

The background of the entire page is a grayscale photograph of two hands, one on the left and one on the right, holding a large, multi-faceted sphere. The sphere is composed of many small, colorful segments in various colors including blue, green, yellow, orange, red, purple, and pink. The hands are positioned as if they are supporting the sphere from below. The overall aesthetic is clean and modern.

JAMBOX

BY JAWBONE

FALL QUARTER 2014

DES 185:EXHIBITION DESIGN
MAHAN SOLTANZADEH

PROCESS BOOK BY:

SAMANTHA BLOCK
SARA KIM

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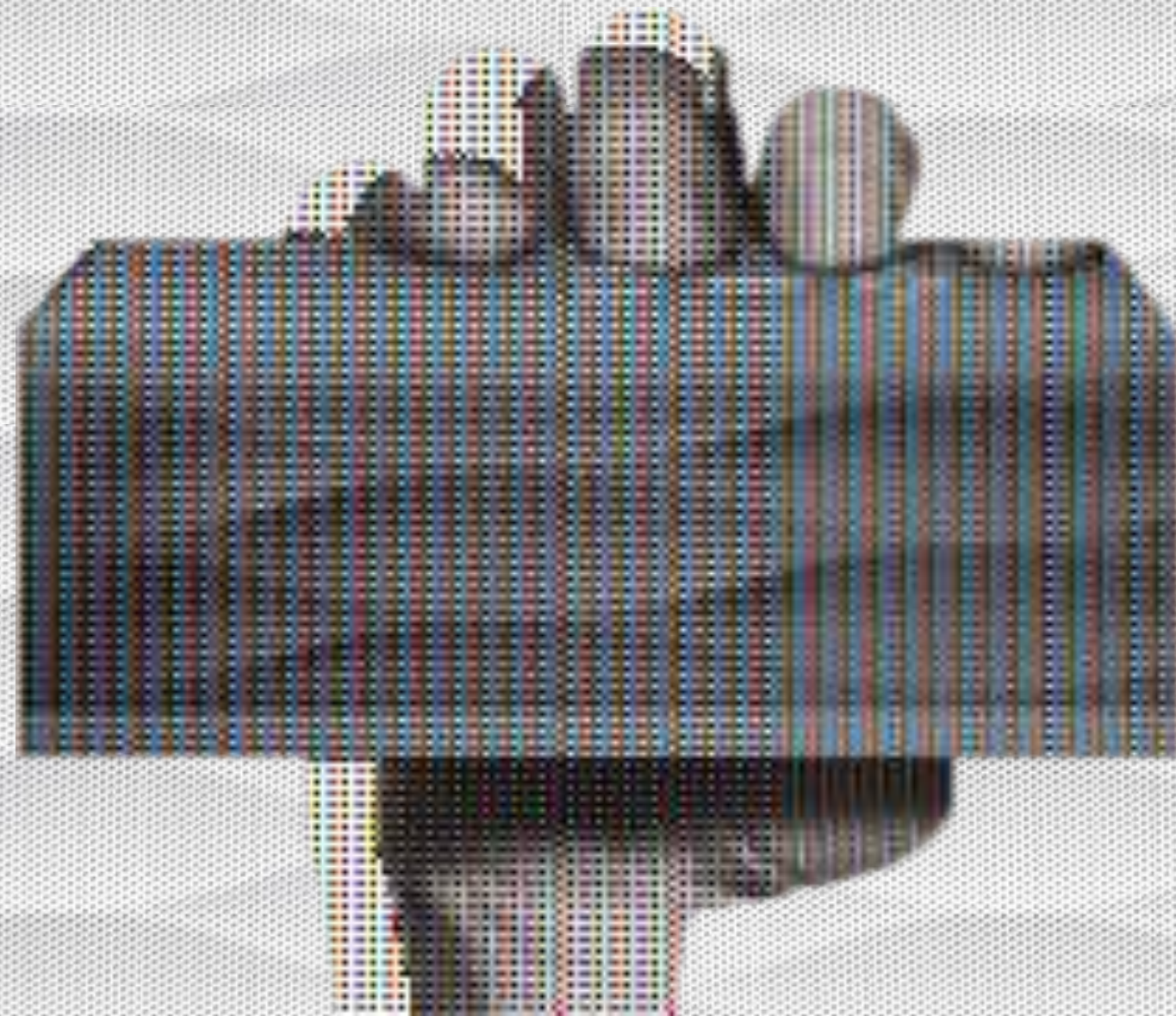
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PHASE 01:

EXHIBITION OVERVIEW



GENERAL INFORMATION

Company Name: Jawbone

Activity: Lifestyle

Product Category: Portable Speakers

Website: www.jawbone.com

Annual Expo Attendance:

Jawbone generally attends technology based expos. They are based in San Francisco but have begun to expand globally and sell their products in over 40 countries.

Buisness Objective:

Jawbone designs and produces consumer technology and wearable devices. They sell a variety of products, including a fitness tracker called UP, a headset called ERA, and a speaker called JAMBOX.

Important Guests: CIP/VIP

CIP guests are individuals ranging from teenagers to young urban professionals. The booth is also family friendly allowing child and families to explore and play. VIP guests are previous clients, tech retailers, and partners of JAWBONE.

EXHIBITION INFORMATION

Trade Show: Technology Show

Location +Time + Date:
Chigaco Convention Center
McCormic Place, Illinois
December 11-17, 2015

Exhibition Hall Number:
South Building

Booth size: 11016sq, single floor

Booth type: island, booth I

ARCHITECTURAL ELEMENTS

Product Specification and Stands: The majority of the products are placed on a product wall in the “bloom” spring section. Other Jamboxes are placed throughout the booth to connect to via bluetooth and share your jams.

Important Guest (CIP/VIP) Space: The majority of the booth is CIP designated space. The “winter” section is designated VIP space. It is elevated above the rest of the booth and features a bar.

Lighting: The acrylic plates that make up the structure are lit from within to give the booth a glowing feel. Spotlights also hang from the ceiling in various locations as well

Storage: Approximately 120 sq. ft. of storage underneath the bar on the first level

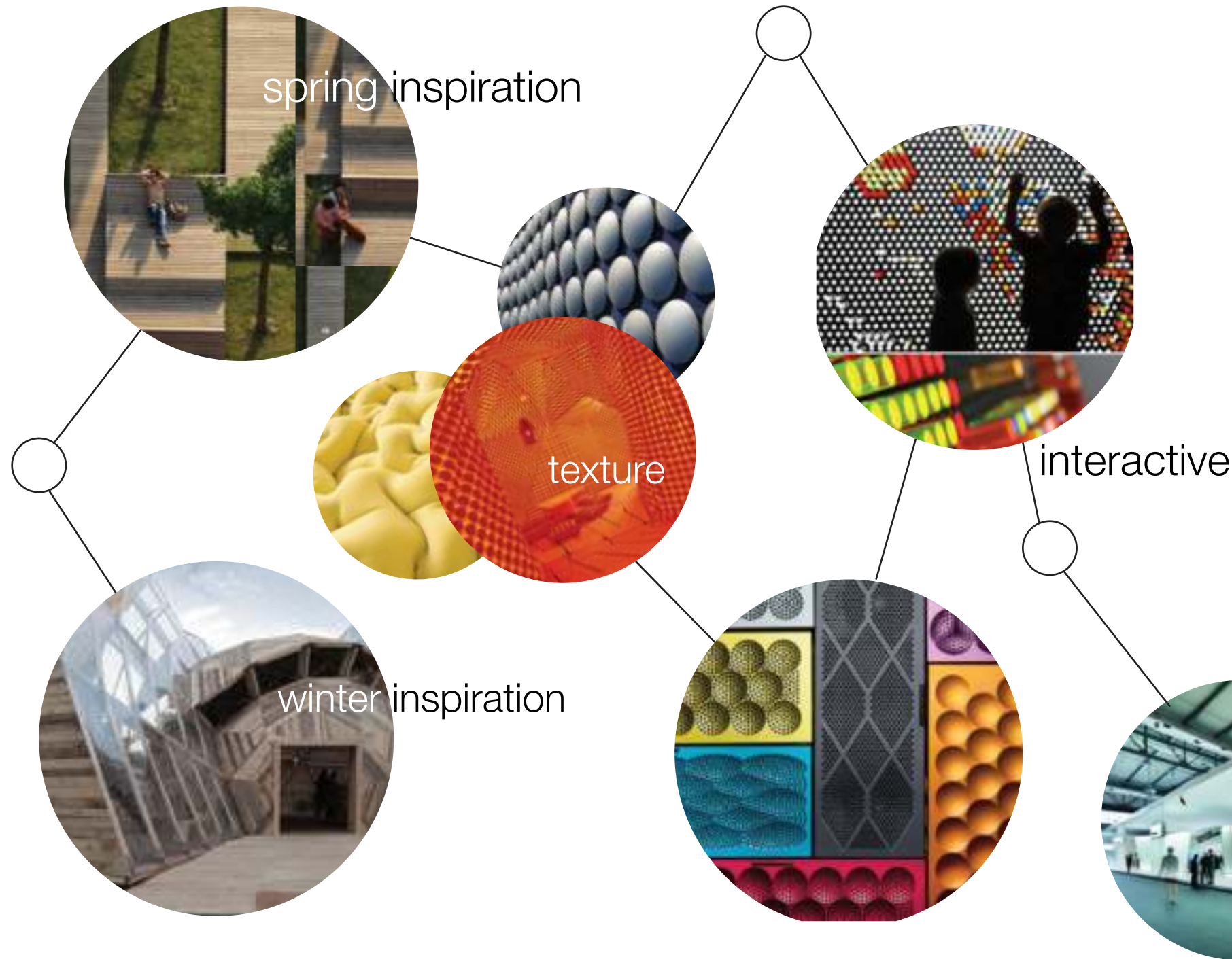
Information Booth:
Two information booths.

