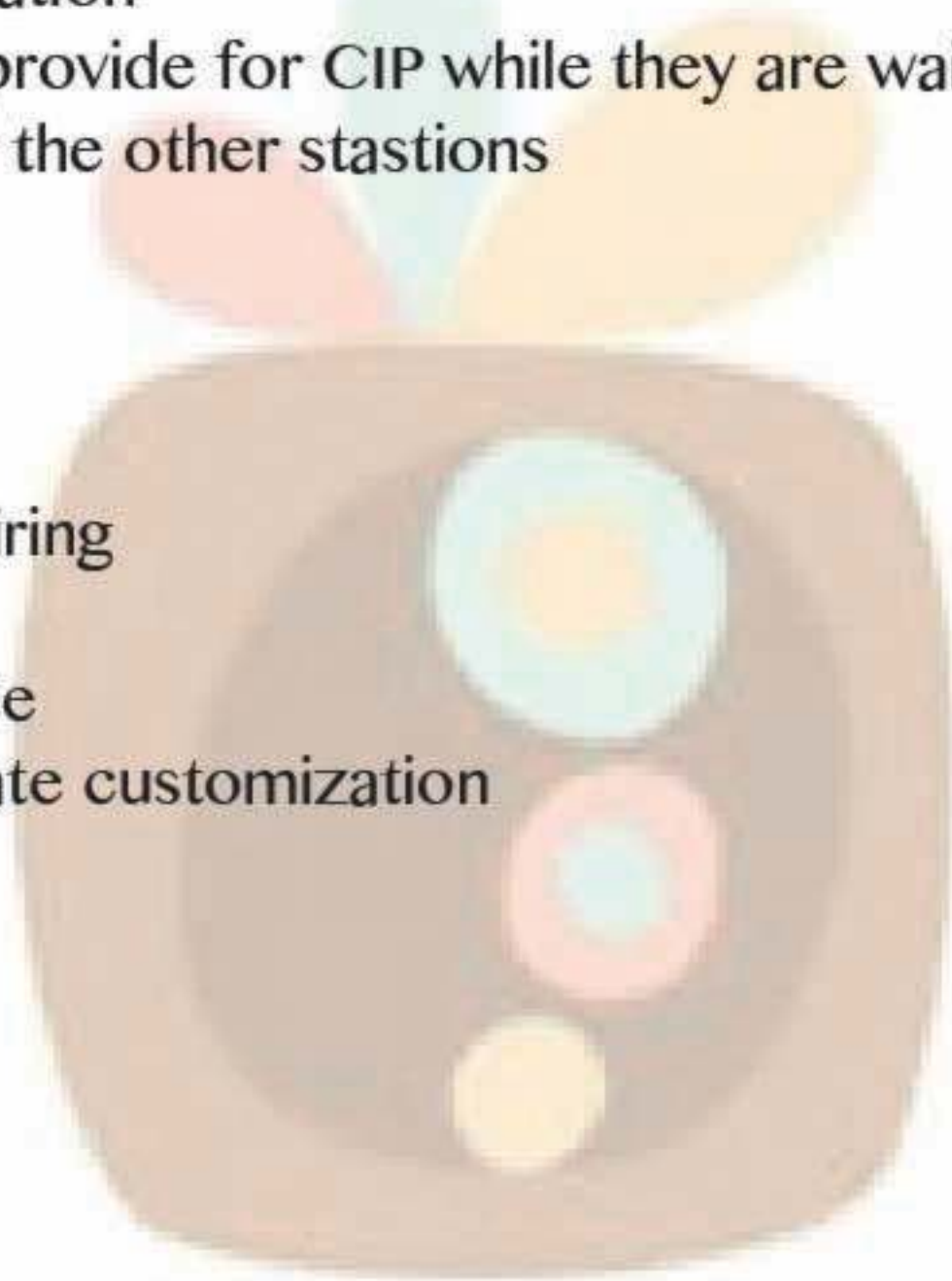
CIP Customization Station
• Chocolatae customization for CIP, using tablets to customize and place order of their chocolates to deliver to their homes



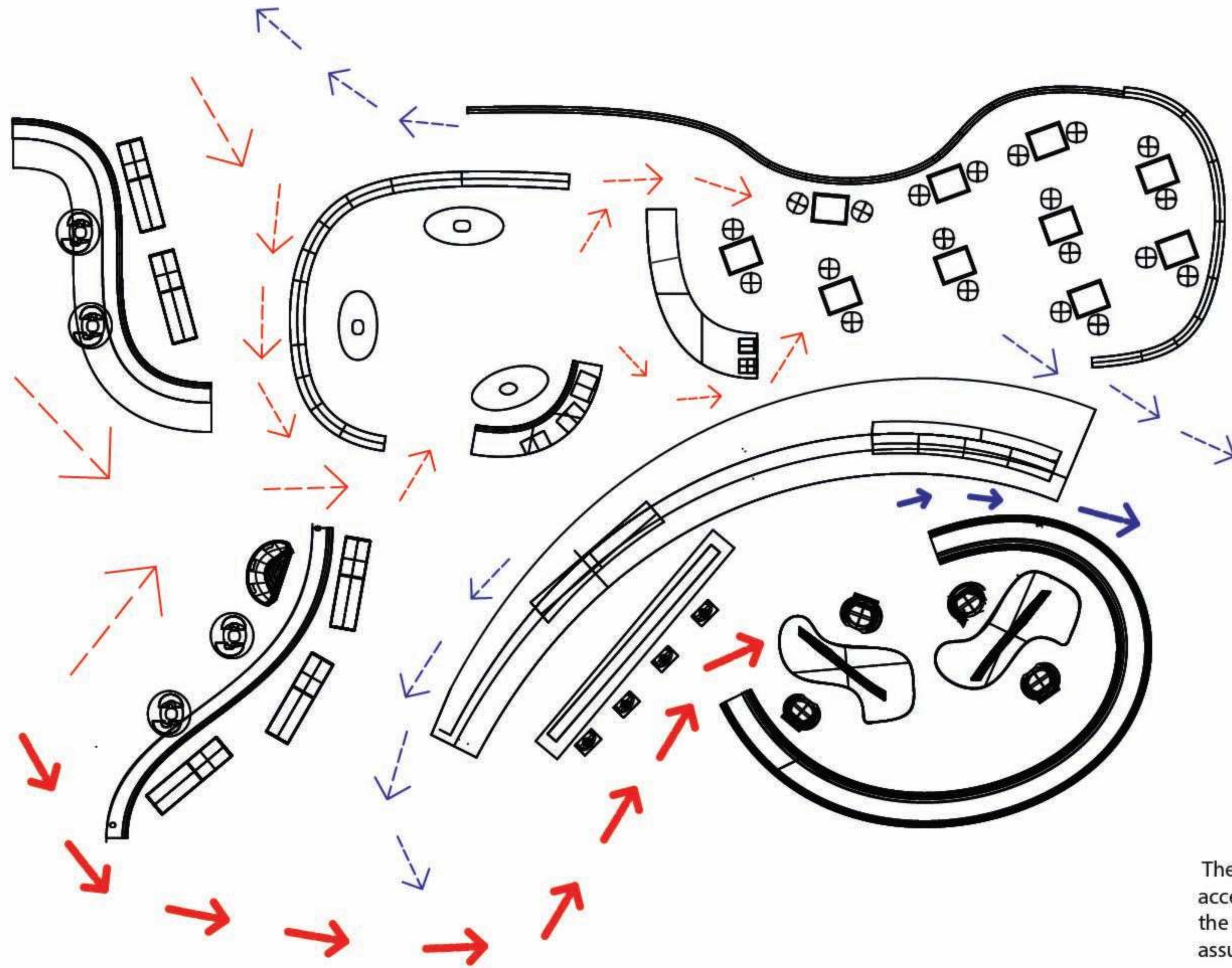
CIP waiting/ seating/information area
• Interactive media area learing company information
• Seats provide for CIP while they are waiting to enter the other stastions


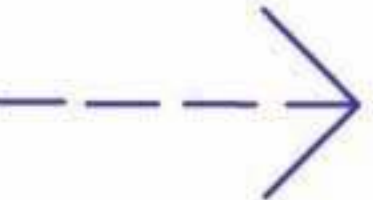




VIP Area
• Wine Pairing
• Bar
• Franchise
• Chocolate customization



Exhibition Details: Circulation Floor Plan

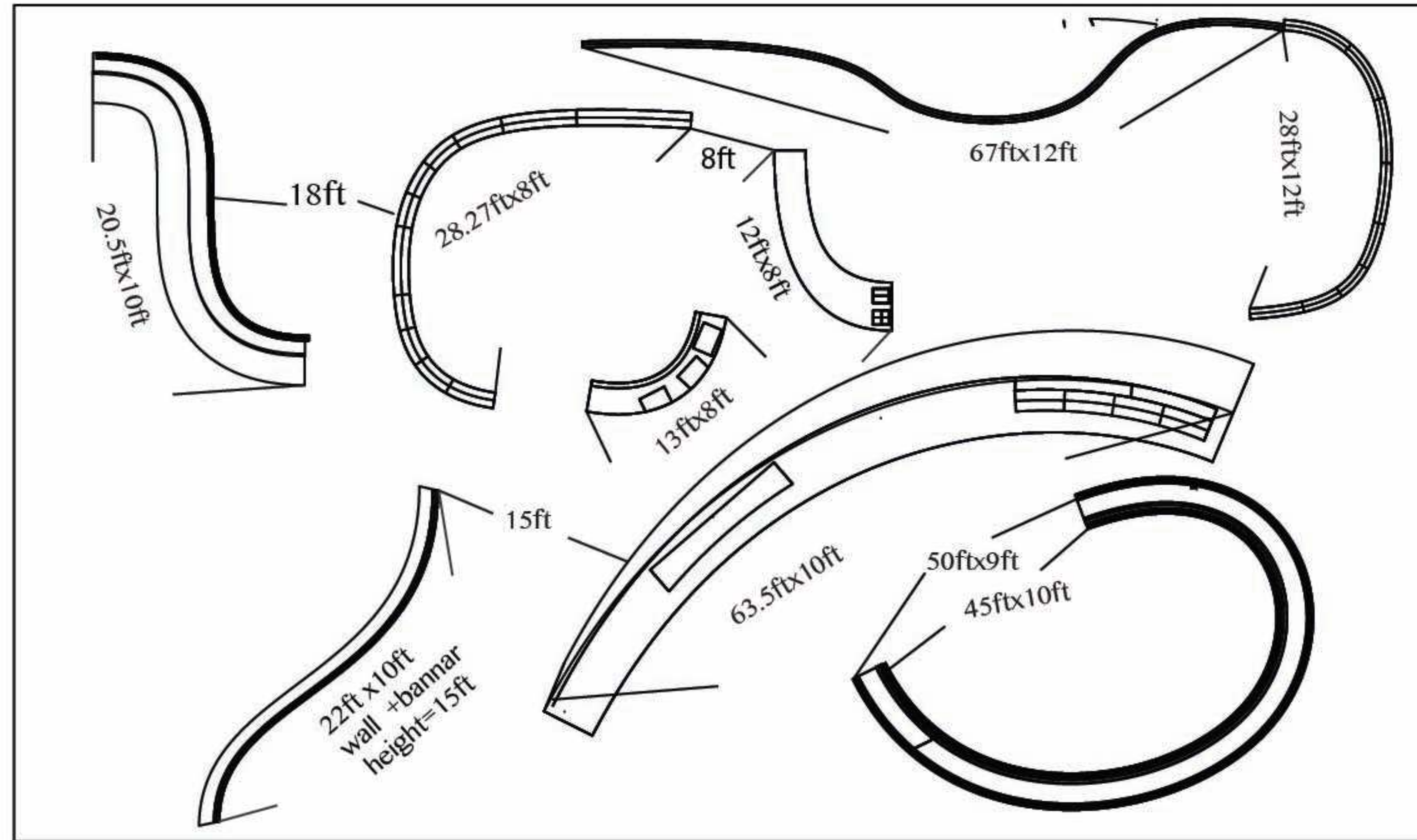


-  CIP Entrance
-  CIP Exit
-  VIP Entrance
-  VIP Exit

The walls are not enclosed rather, there are openings between the walls to provide access to each station more easily. There are distinct pathways for the VIP and CIP. We want the VIP to come straight through the designated space once they passed the entrance since we assume they already have some knowledge about Cocoa Dolce.



