

Jumbleweed
Tiny House

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EXHIBITION DETAILS

EXHIBITION IDENTITY



EXHIBITION OVERVIEW

EXHIBITION BRIEF:

Category- manufacturing

Objective- increase awareness of the tiny house movement & lifestyle

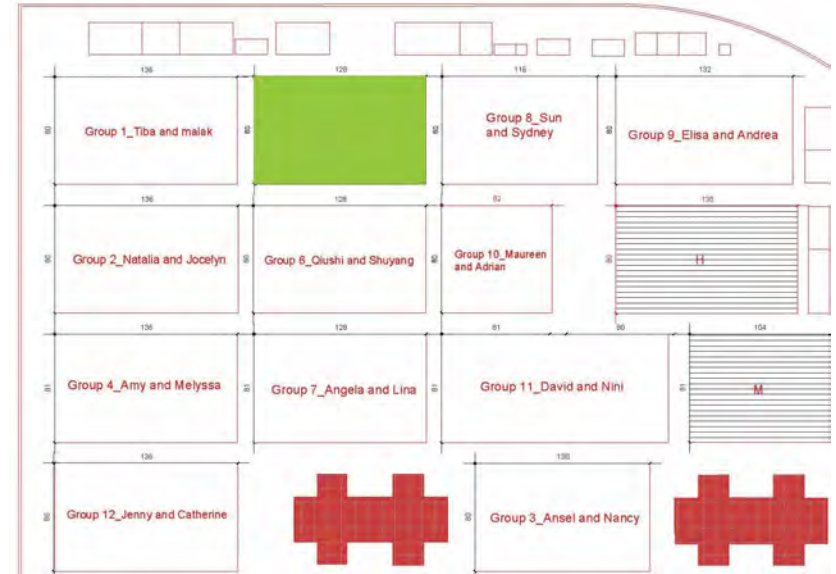
Booth Size- 10,240 sq ft

Booth Type- Island

VIP/CIP- all are the same (no vip)