GRAPHIC ELEMENTS

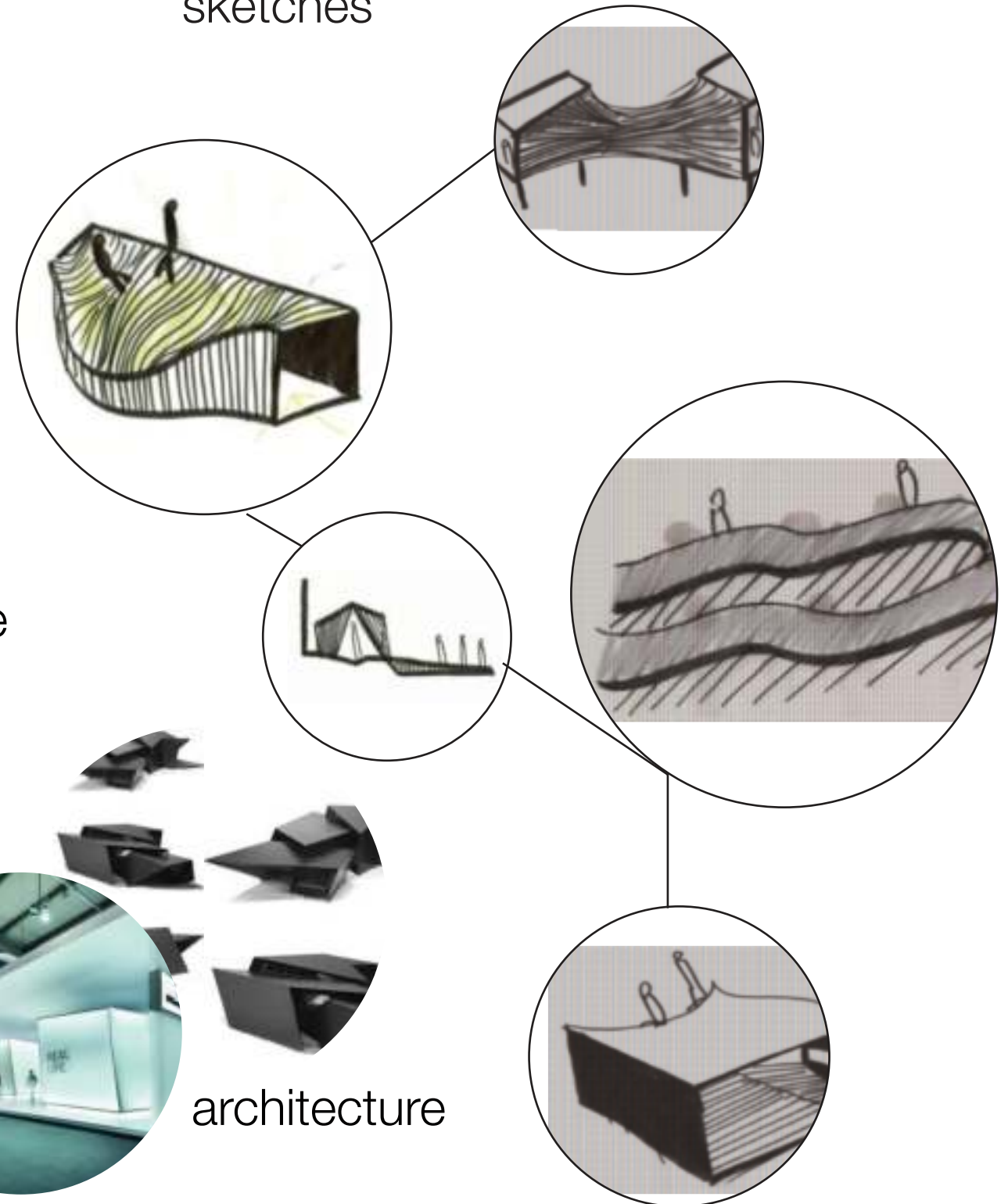
Number of Logos and Signage:
One main header stands on the Southwest side of the booth. smaller headers hang on the West and Southeast entrances.

Media:
There are two main media walls in the booth. One being a customization wall and one a narrative experience as you enter the booth. The theird media element is a bluetooth system where guests can download the app and then share their music through JAMBOXES stationed throughout the booth.