Exhibition Details: Dimension Floor Plan



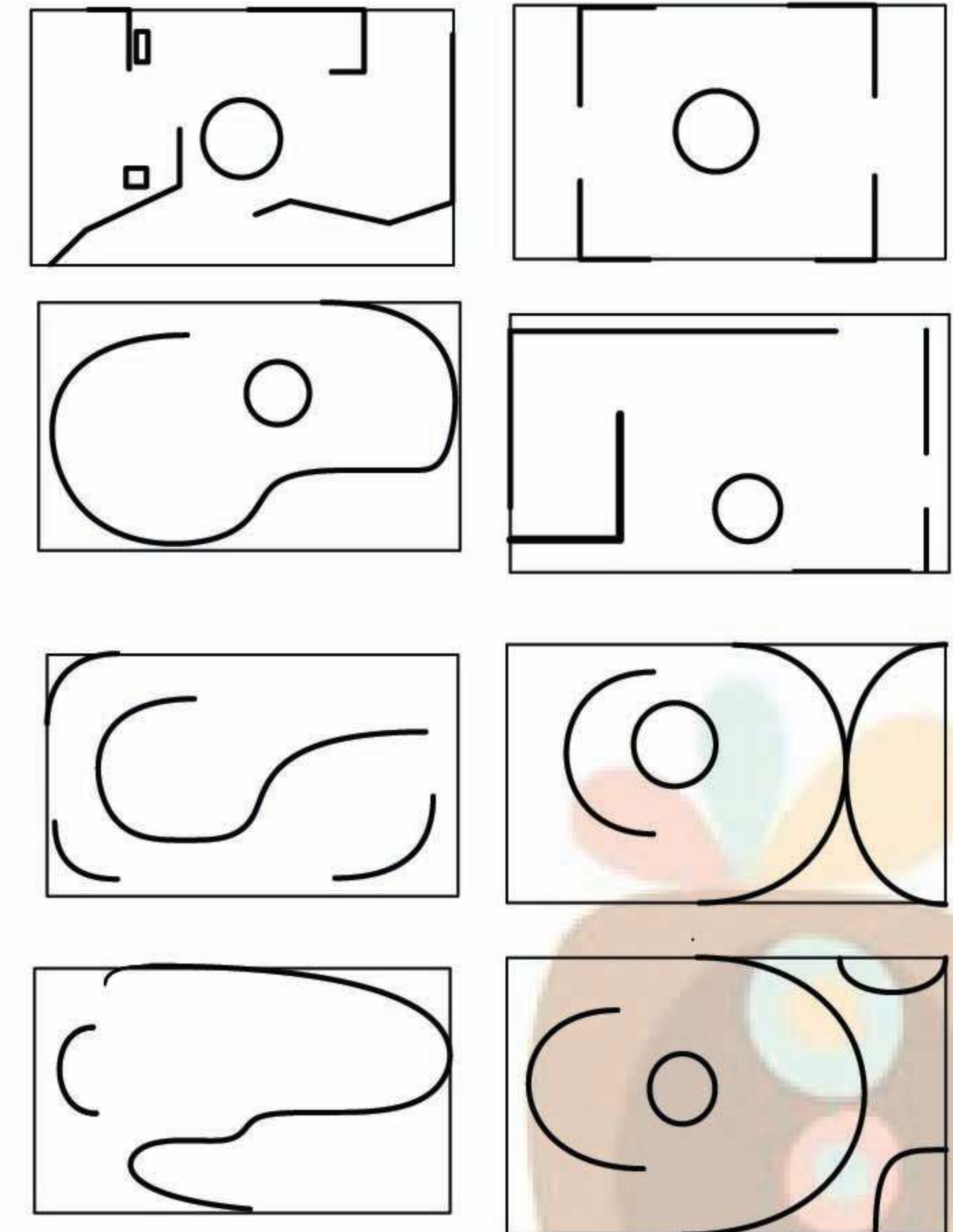
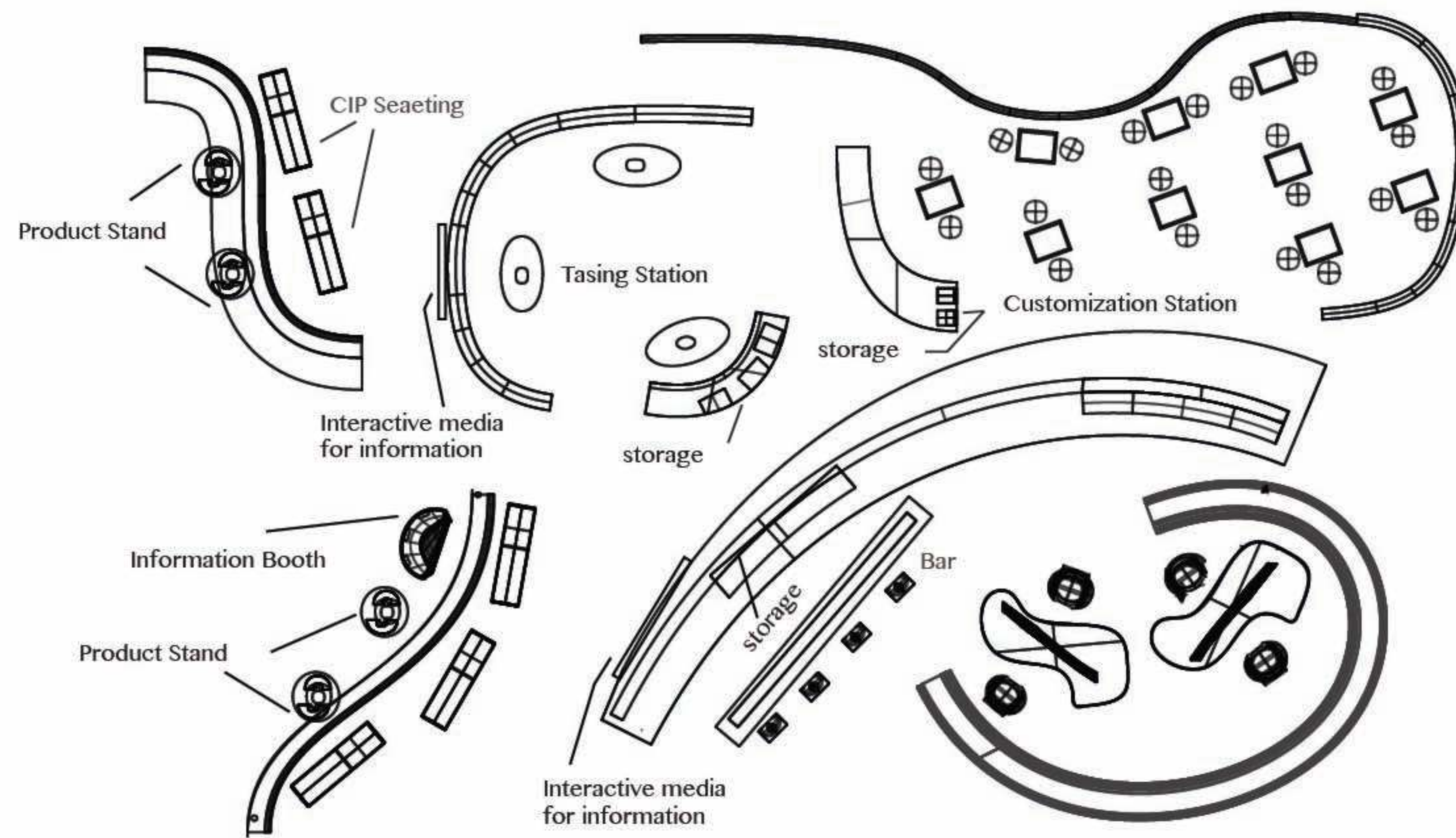
0' 10' 20' 40'
SCALE: 1"=4'

The dimension of the overall slot is 10,880 square feet.
 The whole exhibition space is 84,00 square feet. The left entrance wall is 20.25ft wide and 10ft tall. The right entrance wall is 22ft wide and 13ft tall including the header. The CIP area is 6,360 square feet.
 The customization station is 1,876 square feet. The customization wall has a 67feet wide curve wall with a rectangle cut out that is 13 feet by 3 feet. In addition a 28ft wide wall attached to the larger curve wall. The wall heights in customization area is 12feet.
 There is a 12ft by 8 ft curve wall that is 6ft thick functions as a barrier between the customization and the tasting station and act as storage space as well.
 The tasting station is 800 square feet with one large curve wall that is 28.27wide and 8 feet tall, in addition a small curve wall that is 13ft wide and 8 feet tall.
 The VIP area is 2,040 square feet.



Exhibition Details: Form Development

We explore different shapes and forms for our space. At first we are thinking about using the straight walls on the edge and place the customization station in the middle. As we develop more shapes, from the initial one curve to different sizes of curves for our structure, we think multiple curves shape would best demonstrate the Cocoa Dolce's experience for people who come to our booth.

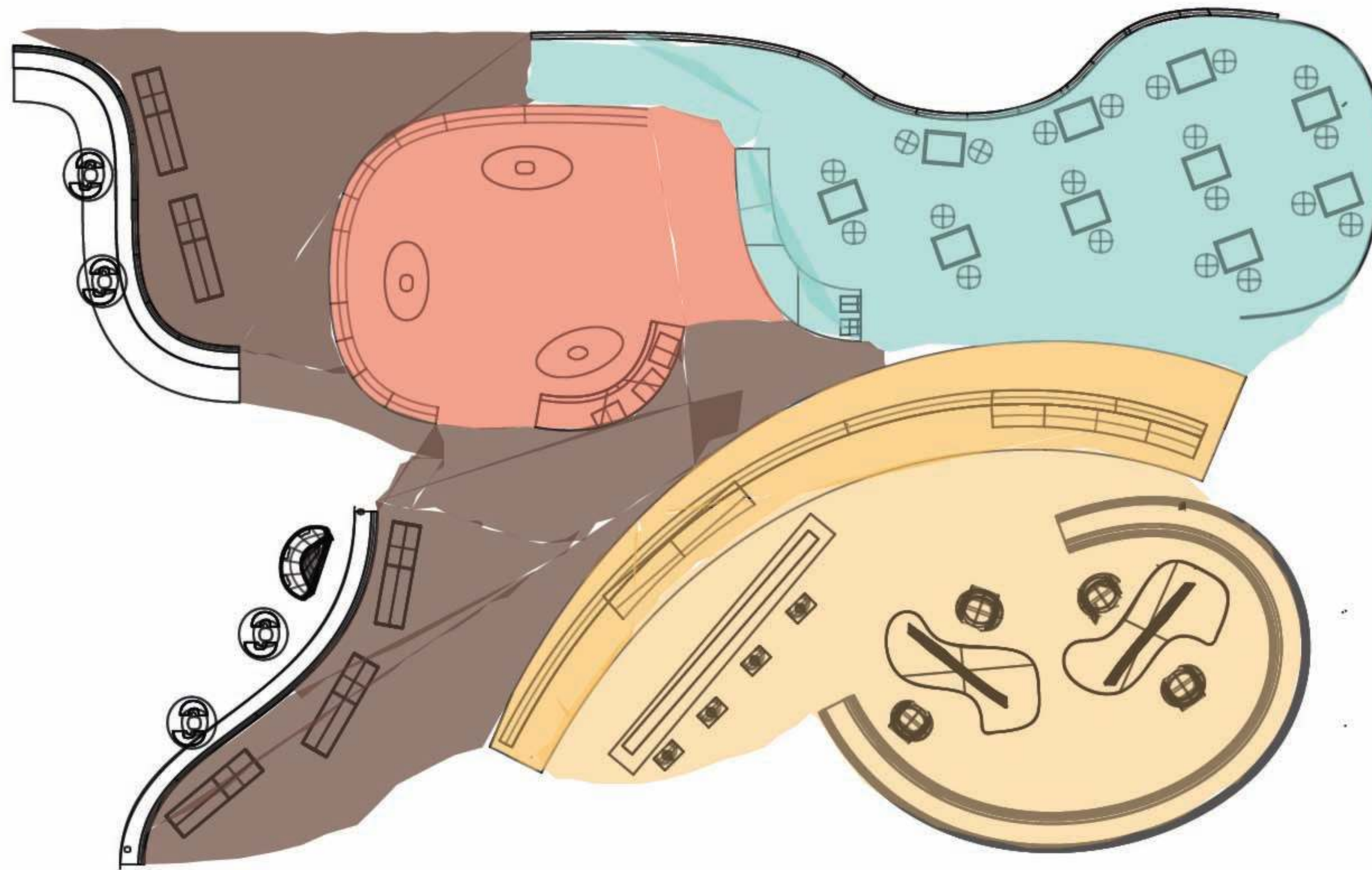


PARTI/MASSING

Design concept:
 Interactive experience with chocolate by use of customization showing the superior quality of chocolate by Cocoa Dolce. Since chocolate is flexible and easy to manipulate, we used curves as our architectural design with many smaller curves to represent the layers of chocolate that people can taste in their mouth. Thus people can have a gradual in-depth experience with the company as they move from stations to stations. In addition we also want to add playfulness to the site by playing with different elevations with wall heights to enrich customers' experiences as well.



Exhibition Details: Paint and Materials Floor Plan



White Oak
Hardwood



Walls
Molo Design
Softblock Modular Wall
Tyvek Material
100% Recyclable



Paint 1
Behr Paint
Fireglow
200B-7



Paint 3
Behr Paint
Island Oasis
HDC - MD - 09



Paint 2
Behr Paint
Twenty Carat
310B-6



Paint 4
Behr Paint
Brown Eyes
S - G - 740

The Behr paints that are selected to use as highlight colors to draw in the audience into the exhibit are colors from the logo of Cocoa Dolce. We wanted to use the color palette from the company to be recognizable. The floors are tiles that are light colored to help keep the space seem large among all of the furnishings. The walls will be constructed using the softblock modular wall from Molo Design which is made from tyvek material which is essentially paper and can be constructed into any shape which makes it an excellent choice for all of the curved walls in this exhibit.