Screens- used for information display

Graphics- experience is favored over emphasis of the brand



PRODUCTS



LINDEN



CYPRESS

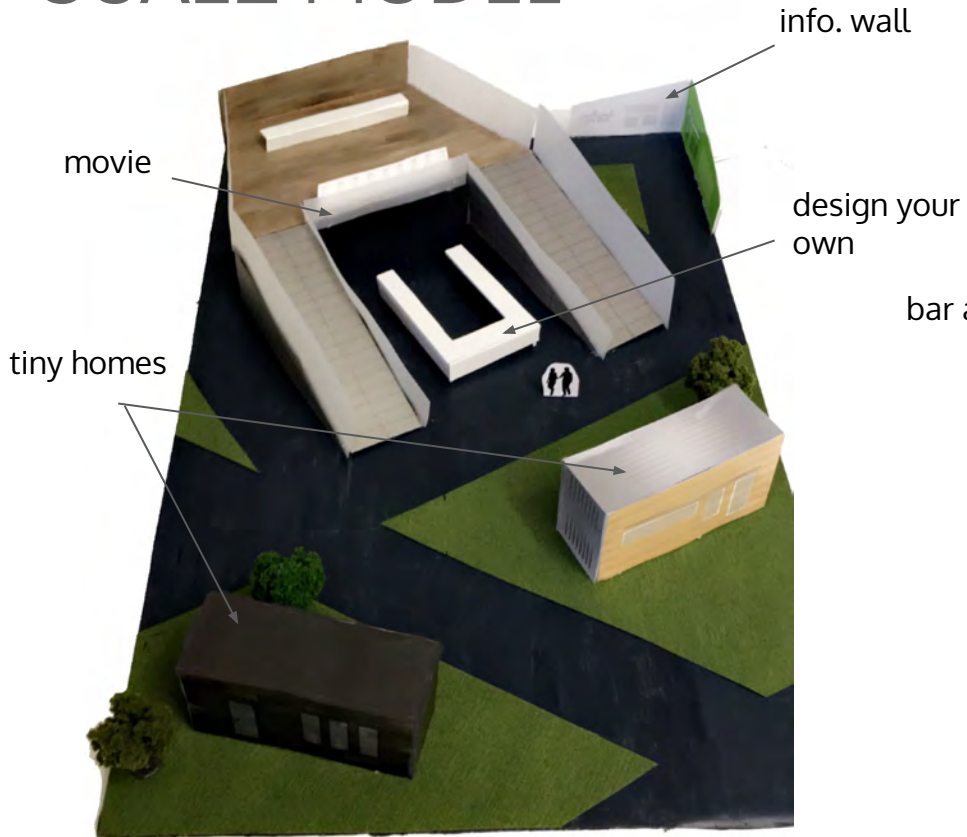


ELM

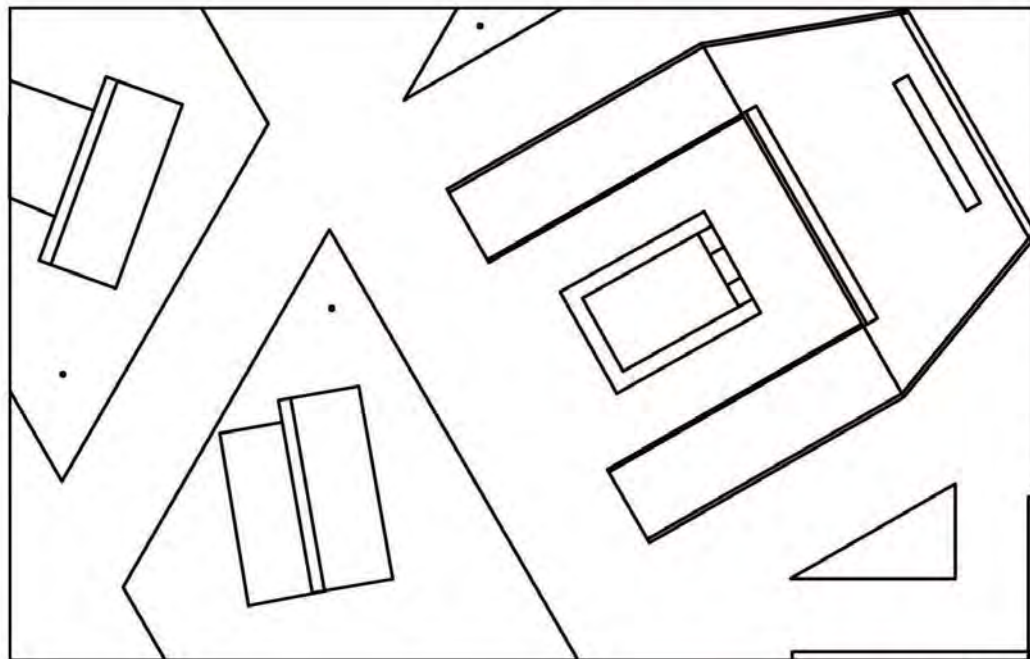


MICA

SCALE MODEL



FLOOR PLAN

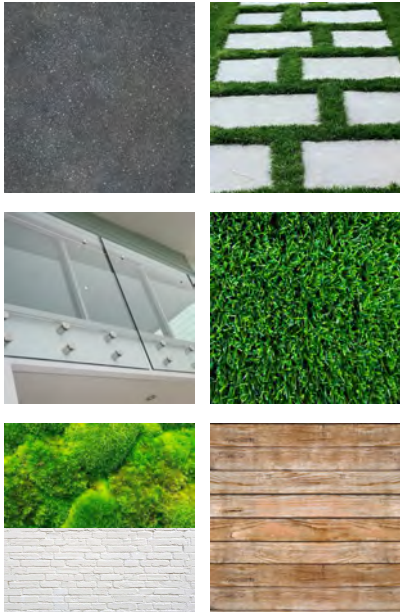


Scale: 1" = 1'



EXHIBITION DETAILS

MATERIALS



LIGHTING



FURNITURE



EXHIBITION IDENTITY

LOGO

Stumbleweed
Tiny House^{co}

TYPOGRAPHY

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

LOGO TYPOGRAPHY

HANDMADE FONT

COLOR PALETTE



CMYK- 46/1/98/0



CMYK- 63/11/100/1



CMYK- 19/15/16/0



CMYK- 30/23/32/0



CMYK- 52/43/53/12

FINAL MODEL

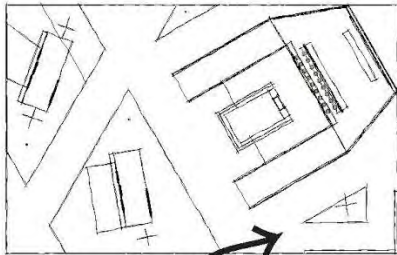


A tree gives the space a courtyard feel, and connects it with the rest of the exhibition.