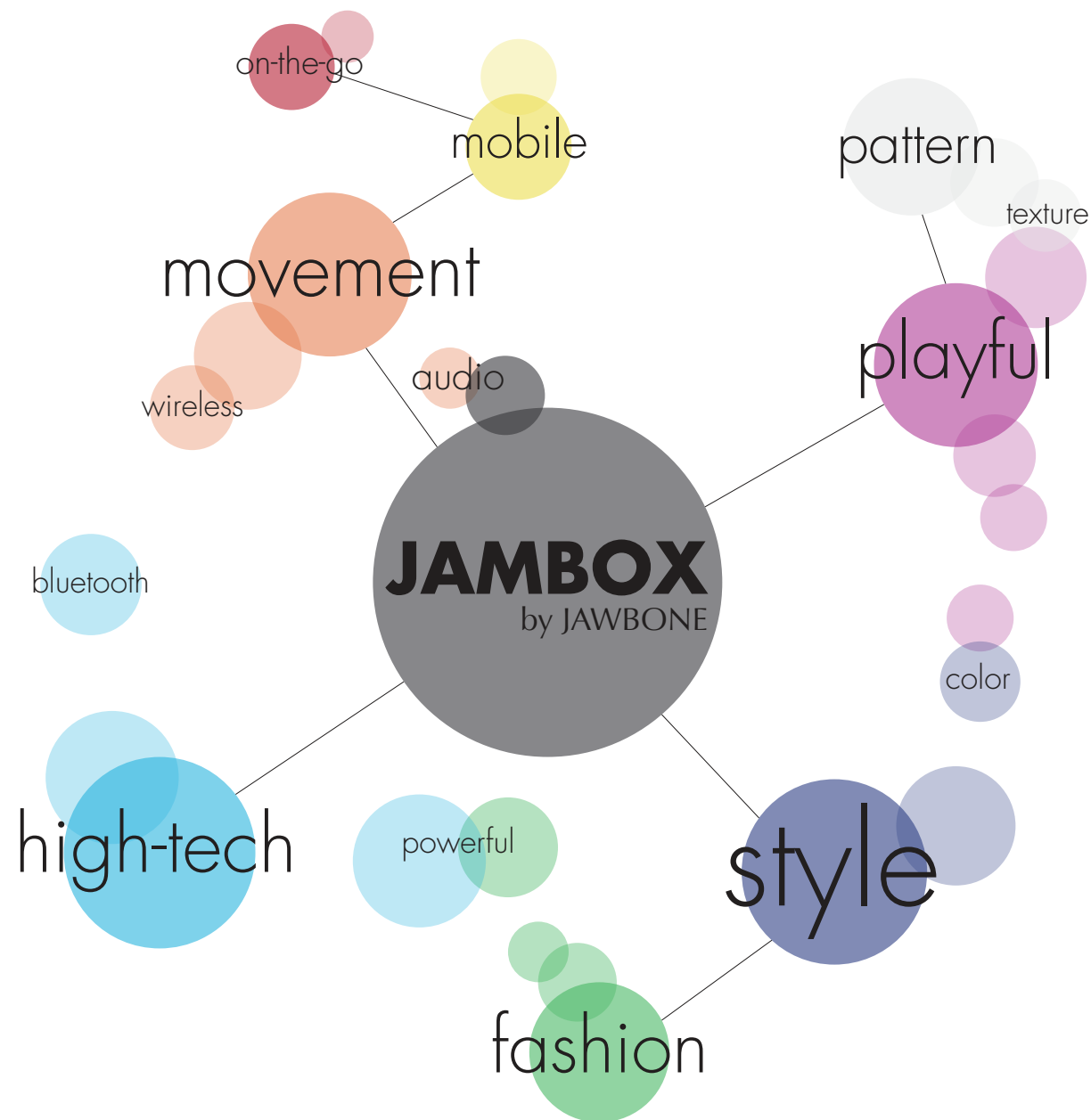
mood board



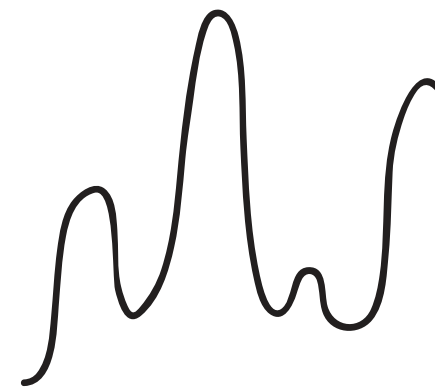
sketches



"AMPLIFY YOUR LIFE"

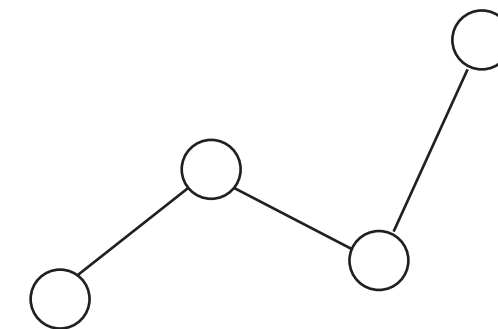


①



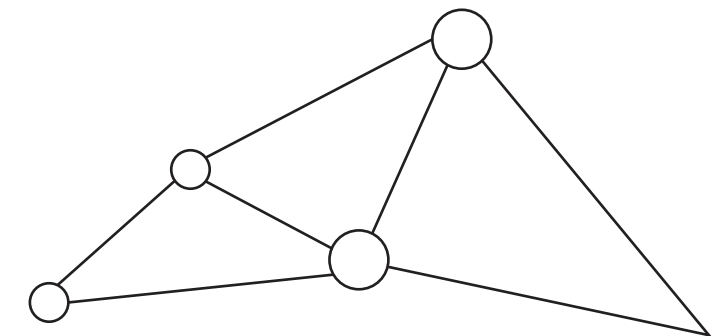
sound waves
Inspired initially by the movement and flexibility of sound waves

②



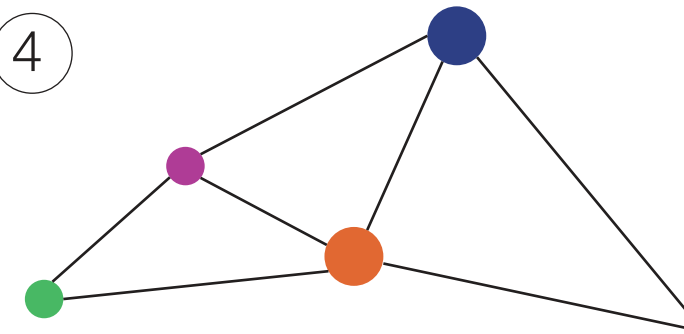
geometry
and the geometry and angular nature of the JAMBOX

③



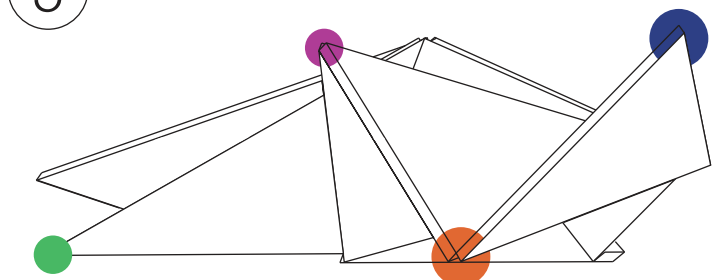
connections
The two are tied together in a geodesic pattern forming 4 distinct areas.

④



seasons
Each area corresponding to a different season and creating a different atmosphere

⑤



architecture
spacial architecture based on seasons split into four main parts spring, summer, fall, and winter

JAMBOX



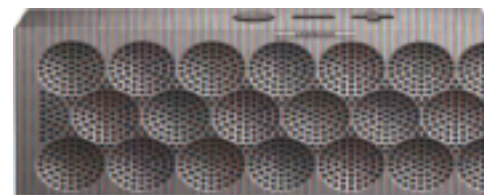
100+ COLOR COMBINATIONS

Length: 5.94"
Width: 1.57"
Height: 2.24"

12 oz.

The **JAMBOX** that started it all

MINI JAMBOX



9 COLOR COMBINATIONS

Length: 6.06"
Width: .96"
Height: 2.28"

9 oz.

Measuring in at less than an inch thin and a featherweight 9 oz, MINI JAMBOX is built from a single piece of extruded aluminum designed to deliver incredible sound quality and volume for its size. It also comes in 9 colors and 5 different design options

Features:

Live Audio:
sign in and download LiveAudio to listen in three dimensions

Multiplay:
Connect two MINI JAMBOX speakers for twice the sound

Jawbone App:
Download the Jawbone App and look out for product updates

BIG JAMBOX



100+ COLOR COMBINATIONS

Length: 10"
Width: 3.1"
Height: 3.6"

2.7 lbs.

Features:

Live Audio:
sign in and download LiveAudio to listen in three dimension

High Sound:
Huge, full audio at any volume

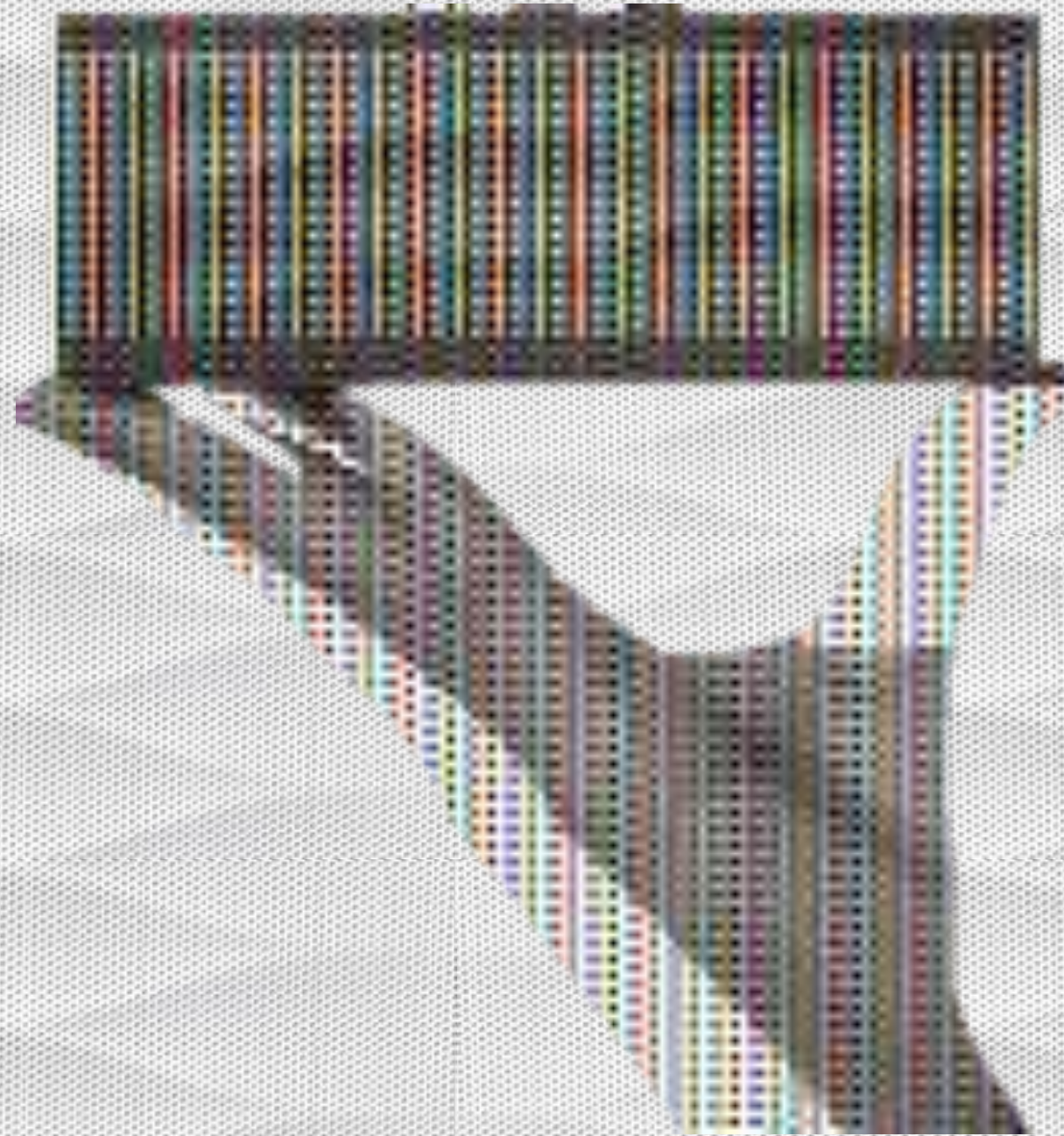
Powerful Speakerphone:
Hands free video calls using skype, google hangouts, and facetime