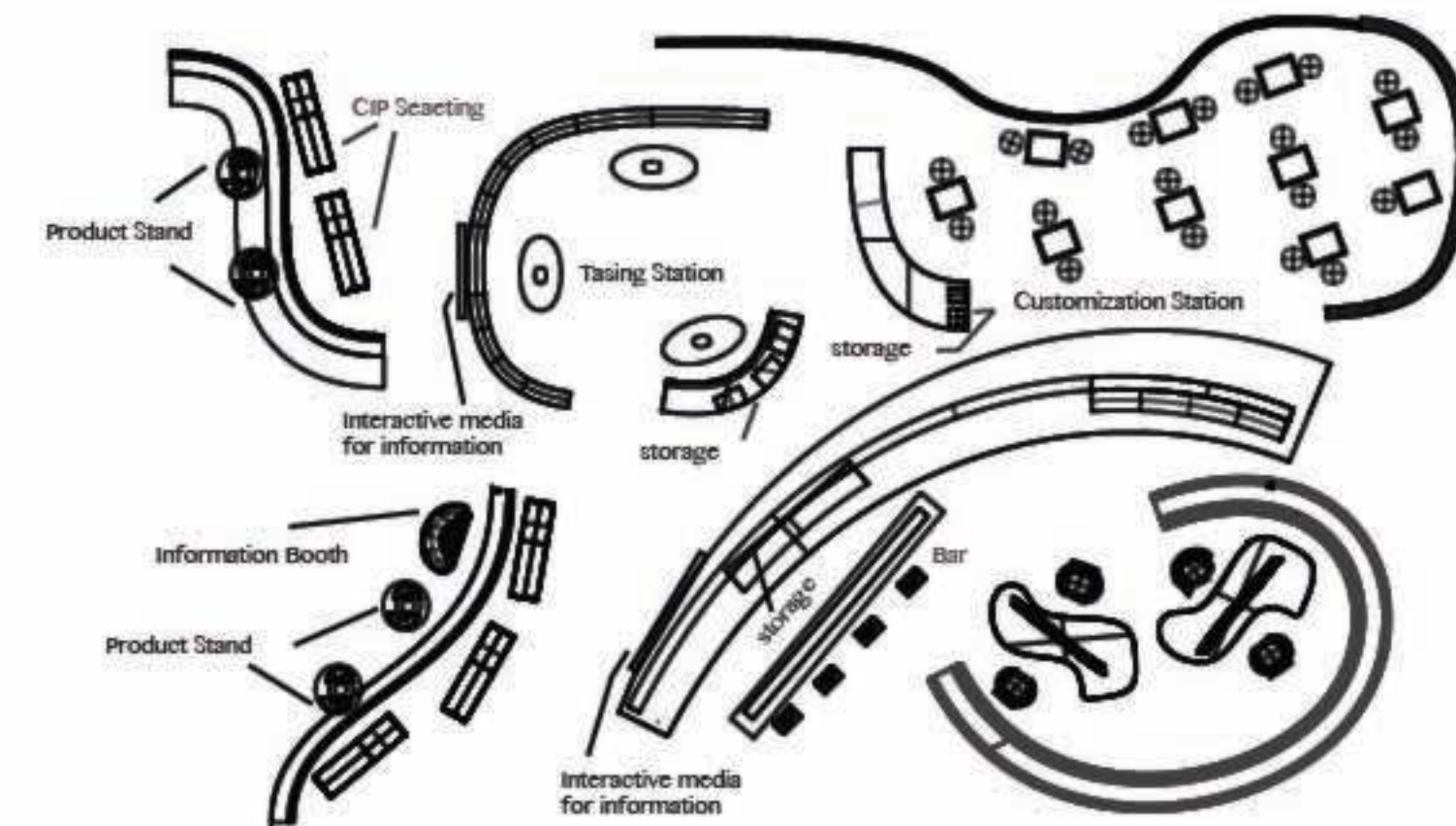


Exhibition Details: Furniture Floor Plan

CIP Furniture	
<p>Tasting table</p>  <p>customization chair inspring by round chocolate shape</p>   	<p>wood bench</p>  <p>John Lyle Design- Cubic Table Architectural brown bronze and mirror-polished stainless seel 17W x 17D x 18.5H</p>
VIP Furniture	
<p>Brown leather bar stool</p>   <p>Bar</p>	<p>VIP sofa</p>  <p>Vladimir Kagan</p>  <p>VIP table</p>
Information Area	
<p>Information Desk</p> 	<p>Interactive screens</p> 

The furnishing used are mainly natural finished products. As well as keep the curves and circular shapes contintued into the chairs and tables. Wood, leather, and neutral colors are the color palette and materials that were the focus for these furnishings.

The VIP area has more upscale furnishings but the CIP areas have very comfortable seating as well.



Exhibition Details: Lighting Floor Plan



GE LED Lamp
R20

Directional Lighting



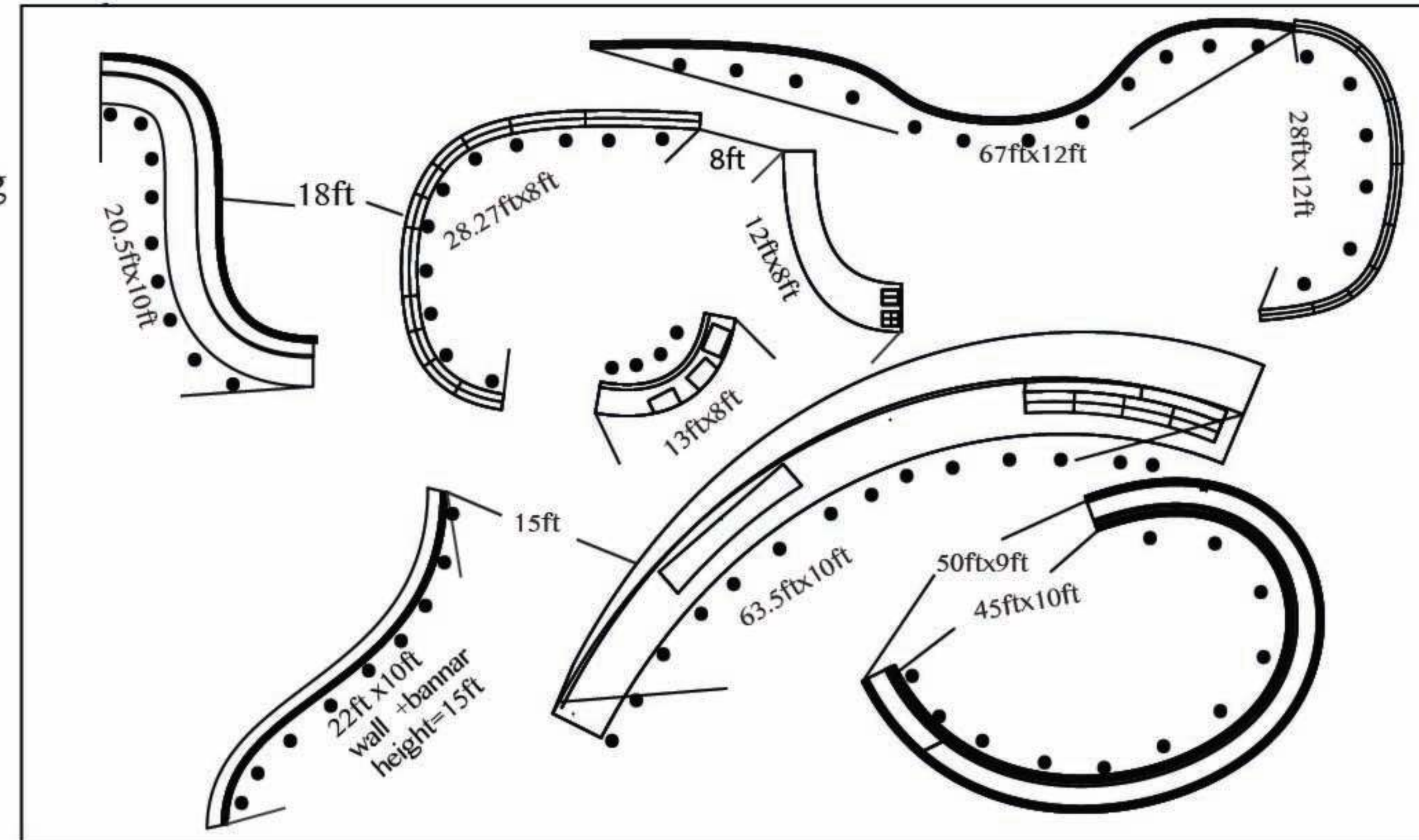
GE LED Lamp
PAR 30

Dimmable
Downlights



GE LED Lamp
MR 16

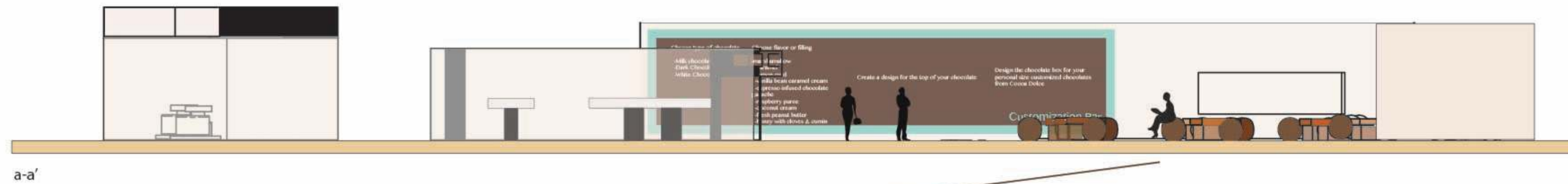
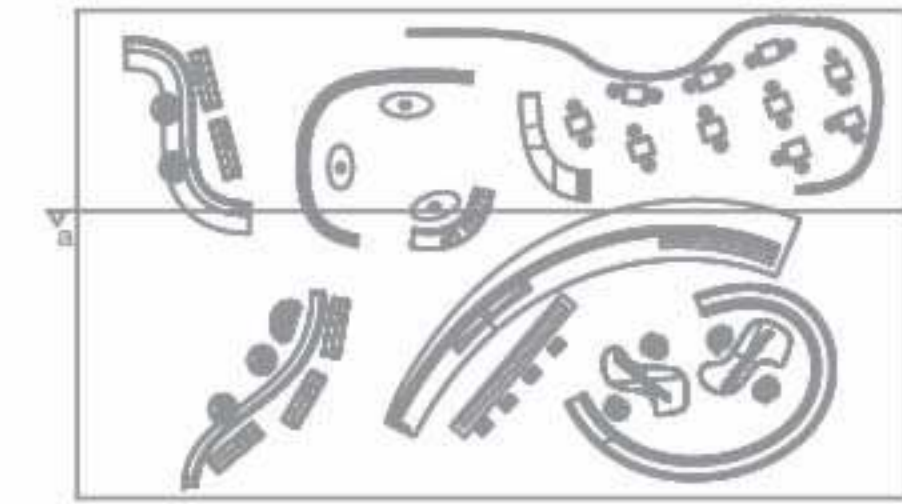
Dimmable
Decorative Lighting



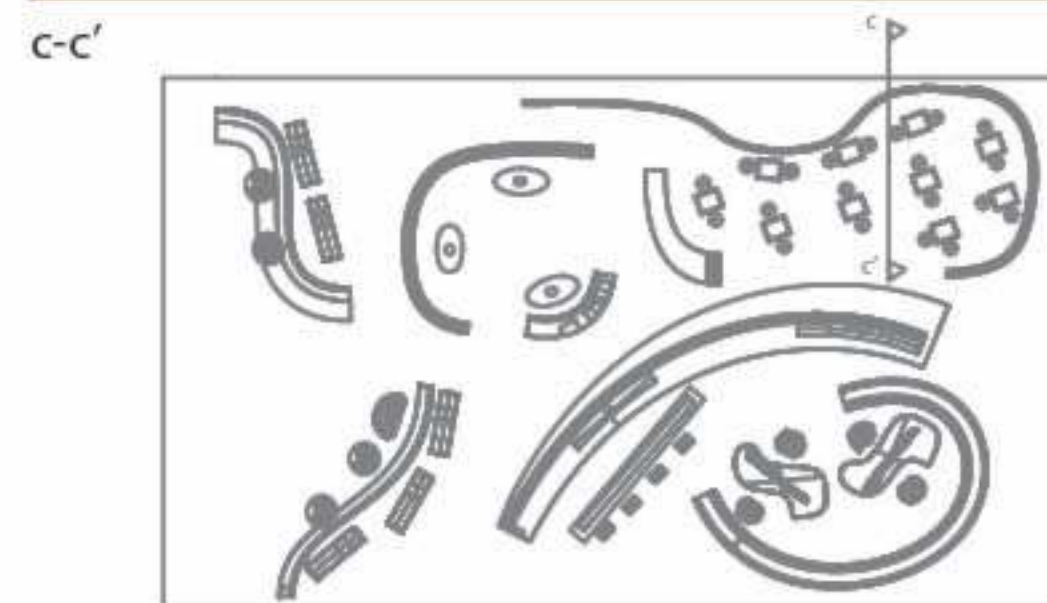
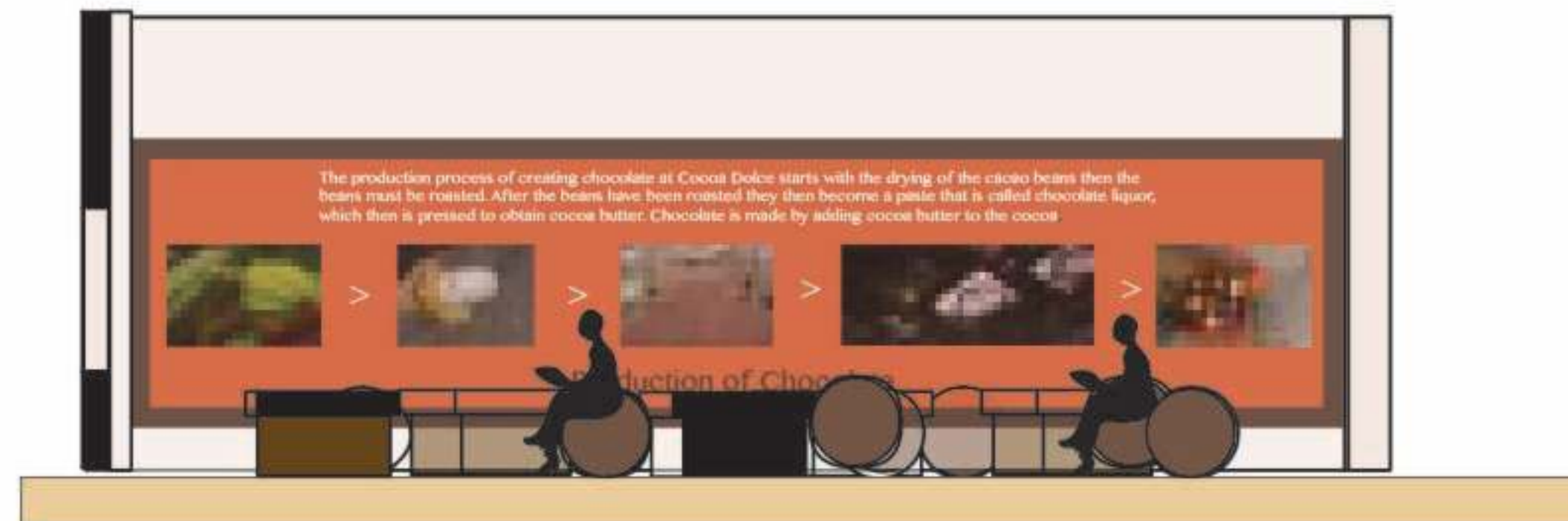
The use of LED lights allow long lasting light that helps the flow and highlight of the exhibit. There will be the R20 lights varying throughout the exhibit to give directional lighting to guide the audience through the exhibit smoothly while the PAR 30 AND MR 16 lights are decorative and can be used to dim areas such as the VIP area which is exclusive and there should be a variance in light to separate the VIP and CIP areas.