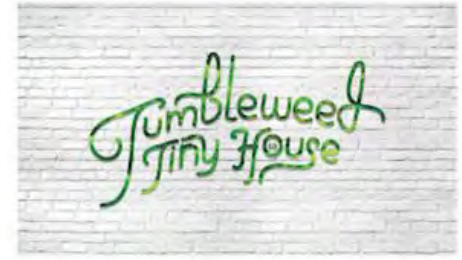
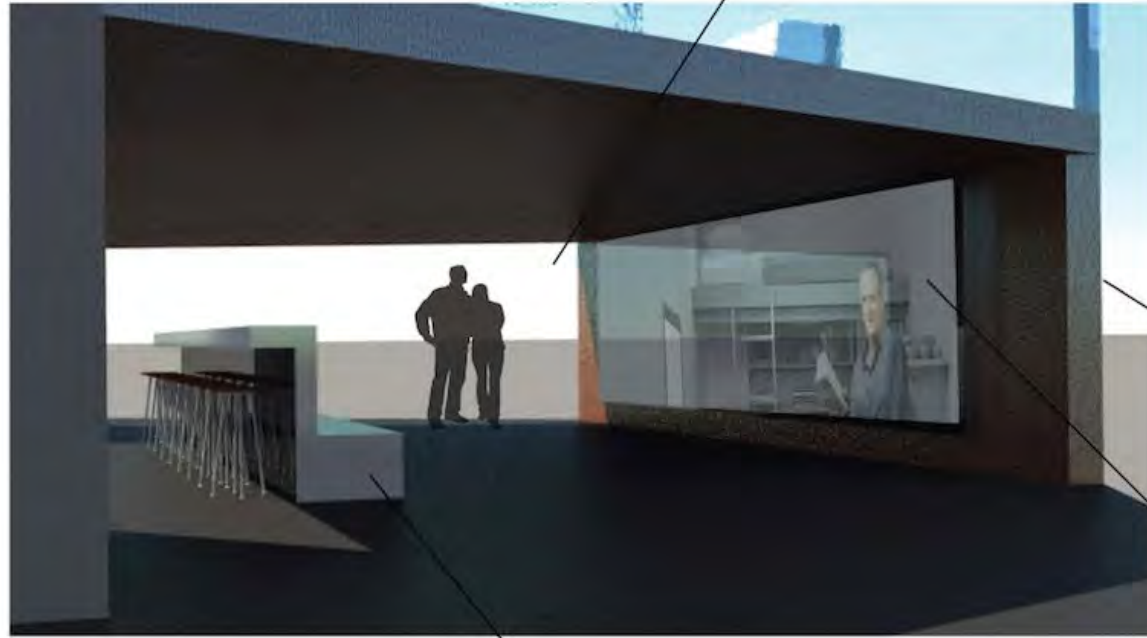
A green information wall gives visitors facts about the energy efficiency and off-grid capabilities of tiny house living.

On the other side of the information corner, the walls are painted with chalkboard paint and thought-provoking questions related to living minimally and purposefully are posed for passersby to interact with, either by writing their own answer or reading the answers of others.

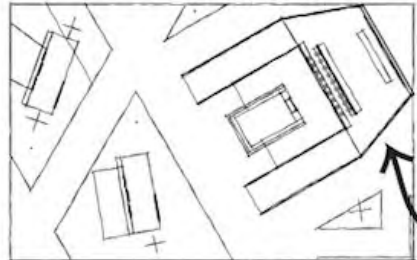
A white information wall gives visitors background on the Tumbleweed Tiny House Company and its founders.



The side walls of the viewing room were kept open to attract visitors attention, allow easier access and bring light into the space.



Behind the movie wall there is a white brick feature wall showcasing the logo in moss.



A white, modular bench/counter combination paired with tall bar stools provide an easy resting place for visitors while they watch the film.

A long LCD movie screen plays a seven minute video on repeat. The film will highlight key developments in the tiny house movement and present the stories of three diverse people who live in a Tumbleweed Tiny home.