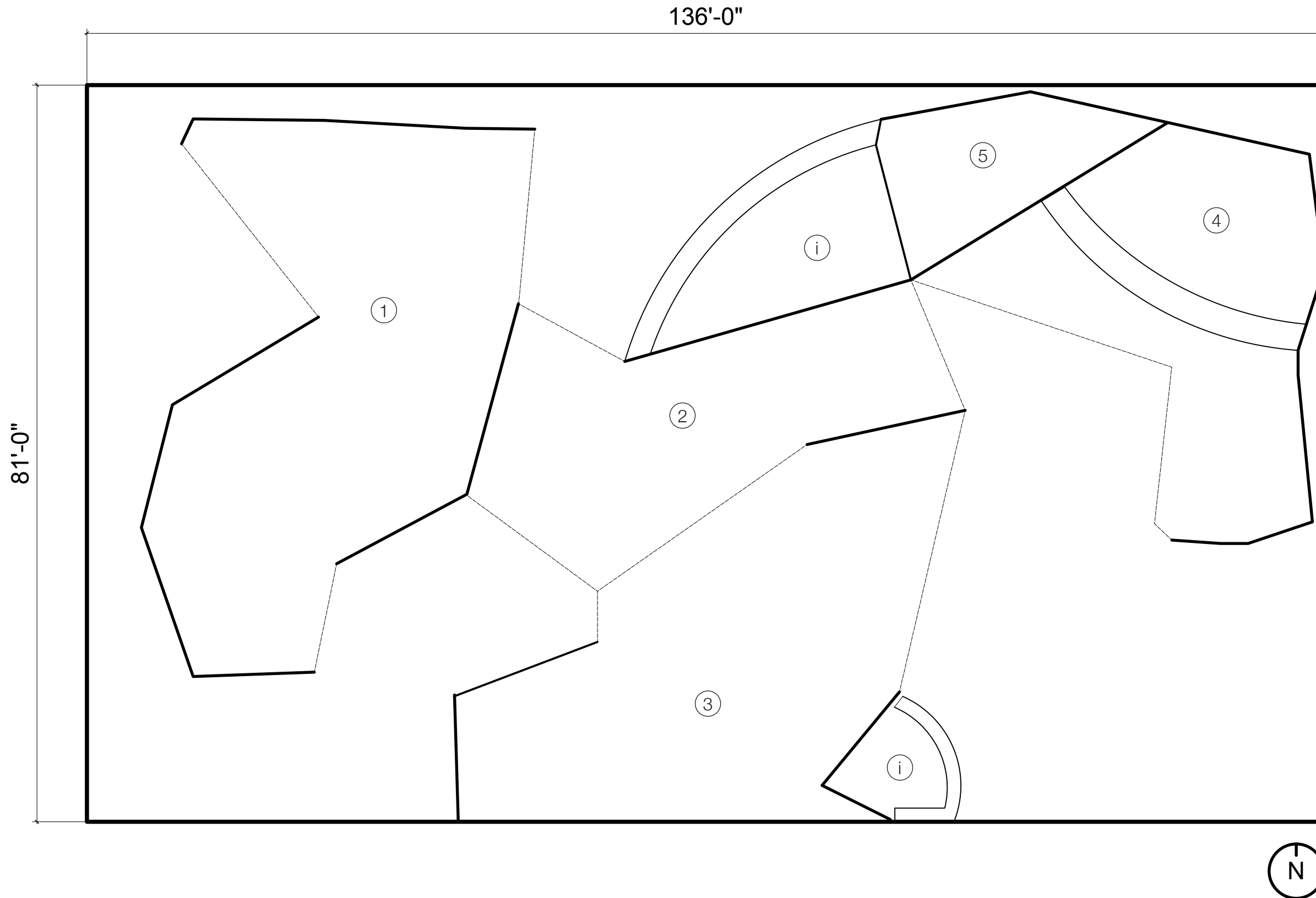
Smart + Updateable:
Plug into the Jawbone accounts website to customize and download exclusive content and updates

BIG JAMBOX gives you sound big enough to fill any space, in a size small enough to carry around the house or take on your next adventure

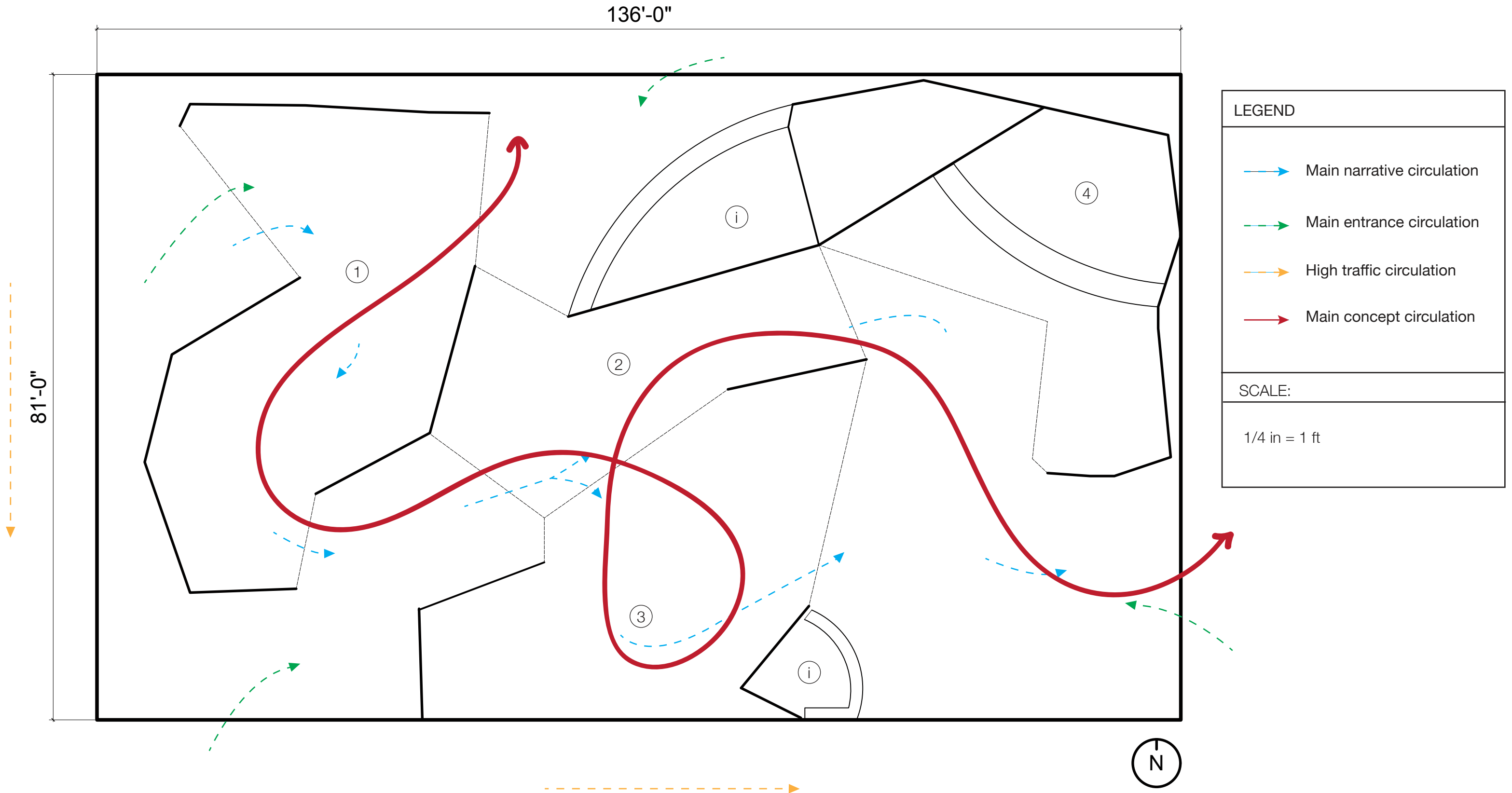
PHASE 02:

SPACIAL PLANNING



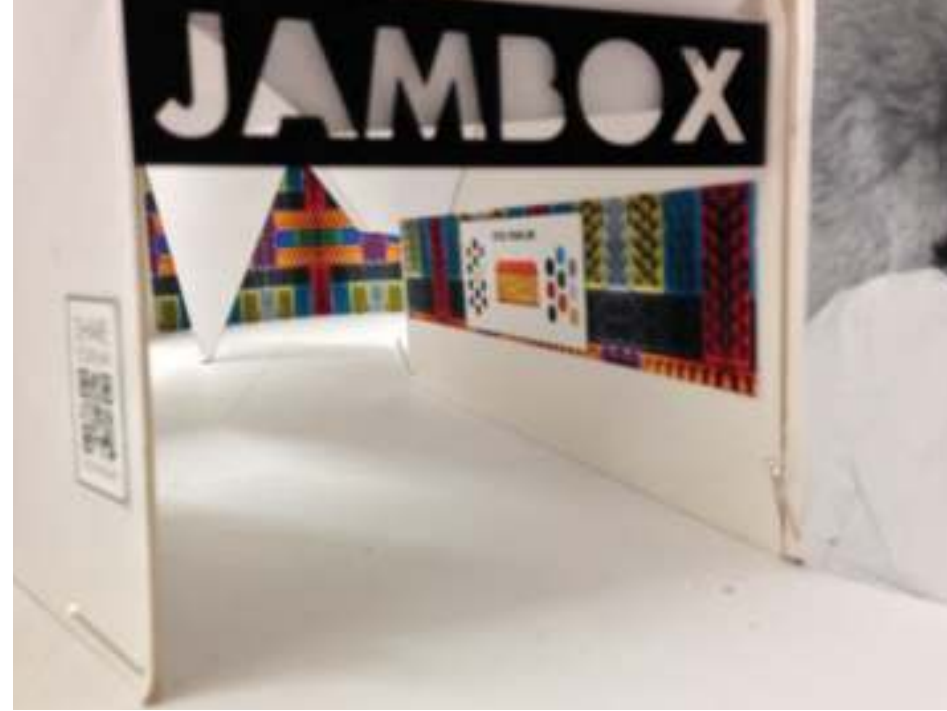


LEGEND	
①	Spring: introduction to Jawbone's philosophy and product
②	Summer: a playful area for clients to experience the jambox
③	Fall: stylize and interact with media walls
④	Winter: socialize in a lounge/ bar setting while VIP enjoy jambox entertainment system
⑤	Storage: space for staff and products, and misc.
i	Information Booths
SCALE:	
1/4 in = 1 ft	
BOOTH I	





PLAN view



interior view of fall media wall



interior view of winter bar



SOUTH EAST view



interior view of fall instagram wall



SOUTH
info desk



NORTH
info desk

INTERIOR MATERIAL:

Each season correlates to a seasonal flooring. All material are saved by projecting interactive/ motion sensed images of the featured textures.



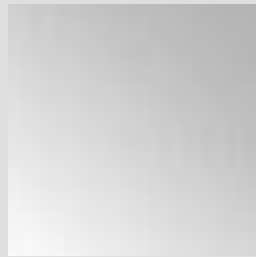
Turf



Sand



Leaves



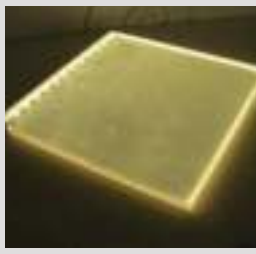
Mirror/ Ice

EXTERIOR MATERIAL:

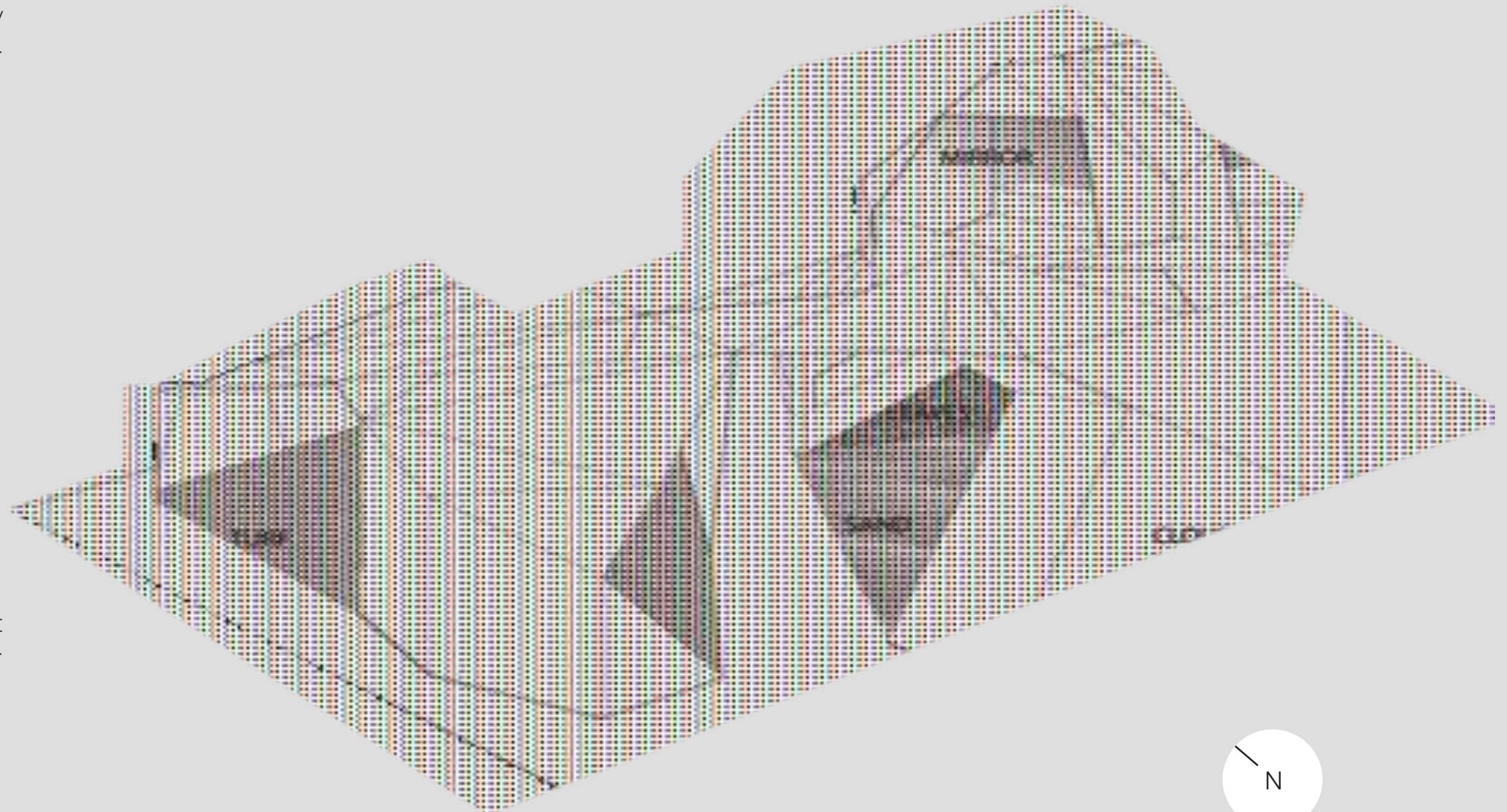
Acrylic cloudy white panels will feature LED light inside the walls to give a welcoming atmosphere