Exhibition Details: CIP Customization



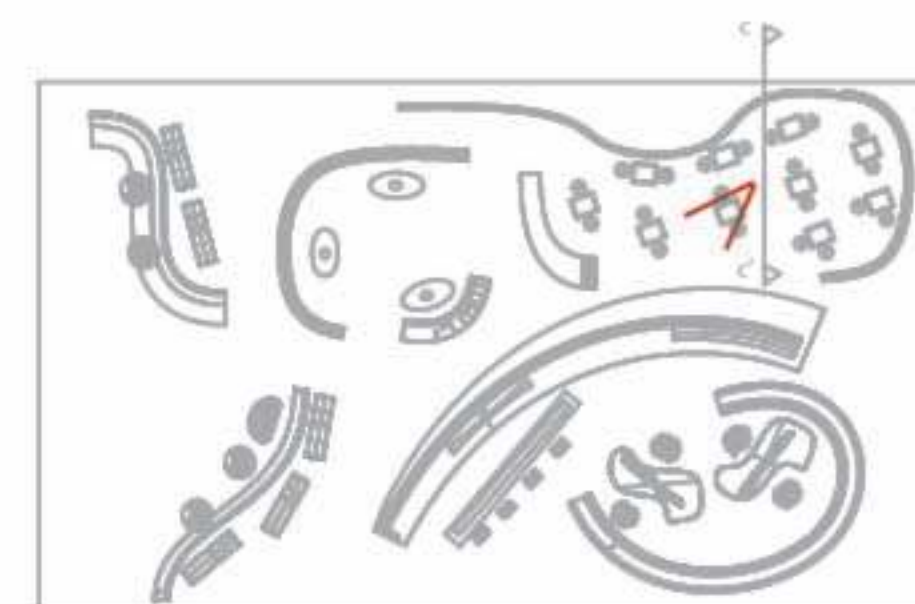
Cutouts on the wall so people pass by can glimpse through the wall and see what is going on and might attract them to our booth to experience it.



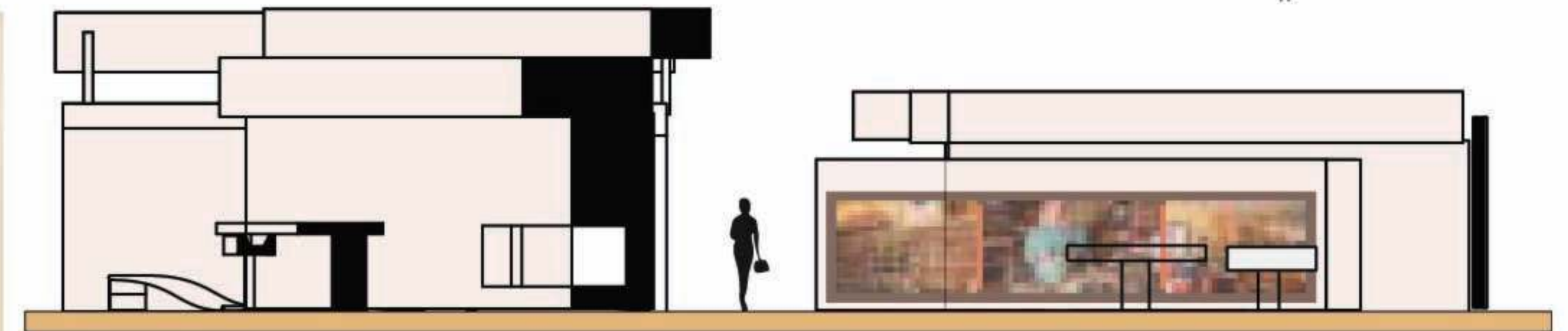
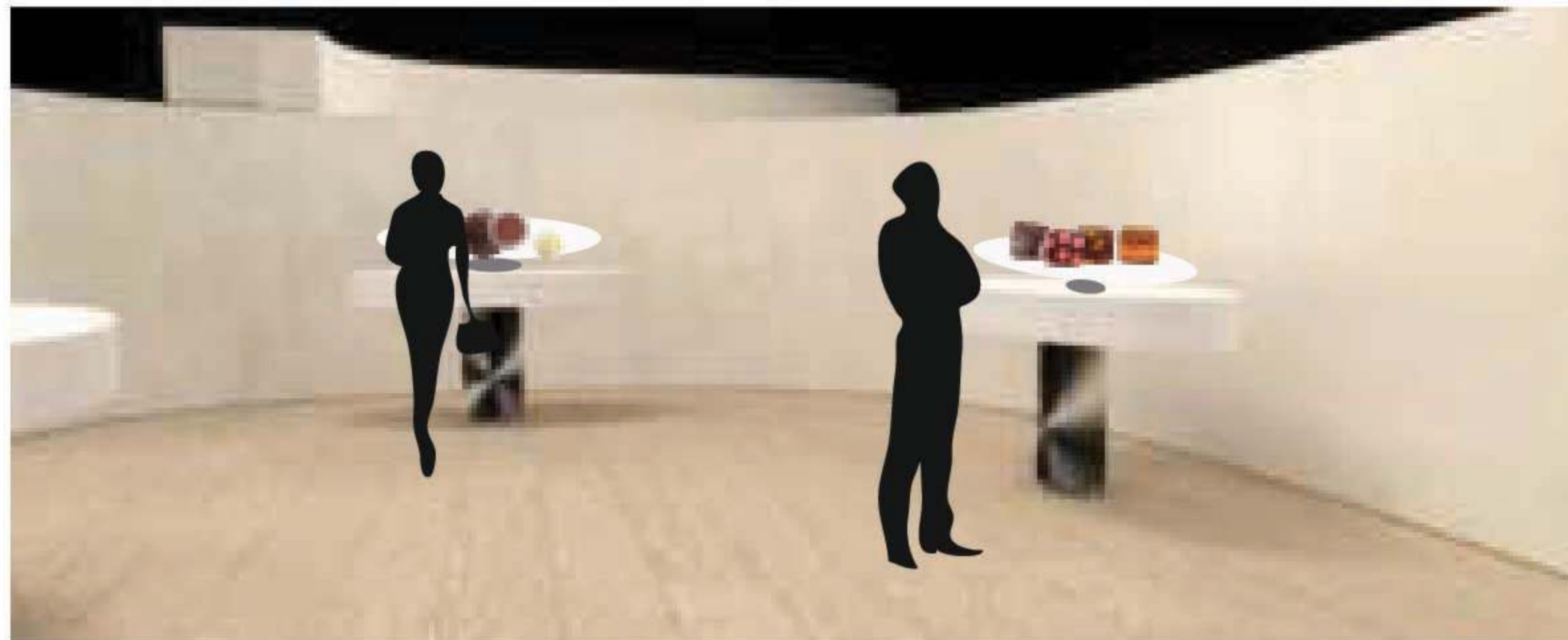
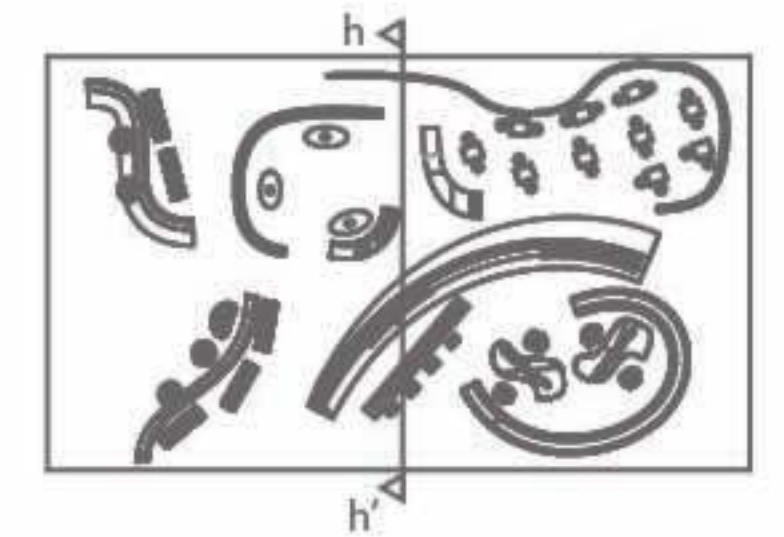
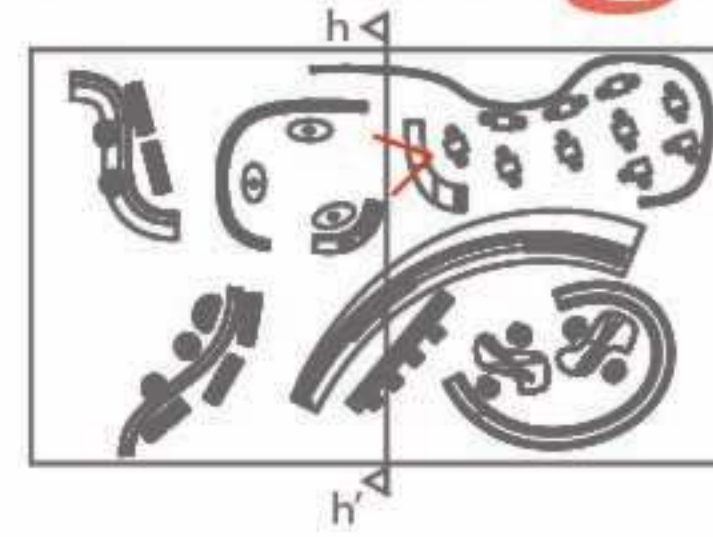
Storage



Instead of seeing the delicate handcraft chocolate and tasted them in the mouths. The round cushion seatings are chose to reinforce the proucts of the company. The round cushion seatings look like chocolate where people can sit on them, and thus can have another interactive experience with the chocolate. The tables in the customization station are designed like a gift box. The Gift box tables are actually inspired by the original gift box pacakaging by Cocoa Dolce. The custoimzation station is the area where people can customizae their own chocolate on the tablets that are being provided on the tables. Customers can customize their chocolate based on fillings, toppings, chocolate types, personal molds, logos, and packagings.



Exhibition Details: CIP Tasting Room



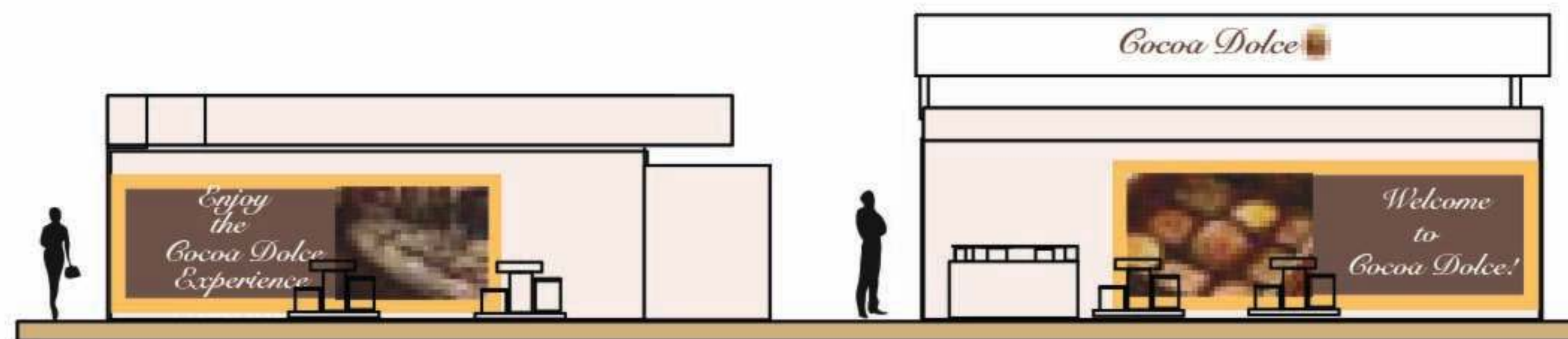
h-h'

The tasting station is the first stop in which people begin their exploration with Cocoa Dolce. There are three tables that are provided for people to taste fillings, chocolate types such as white, dark, milk and in addition different toppings that people can try samples with, so later on when they go into the customization station they know what chocolate they want to customize with.

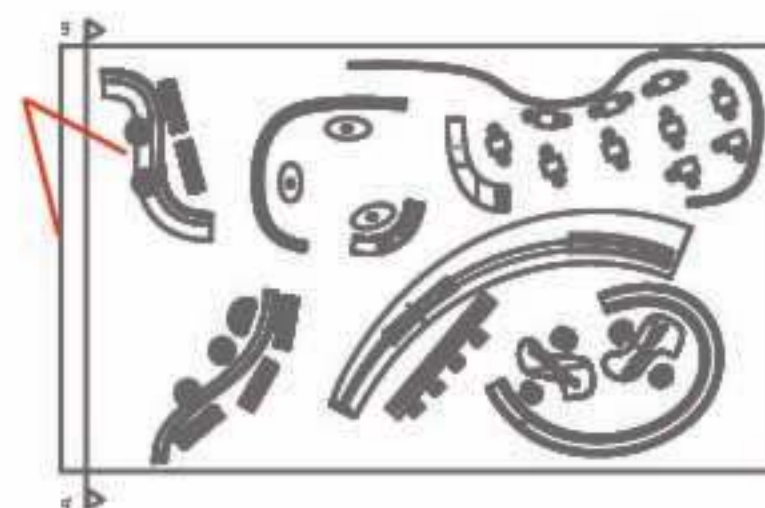
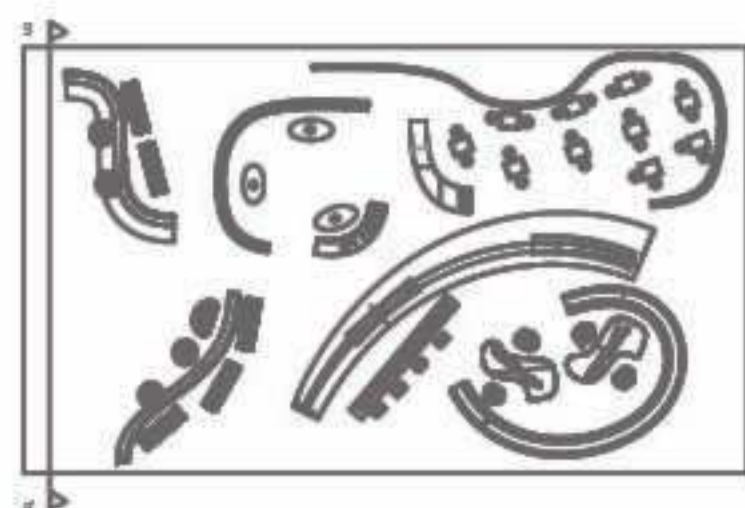
Four product stands and one information booth are located at the entrance. The Product stands feature the most popular chocolate and newest creations from Cocoa Dolce.

Info booth

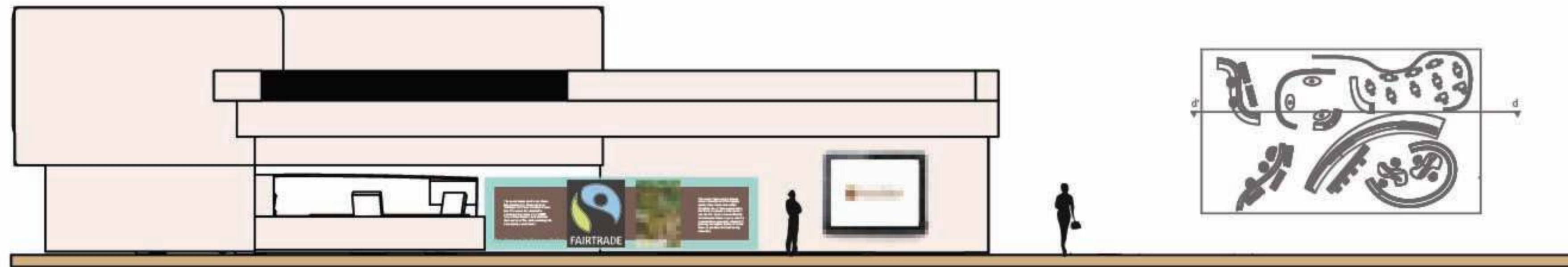
Exhibition Details: Entrance



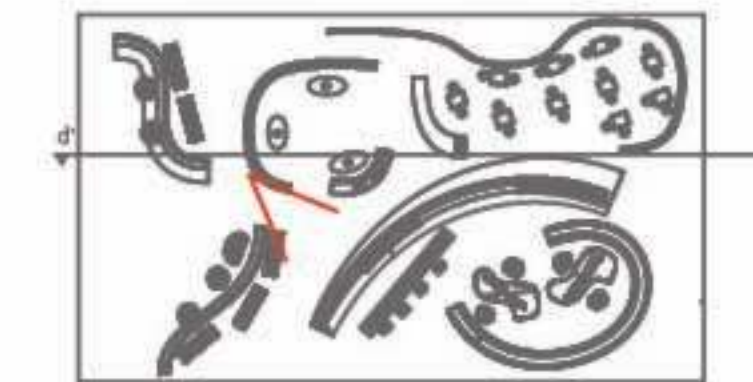
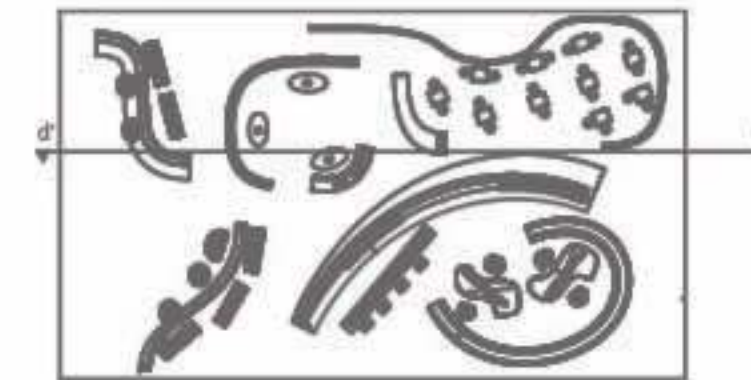
Product stands



Exhibition Details: CIP Waiting/Information Area

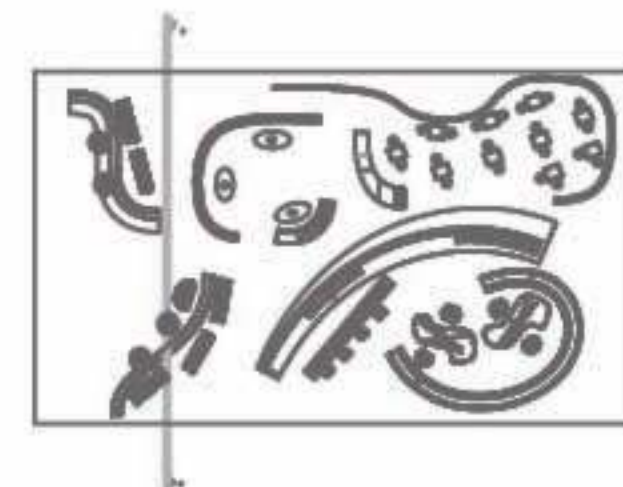


d - d'

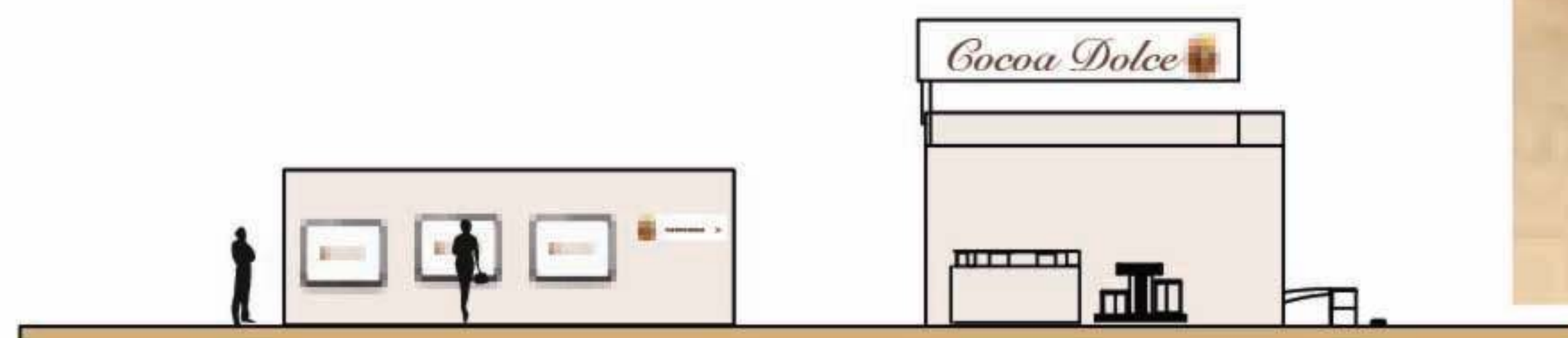


The CIP waiting area is located right behind the entrance of the booth. The waiting area also serves as an information area where people learn Cocoa Dolce's history, its exclusive chocolate making process, interview with the founder of Cocoa Dolce-Beth Tully who talks about her dream and also short videos focusing on how they choose the finest ingredients for chocolate as well as advertisements of Cocoa Dolce.

The Information area have interactive touch screens mounting on the walls where people can choose which content they want to view. The idea of putting the information area right behind the entrance as their first encounter to the brand is to let the customers be familiar with the brand before they begin their exploring process to the tasting room and customization station.



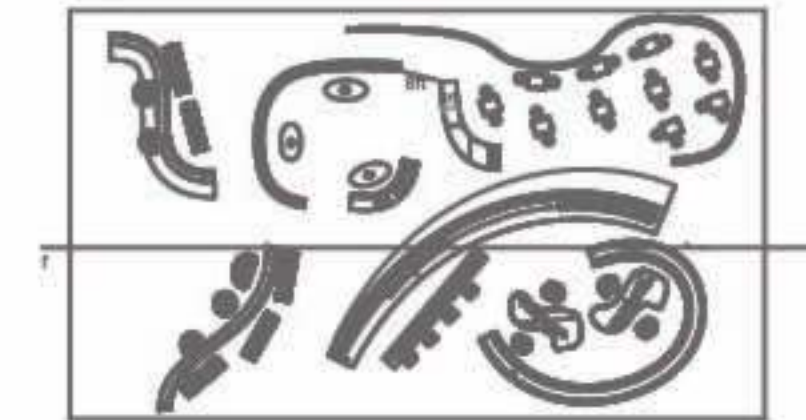
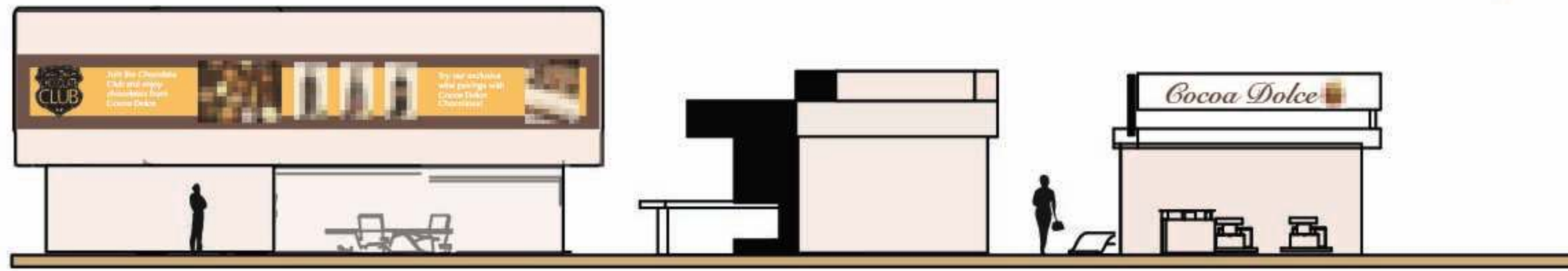
Comfortable wood benches are provided for people who either finish with the information area and are waiting to go into the tasting room, or they can simply just want to rest.



e - e'



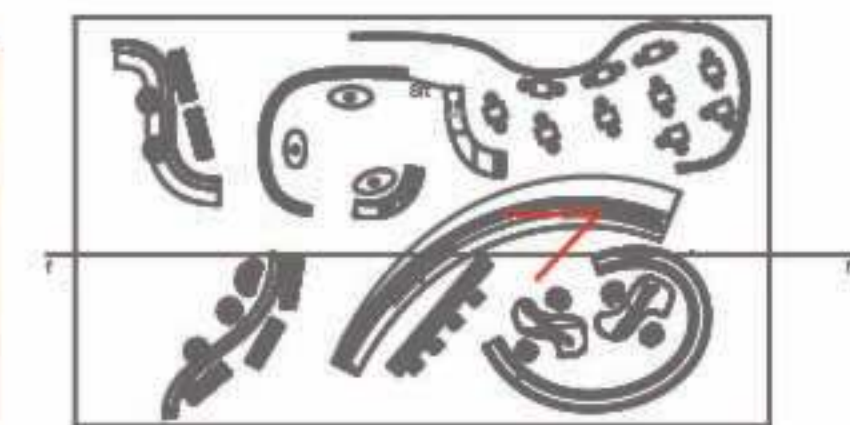
Exhibition Details: VIP Room (The Chocolate Club)