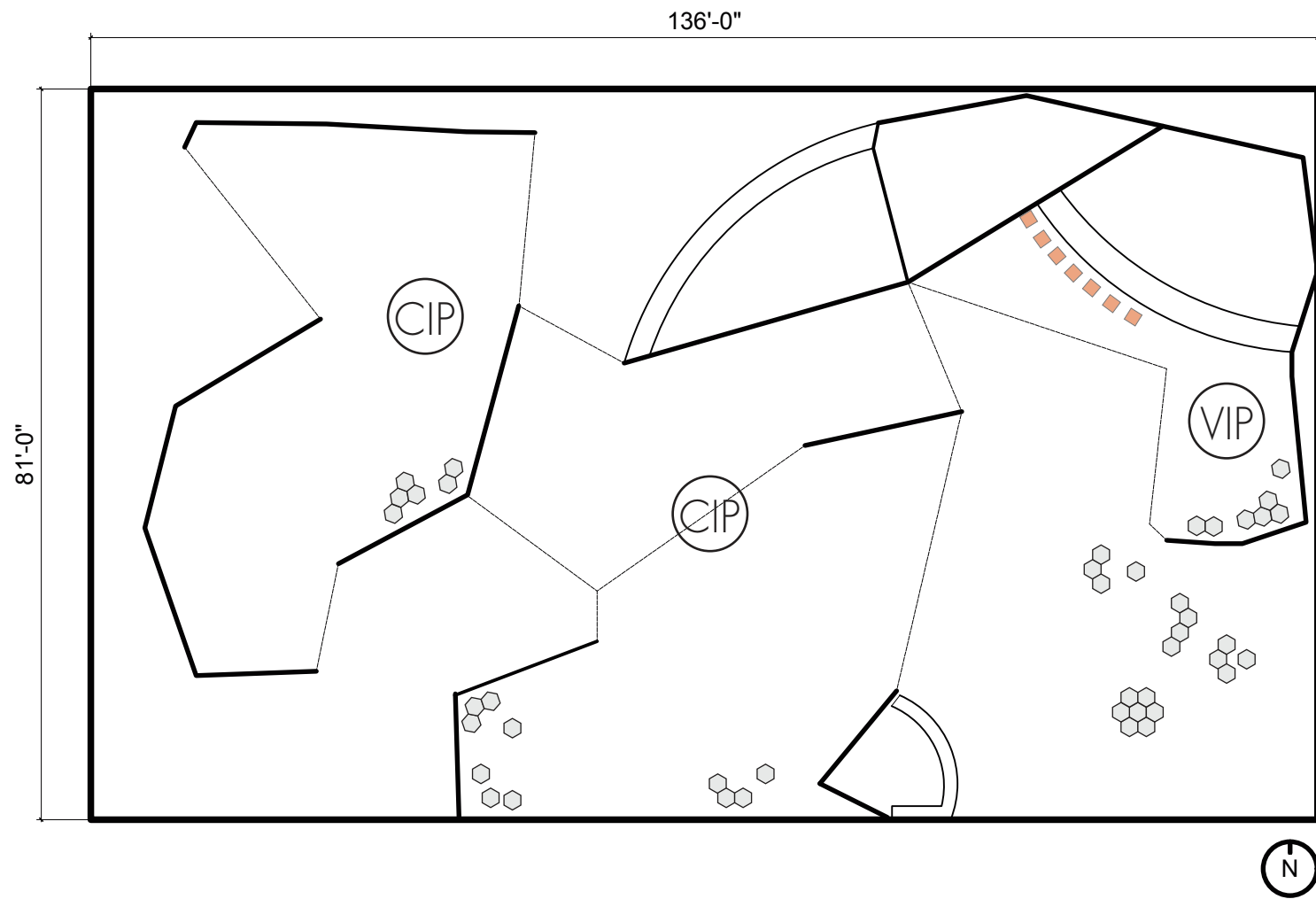
Acrylic





LED Panels



FURNITURE FLOOR PLAN:



LEGEND:	
	COUNTERSTOOL
	CHAIR AND OTTOMAN

VIP

BAR:

Blue dot copper real good counterstool

MATERIAL
copper plate over steel

DIMENSIONS
18" x 35.5" x 14.5"



VIP CIP

LOUNGE:

Hex chair and ottoman by incorporated

MATERIAL
standard upholstery

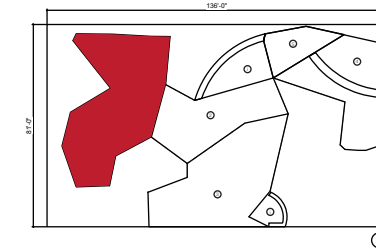
DIMENSIONS
28" x 14.5" x 36"



PHASE 03:

EXHIBITION STAGING





FEATURES:

Product Wall + App

JAMBOX MINI**JAMBOX** BIG**JAMBOX**



Narrative Wall



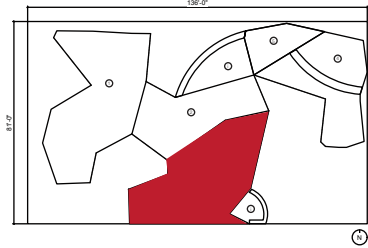
BLOOM
PLAY
STYLE
CHILL

Classification of space: CIP

Bloom: The Spring season marks the start of new interests, goals, and an introduction to a new beginning. The CIP will approach the narrative wall from the East side of the booth as the narrative wall will “bloom” an introduction to Jawbone’s philosophy on Jambox.

FEATURES:

Doodle Wall



BLOOM
PLAY
STYLE
CHILL

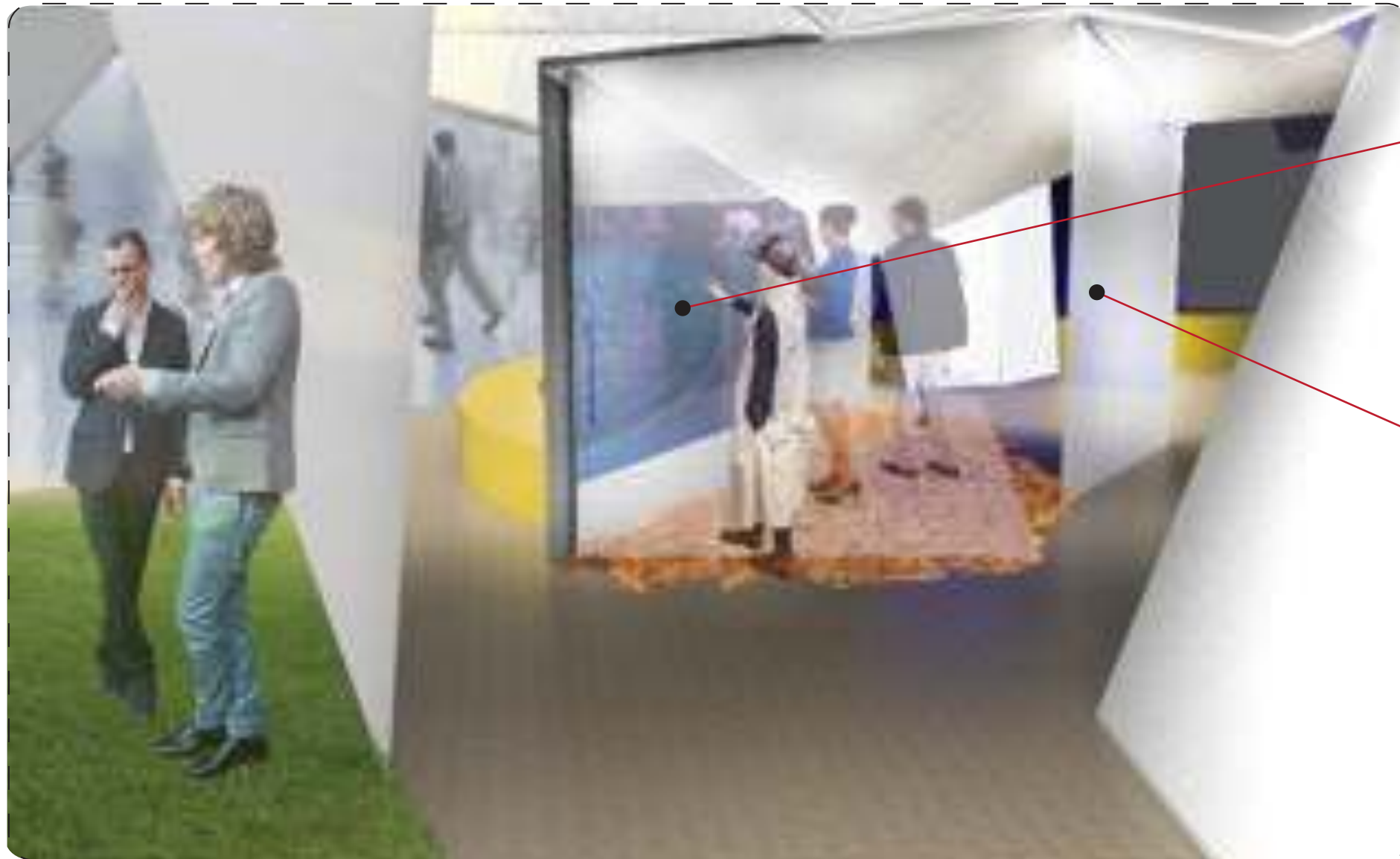
Classification of space: CIP

Play: The Summer season emphasizes the beginning of travel and adventure as the outdoor temperature becomes warmer. Activities at the beach, sports, picnics, all occur as the season brings people together. The sand and leisure setting correlates with the doodle wall that features a BIGJambox connected to the Jambox by Jawbone App the CIP may “play” with.



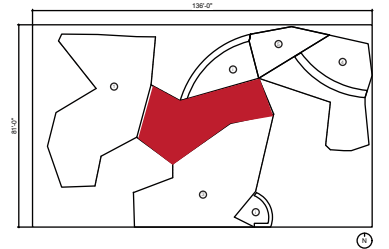
Sand + Leisure+ App





FEATURES:

Interactive Wall



INNER TEXTURE + COLOR

OUTER COLOR

OVER 100 + COLOR COMBINATION

Media Wall

Steps:

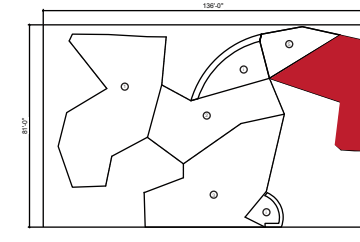
1. take photo with jambox
2. post your photo on instagram
3. #jamboxchicago and have it feature on our media wall feed

EXPLORE

BLOOM
PLAY
STYLE
CHILL

Classification of space: CIP

Style: The Fall season marks the transition from summer to winter notable for its beautiful color change in foliage and a lifestyle of layering clothing and accessories. As a perfect transition from the "Play" to "Chill", CIP may experience the interactive wall to stylize and design their own Jambox color combination. Facing the interactive wall is a media wall with images from Instagram CIP may participate and hashtag "#myjamstyle" to show their personal way of stylizing their jambox into their lifestyle.



Classification of Space: VIP

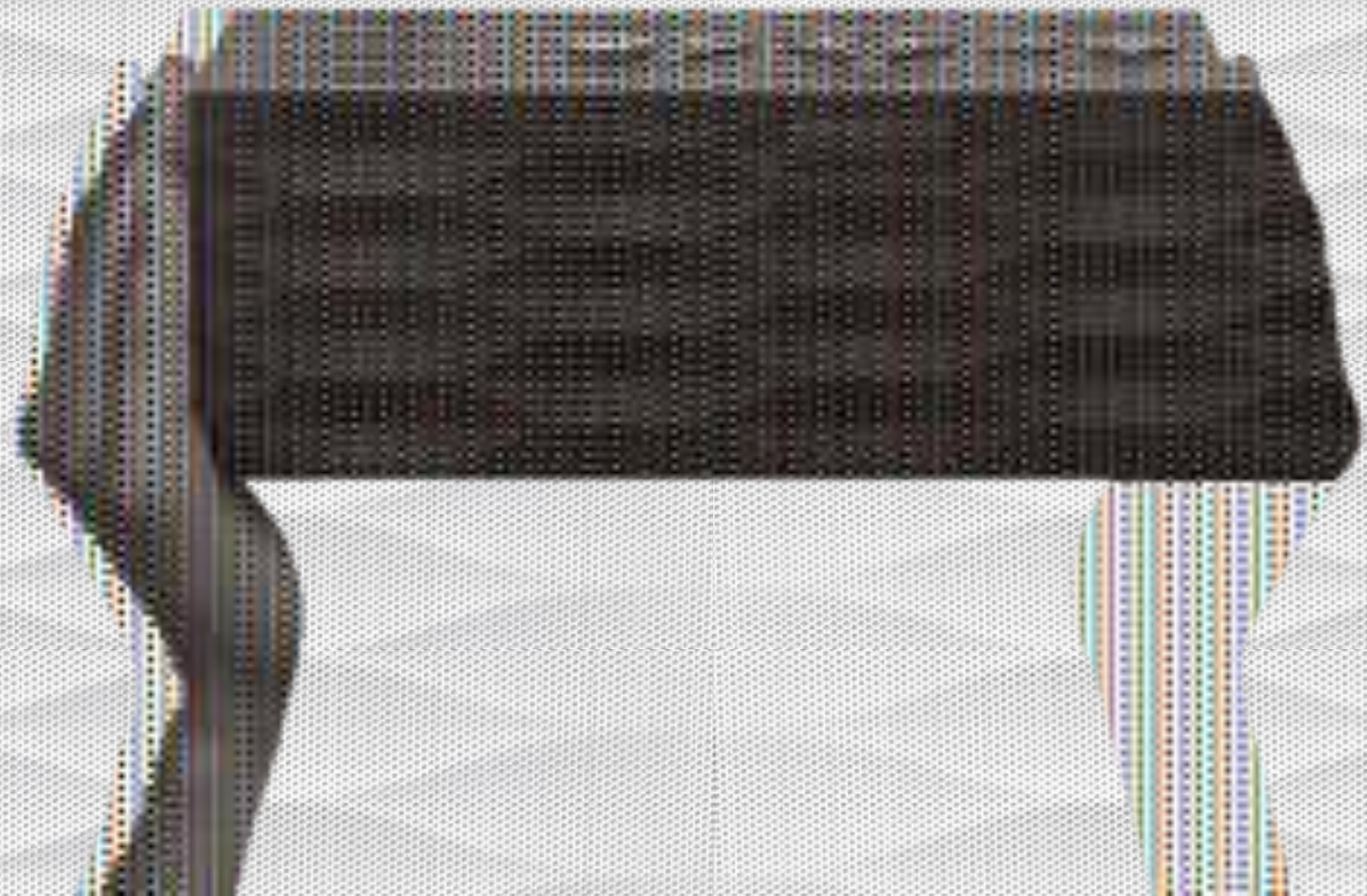
Chill: Winter is the coldest season of the year but is the start of warm welcomings and gatherings. As the space is catered to VIP members, it features a open bar, leisure for lounging, and the Jawbox by Jawbone App. Unleashing the entertainment through the Jambox App will levetate the mood of each audience by their specific music choices.

FEATURES:

The **JAMBOX** booth revolves around bluetooth interaction. We invite each visitor to download the **JAMBOX** app on their phone as they enter the booth. Throughout the space there will be various **JAMBOX**s to connect to via the app and share your jam.