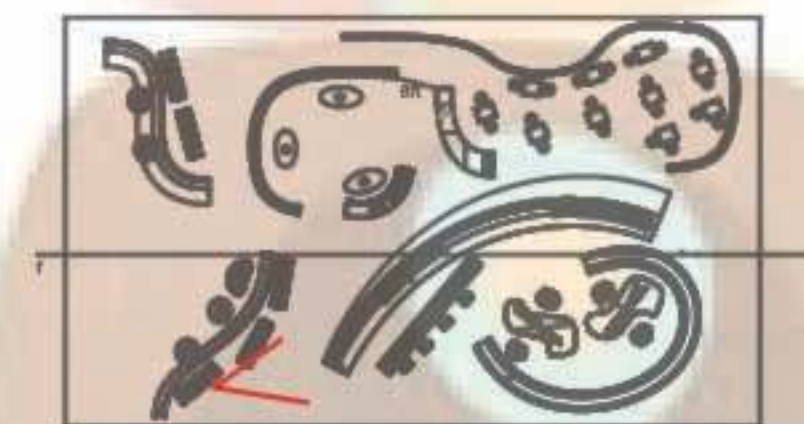
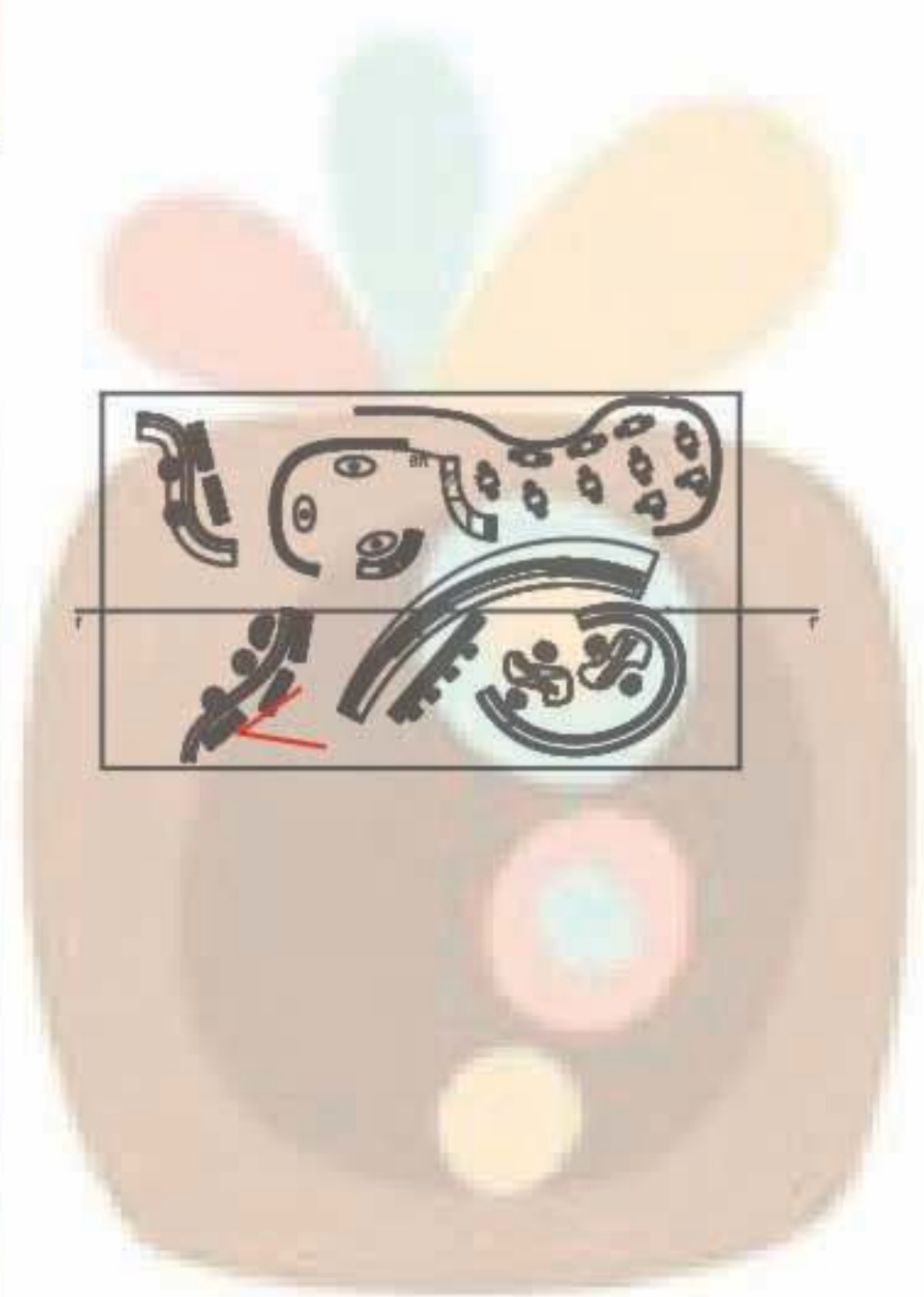
f-f'



Storage



The VIP room have two componentets. The bar area is where the VIPs can enjoy wine pairings while they sit on the comfortable leather stool. When they finish the wine pairing they can then move inside where the staffs can provide one-and-one assistance and service for the VIPs to have their customization of their chocolate. The staff in the customization room will have trays and handing out samples of fillings, chocolate types and toppings. The VIP room is also the area to discuss possible franchising.



Phase 3: Exhibition Identity



Exhibition Identity: Type and Color

Body Copy

Snell Roundhand Bold

*ABCDEFGHIJKLMNO PQRSTU VWXYZ
abcdefghijklmnopqrstu vwxyz*

Snell Roundhand Regular

*ABCDEFGHIJKLMNO PQRSTU VWXYZ
abcdefghijklmnopqrstu vwxyz*

The font chosen for the body copy fonts we wanted to replicate as close as possible to what is used by Cocoa Dolce. It is a script like font but not complete cursive. The title font we went for is a modern sleek type font that goes well with the body copy font as a compliment.

Title Font

Lao MN Regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz

Lao MN Bold

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz

The color scheme was created by looking at the colors used by Cocoa Dolce throughout their website and their products. We wanted to follow the theme the company has created so that these colors remind customers of Cocoa Dolce.



Exhibition Identity: Exterior Graphics

Here at Cocoa Dolce we strive to have the highest quality and the best tasting chocolate. We fill our chocolates with unique and scrumptious flavors that only Cocoa Dolce can provide. We believe in customization so that our customers get exactly what they are looking for.

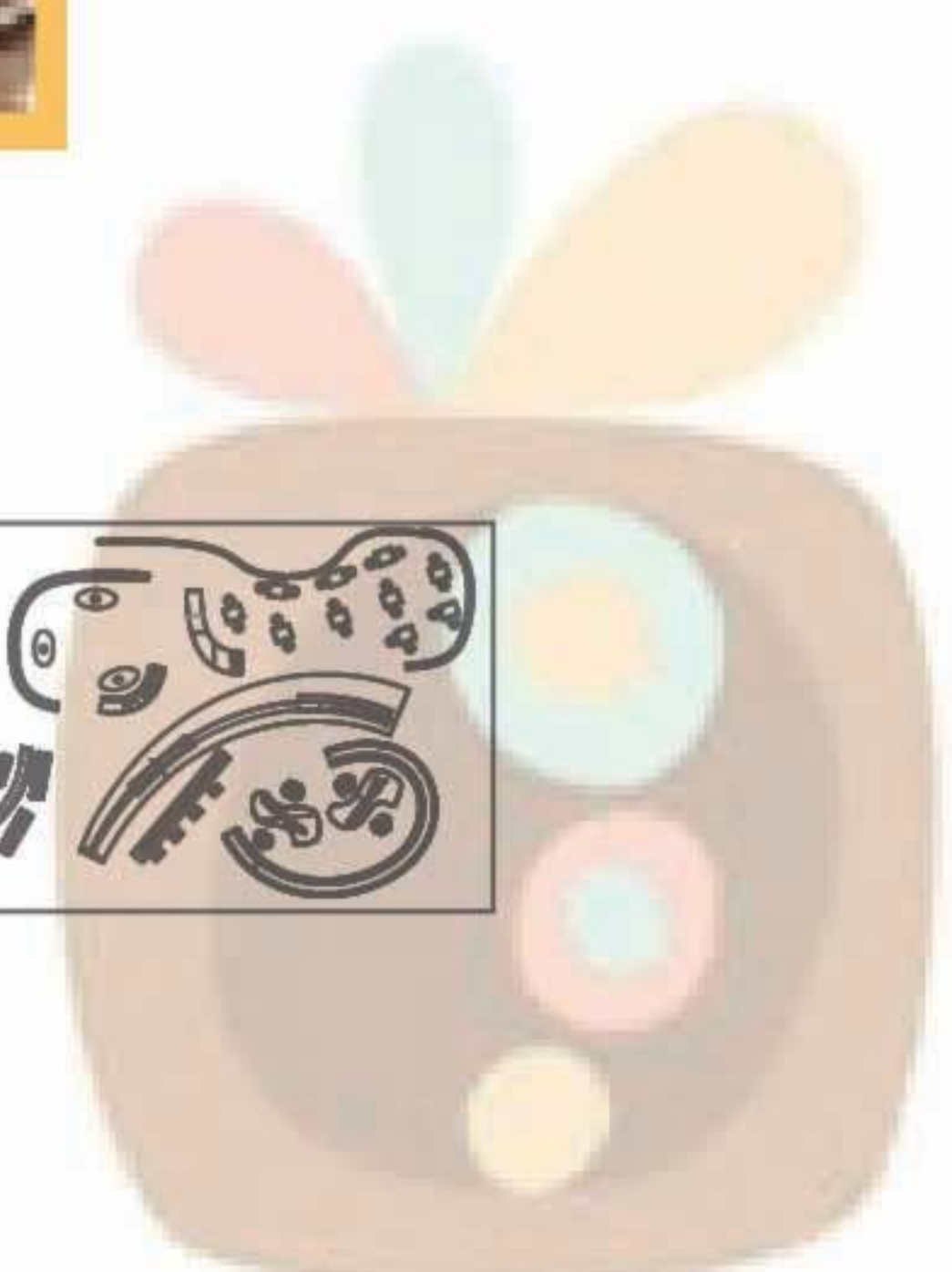
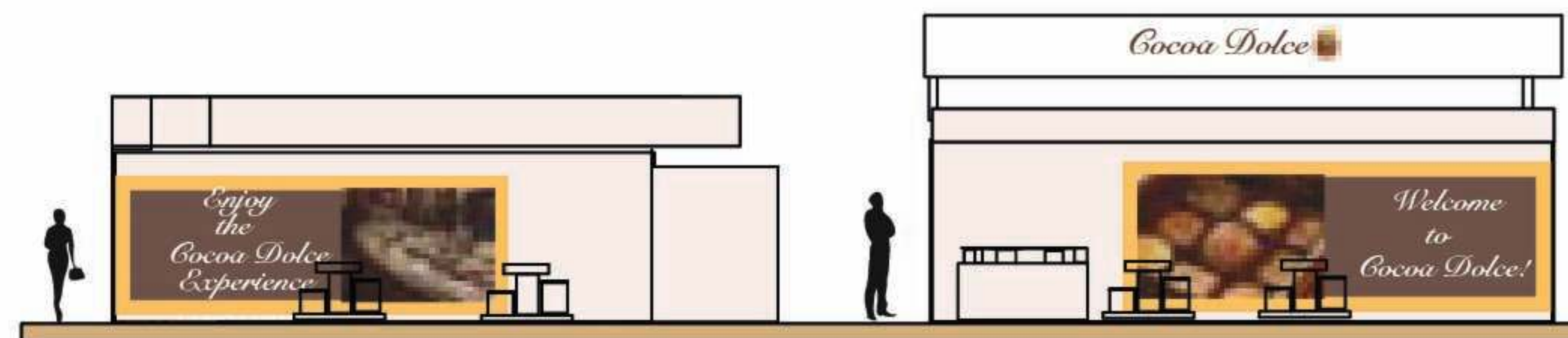


Come and experience Cocoa Dolce. There is a tasting room where you can sample the unique flavors and high quality made chocolate. Then you will make your way to the customization stations to create your own special custom chocolate from Cocoa Dolce!



*Welcome
to
Cocoa Dolce!*

*Enjoy
the
Cocoa Dolce
Experience*



For the exterior graphics for the exhibit we wanted to have glimpses of the products and have some commentary on what the company is about and what they do.



Exhibition Identity: Graphic Overview

The production process of creating chocolate at Cocoa Dolce starts with the drying of the cacao beans then the beans must be roasted. After the beans have been roasted they then become a paste that is called chocolate liquor, which then is pressed to obtain cocoa butter. Chocolate is made by adding cocoa butter to the cocoa.

Production of Chocolate

Choose type of chocolate

- Milk chocolate
- Dark Chocolate
- White Chocolate

Choose flavor or filling

- marshmallow
- caramel
- lemon curd
- vanilla bean caramel cream
- espresso infused chocolate ganache
- raspberry puree
- coconut cream
- fresh peanut butter
- honey with cloves & cumin

Create a design for the top of your chocolate

Customization Bar

Design the chocolate box for your personal size customized chocolates from Cocoa Dolce

The cacao beans used in the Cocoa Dolce chocolate are of the highest quality these beans are called Forunato No. 4. These cacao beans are the rarest cacao on the Earth. It was the first bean to be certified by the Heirloom Cacao Project, which is a preservation company devoted to growing the highest quality of cacao beans to produce the best tasting chocolate.



Exhibition Identity: Graphic Overview

Here at Cocoa Dolce we strive to have the highest quality and the best tasting chocolate. We fill our chocolates with unique and scrumptious flavors that only Cocoa Dolce can provide. We believe in customization so that our customers get exactly what they are looking for.



Come and experience Cocoa Dolce. There is a tasting room where you can sample the unique flavors and high quality made chocolate. Then you will make your way to the customization stations to create your own special custom chocolate from Cocoa Dolce!



Welcome to Cocoa Dolce!

Enjoy the Cocoa Dolce Experience



CUSTOMIZATION STATIONS >

INFO DESK >



INTERACTIVE AREA >

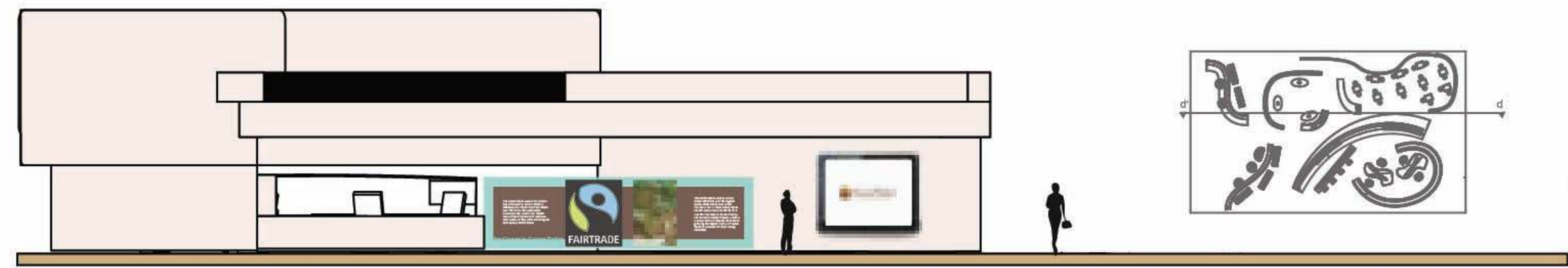
TASTING ROOM >

WAITING AREA >



Exhibition Identity: Customization Room Graphics

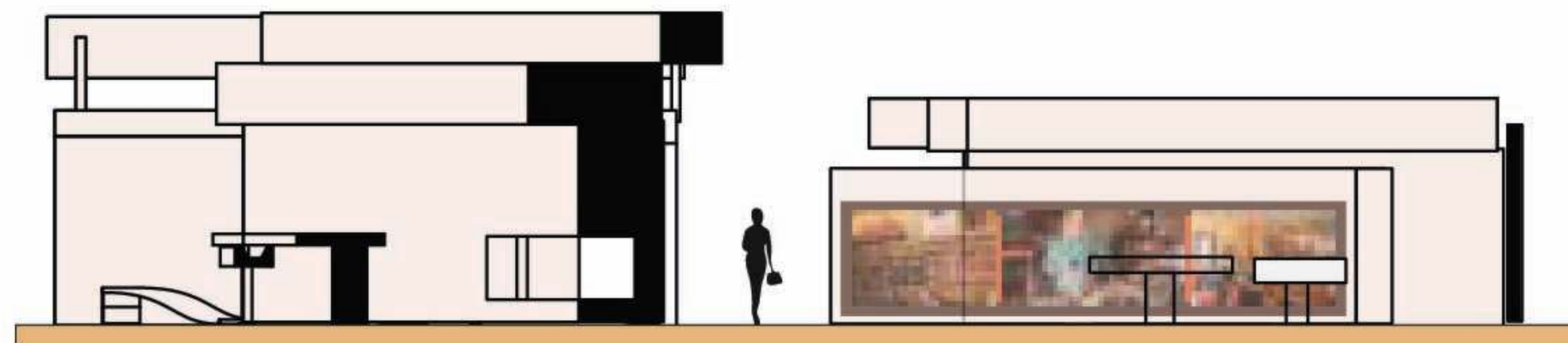
<p>Choose type of chocolate</p> <ul style="list-style-type: none"> -Milk chocolate -Dark Chocolate -White Chocolate 	<p>Choose flavor or filling</p> <ul style="list-style-type: none"> -marshmallow -caramel -lemon curd -vanilla bean caramel cream -espresso infused chocolate ganache -raspberry puree -coconut cream -fresh peanut butter -honey with cloves & cumin 	<p>Create a design for the top of your chocolate</p>	<p>Design the chocolate box for your personal size customized chocolates from Cocoa Dolce</p> <p>Customization Bar</p>	<p>The cocoa beans used in the chocolate produced by Cocoa Dolce is Callebaut Fair Trade Certified Chocolate. The cocoa has sustainable cultivation that unites over 30,000 West African farmers and improves their quality of life, while providing the best quality cocoa beans.</p> <p>The Cocoa in Cocoa Dolce</p>	 <p>FAIRTRADE</p>		<p>The cocoa beans used in Cocoa Dolce chocolate is of the highest quality these beans are called Forturato No. 4. These cocoa beans are the rarest cacao on the Earth. It was the first bean to be certified by the Heirloom Cacao Project, which is a preservation company devoted to growing the highest quality of cacao beans to produce the best tasting chocolate.</p>
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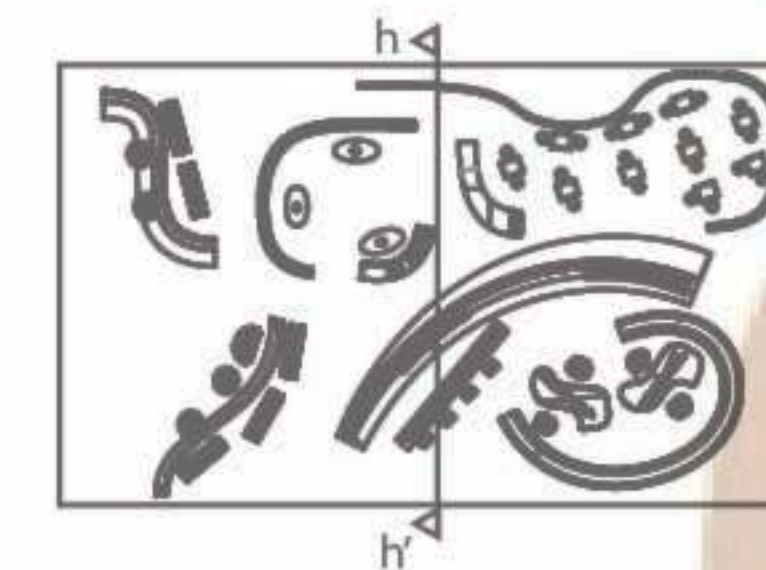
The customization room graphics display steps for visiting customers on how to create their own custom chocolates on the iPads available in the customization area. The other wall graphic talks about how the Cocoa Dolce supports fair trade cocoa and it shows where the cacao beans come from as well as what type of cacao bean is used to make the scrumptious chocolate of Cocoa Dolce.



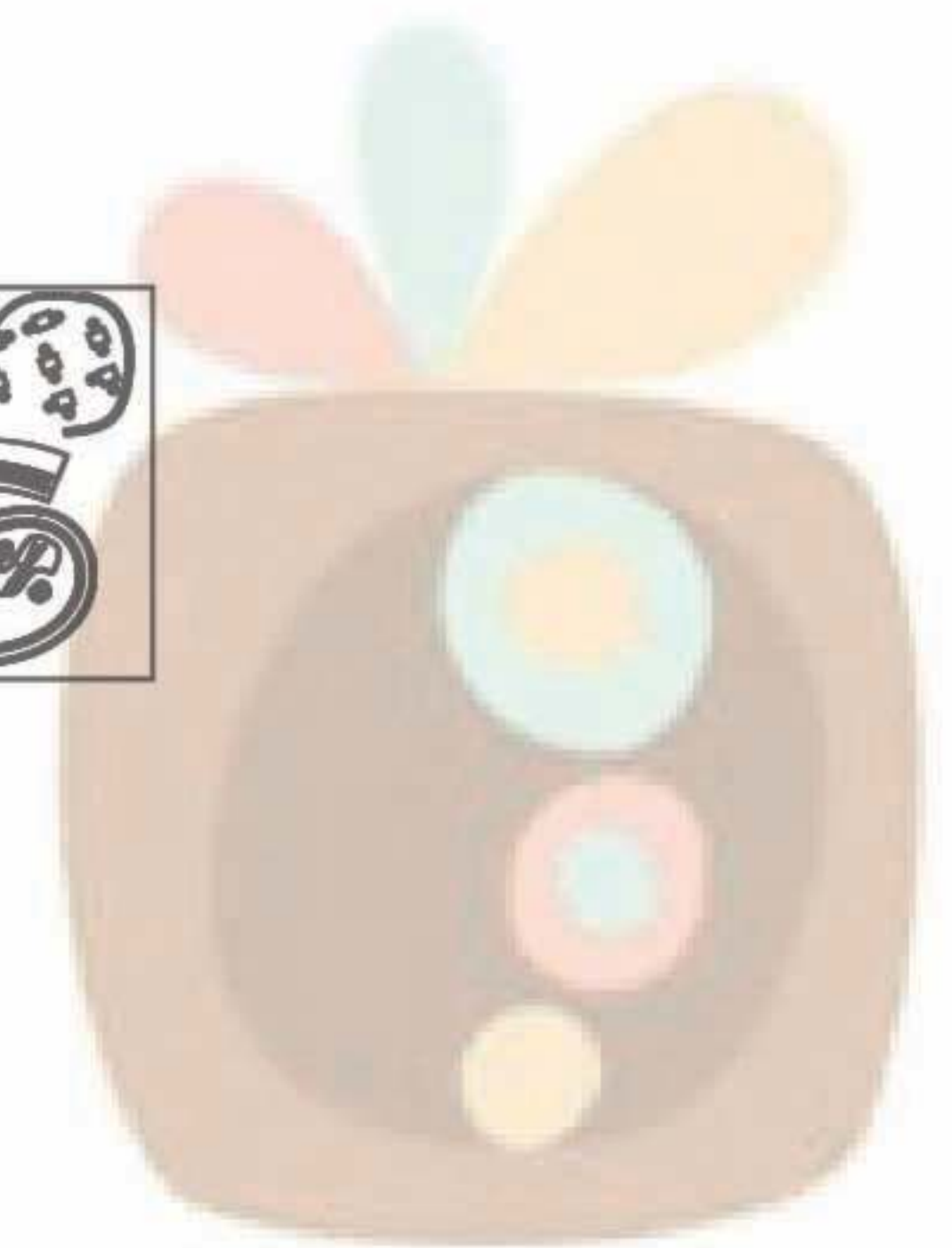
Exhibition Identity: Tasting Room Graphic



h-h'



In the tasting room graphic, we wanted to see a glimpse into what the inside of a Cocoa Dolce shop looks like while they sample the delicious chocolate creations.