PHASE 04:

EXHIBITION IDENTITY



TYPOGRAPHY



ABCDEF abcdefg
GHIJKLM hijklmn
NOPQRS opqrstu
TUVWXY vwxyz

JAWBONE and
identity/logo typeface



ABCDEFGH abcdefgh
HIJKLMNO ijklmnopq
PQRSTUVWXYZ
vwxyz

detail and
body text typeface



ABCDEFGH abcdefghi
HIJKLMN ijklmnopqr
OPQRSTU stuvwxyz

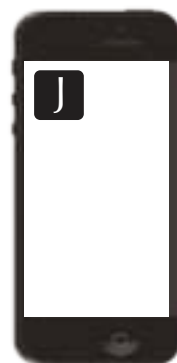
JAMBOX and
identity/logo typeface

OPTIMA ●

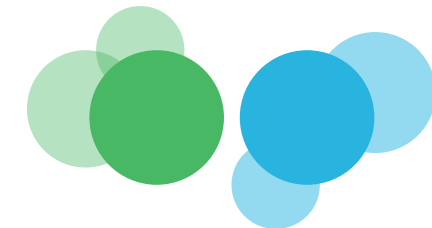
JAMBOX
by JAWBONE

● Futura Std Bold

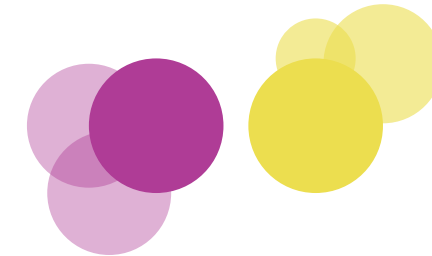
LOGO



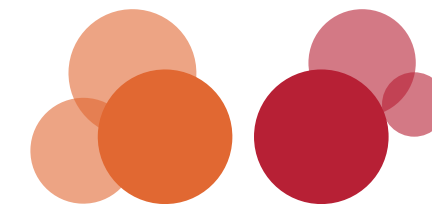
COLOR PALETTE



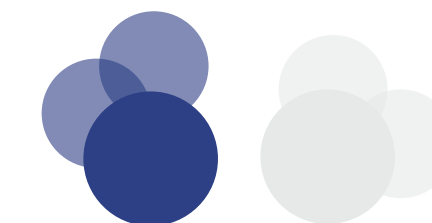
spring



summer



fall



winter

BANNERS

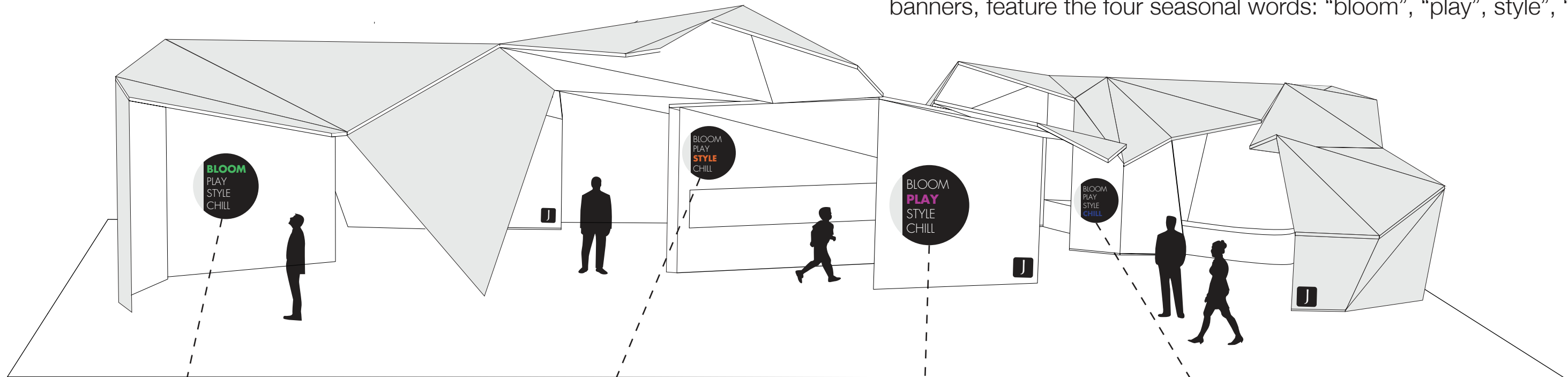


POSTERS



WAY FINDING

Within each seasonal section is a poster that indicates which season the guest has entered. The posters, similar to the promotional banners, feature the four seasonal words: “bloom”, “play”, “style”, “chill.”



spring



fall

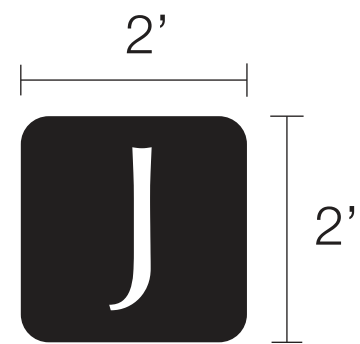


summer



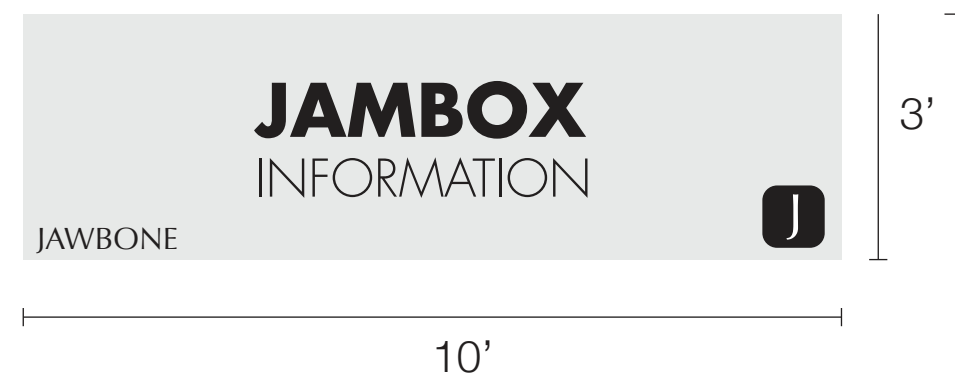
winter

HEADERS



logo wall detail
2 total

INFORMATION



INTERIOR POSTERS



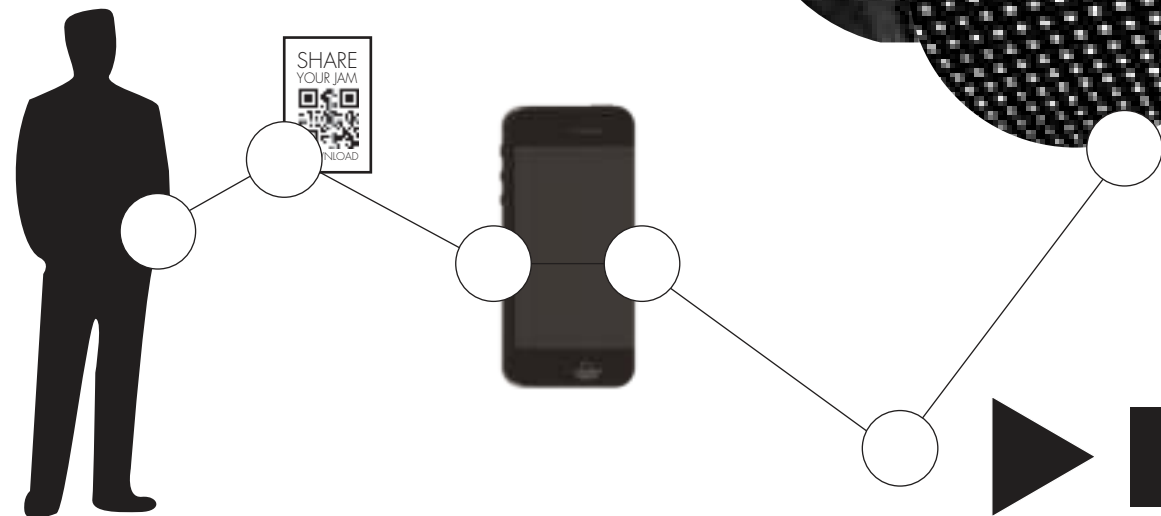
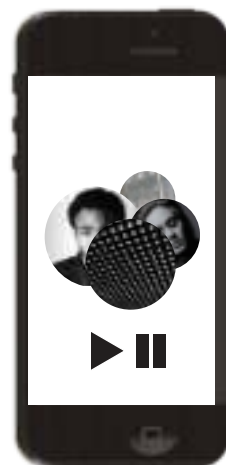
NARRATIVE: seasons



INTERACTIVE



The **JAMBOX** booth revolves around bluetooth interaction. We invite each visitor to download the **JAMBOX** app on their phone as they enter the booth. Throughout the space there will be various **JAMBOX**s to connect to via the app and share your jam.



MAIN CONCEPT OVERVIEW:

Jawbone represents a lifestyle for a wide audience, including children, teens, young professionals, and adults. Focusing on the Jambox product, the concept we can up with is "Amplify Your Life." Our main inspiration comes from the traditional ergonomical shape of a sound wave. As each vector represents a season in a life cycle; Jambox can fulfill or adapt to any environment or lifestyle a client lives by.

The narrative will suggest the seasonal changes throughout the exhibition where each season features an interactive element. One main element spread throughout our exhibit will feature an Application for your mobile device. Jambox's main feature is its incredible sound system; why not have our clients listen to their favorite jams?