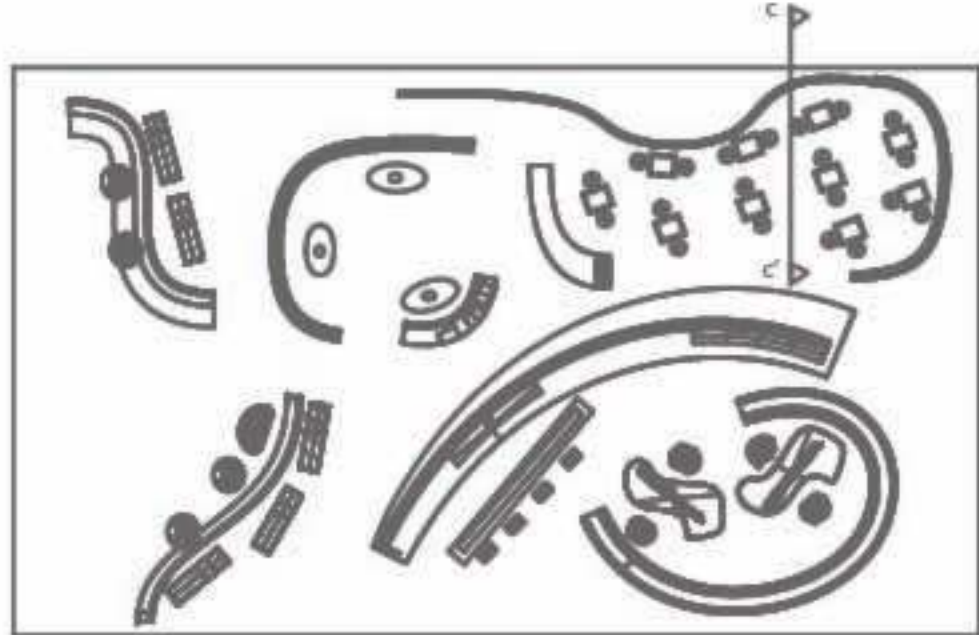
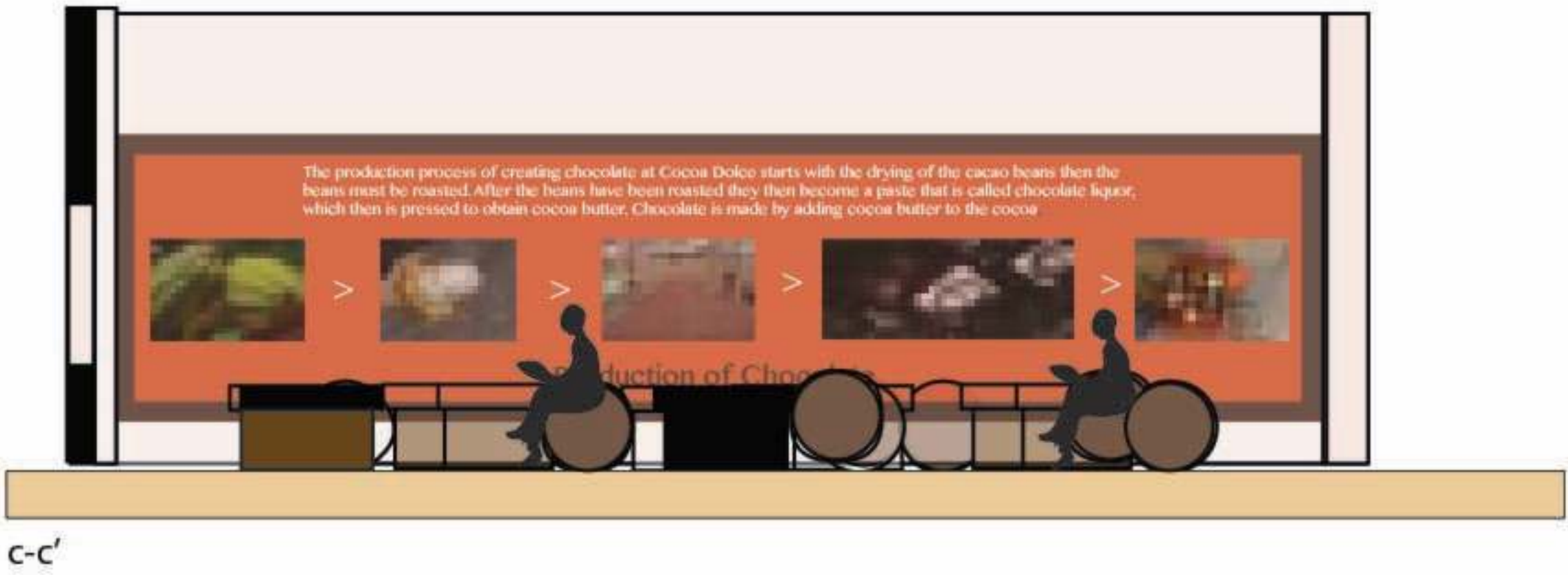


Exhibition Identity: Waiting Space Graphics

The production process of creating chocolate at Cocoa Dolce starts with the drying of the cacao beans then the beans must be roasted. After the beans have been roasted they then become a paste that is called chocolate liquor, which then is pressed to obtain cocoa butter. Chocolate is made by adding cocoa butter to the cocoa.



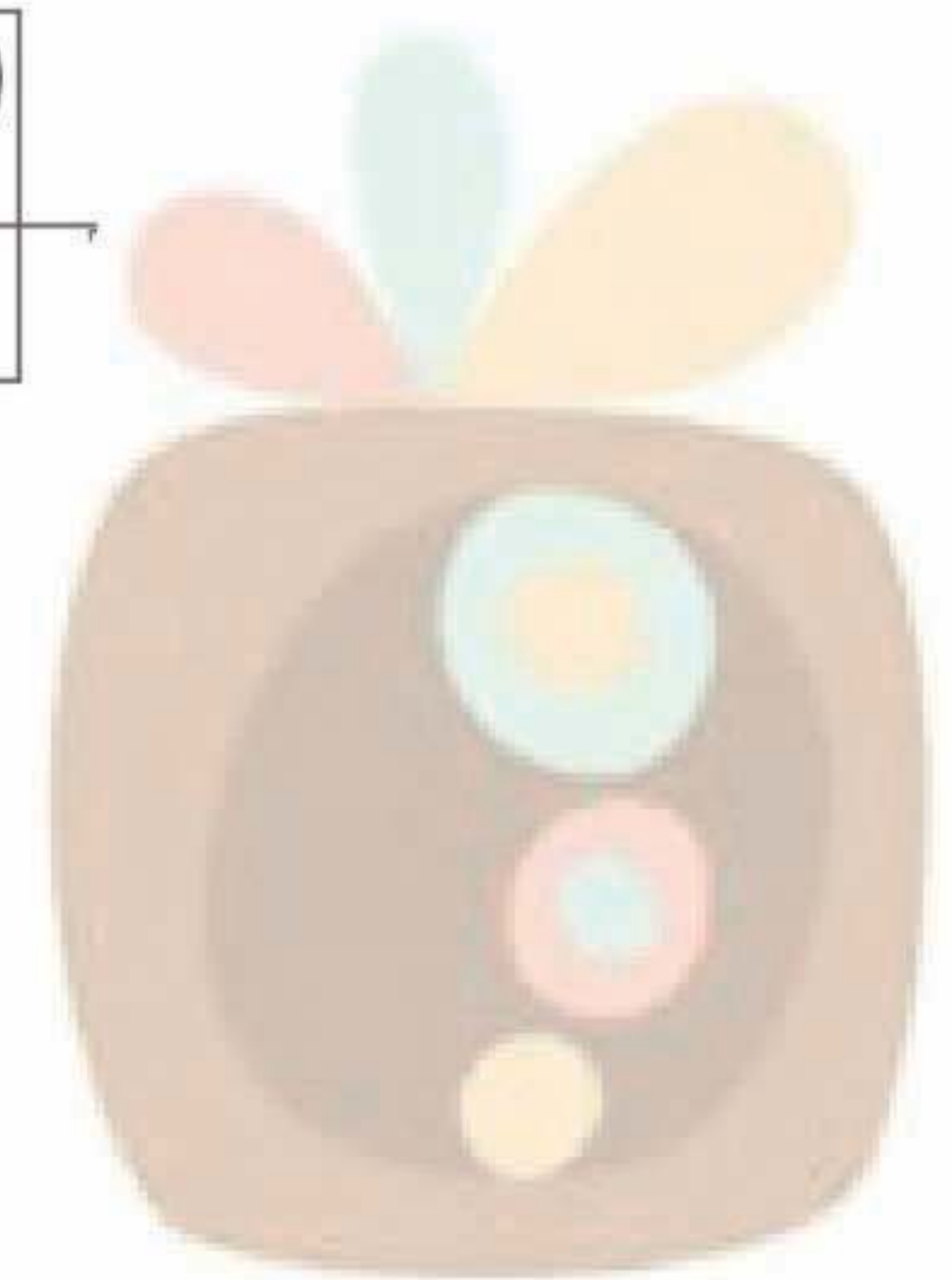
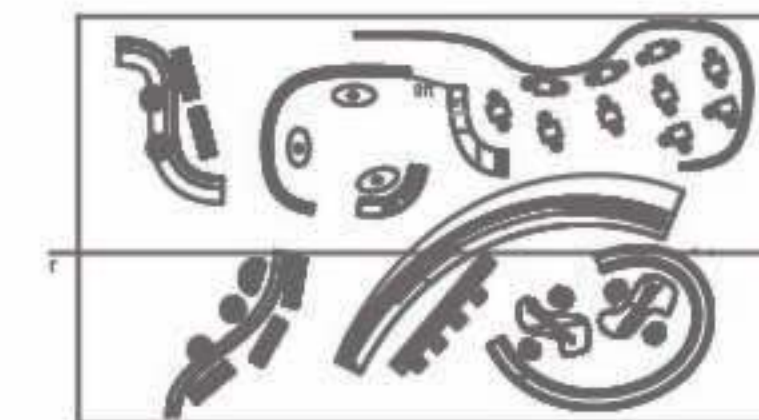
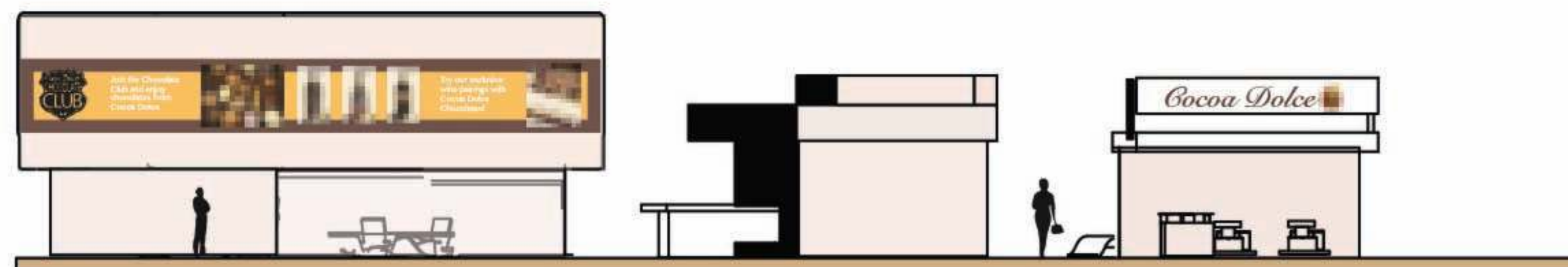
Production of Chocolate



In the waiting space graphics, we wanted the customers to learn about how the chocolate from Cocoa Dolce is produced. From the start with the picking of the cacao beans to the final product that they will be able to taste in the exhibit.



Exhibition Identity: VIP Space Graphic



In the VIP area the graphics hint at what the VIP experience will be about. The VIP experience is that the VIPs will be able to become chocolate club members which means that every month they can receive their own custom box of chocolates and they will also learn and get to taste wine pairings with special Cocoa Dolce chocolates.



Exhibition Identity: Sign Graphics



CUSTOMIZATION STATIONS



TASTING ROOM



INFO DESK



WAITING AREA



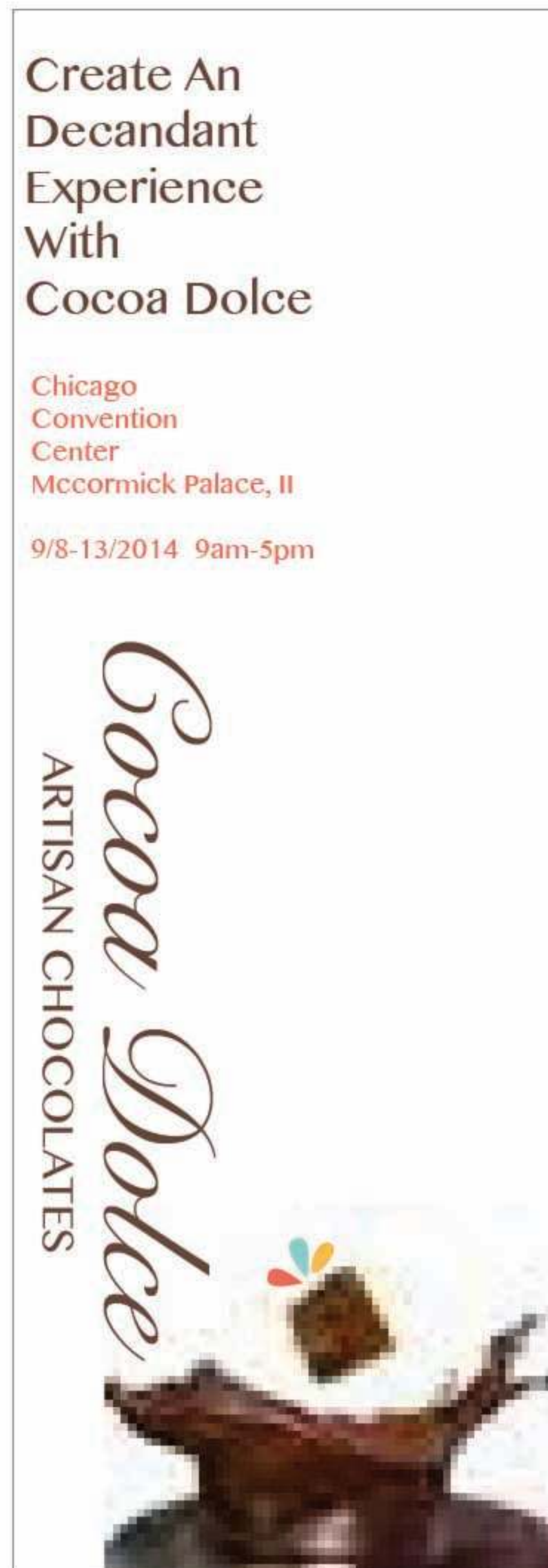
INTERACTIVE AREA



The exhibit sign graphics have a white background to blend into the white walls. The Cocoa Dolce company logo is used to tie in the color scheme and to familiarize the customers with the logo.



Exhibition Identity: Lamp Post Banner Graphic



Lamppost banner



The public advertisements all have a theme of a white background and using the color scheme from Cocoa Dolce and incorporating an image of a product that you can get from Cocoa Dolce.



Exhibition Identity: Bus Stop Graphic



In the bus stop graphic, we wanted to promote a specialty product from Cocoa Dolce that is unique to this company. Very few chocolate companies have chocolate dipped figs so we wanted to showcase this special product.



Exhibition Identity: Billboard Graphic



For Cocoa Dolce, the public advertisements were a simple design that could be easily seen and people would understand what the product the company was selling.



Conclusion

Our exhibit is to have the visitors experience the chocolate of Cocoa Dolce. One of the company's goal's is to allow the customer to customize chocolate to their preference. While highlighting the high quality of the chocolate as well as the unique flavors that the chocolates can be filled with. The exhibit allows customers to have their own special experience with chocolate and the accomplishment of creating their own chocolate delight.

