

Better Place Trade show: Shelby Rustin and Erica Green



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Exhibition Overview



Better Place Program

About

As part of the Design for Environment approach, the adidas brand launched the adidas Better Place programme in 2007. Its aim is to guide and encourage the creation of more sustainable products without compromising their functional and quality performance.

The development of the sustainable product guidelines within adidas – the Better Place Apparel, Footwear and Hardware Tools – was a response to the absence of a single global standard that defines what it means to create sustainable products. The programme tools set environmental performance benchmarks that products need to qualify for to achieve the Better Place standard.

In constructing the tools, existing environmental product standards, product examples from around the globe, leading-edge materials and construction technologies were evaluated to establish meaningful and applicable guidance for designers, developers and materials sourcing. They also cover adidas Group mainstream standards as defined in the adidas Group's policy on restricted substances as well as Environmental Guidelines that supplier factories are required to follow.

Adidas by Stella McCartney

Featured products in the Adidas Better Place Trade Show include pieces from Stella McCartney's 2013 line.

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Exhibition Brief

General Information

Company Name:

Adidas

Activity:

IMTS Trade Show

Product Category:

Sports Apparel

Website:

adidas-group.com/en/sustainability

Who do you consider as your VIP guest and why?:

VIP guests would normally consist of buyers for stores around the world as well as professional athletes that are sponsored by adidas.

Annual expo attendance:

There are usually around 20 thousand people that attend our trade shows in a few days that it is open.

What are the most important business objectives and their annual trade show attendance:

For many years, Adidas Trade Shows have offered a host of memorable personal experiences, from terrific conversations with industry friends, fun events, visually appealing exhibits and more fun out in the real world when using our products.

However, if you boil it down to numbers, the main objective for attending buyers and viewers is pretty much one thing: new athletic clothing and products. It's the never-ending search for hot new item on the market for whatever outdoor hobby you choose.

Exhibition Information

Trade show title:

Adidas Better Place

Booth Size/Floor Plan:

6000 sq. ft.

Location, Time & Date:

Chicago Convention Center, September 8–13, 2014

Booth type:

Modular

Flat Booth

Exhibition Hall Number:

8319

Architecture Elements

Product Stands

Products: about 100
All products will be clothing items. They will not be fragile and are very light in weight. The products will be surrounding the walls inside the display so they will be easily accessible. Storage will be inside the curved wall behind the timeline.

VIP & CIP Spaces:

There is one room for special guests that curves around the back left side of the space. It is on the back side of the model to separate the VIPs from the normal crowd. It is a small meeting room with a table chairs and refreshment counter.

Lighting:

LED and spotlight

Lock-up & Storage:

Storage (inside bottom portion of the curved wall): 20ft wide by 3ft tall. Space is for marketing materials.

Information Desk VIP & CIP Furniture

There will be 6 booth staff members. They will be handing out free marketing materials as well as taking the VIP guests to the back room.

Graphic Identity

Header:

There is one logo used throughout this tradeshow. The adidas Better Place logo.

Indoor graphics: about 5
Exterior graphics: 4 outdoor examples

Backlight/Posters/Banners/Stickers:**Exterior:**

- Bus shelter
- Building advertisement
- Magazine ad
- Mall banner

Interior:

- Information booths
- Timeline floor graphics
- Water tower interior
- Promotional water bottle

Screen Area:

Virtual center (large touch screen palettes)
TV screen underneath the back shoe.

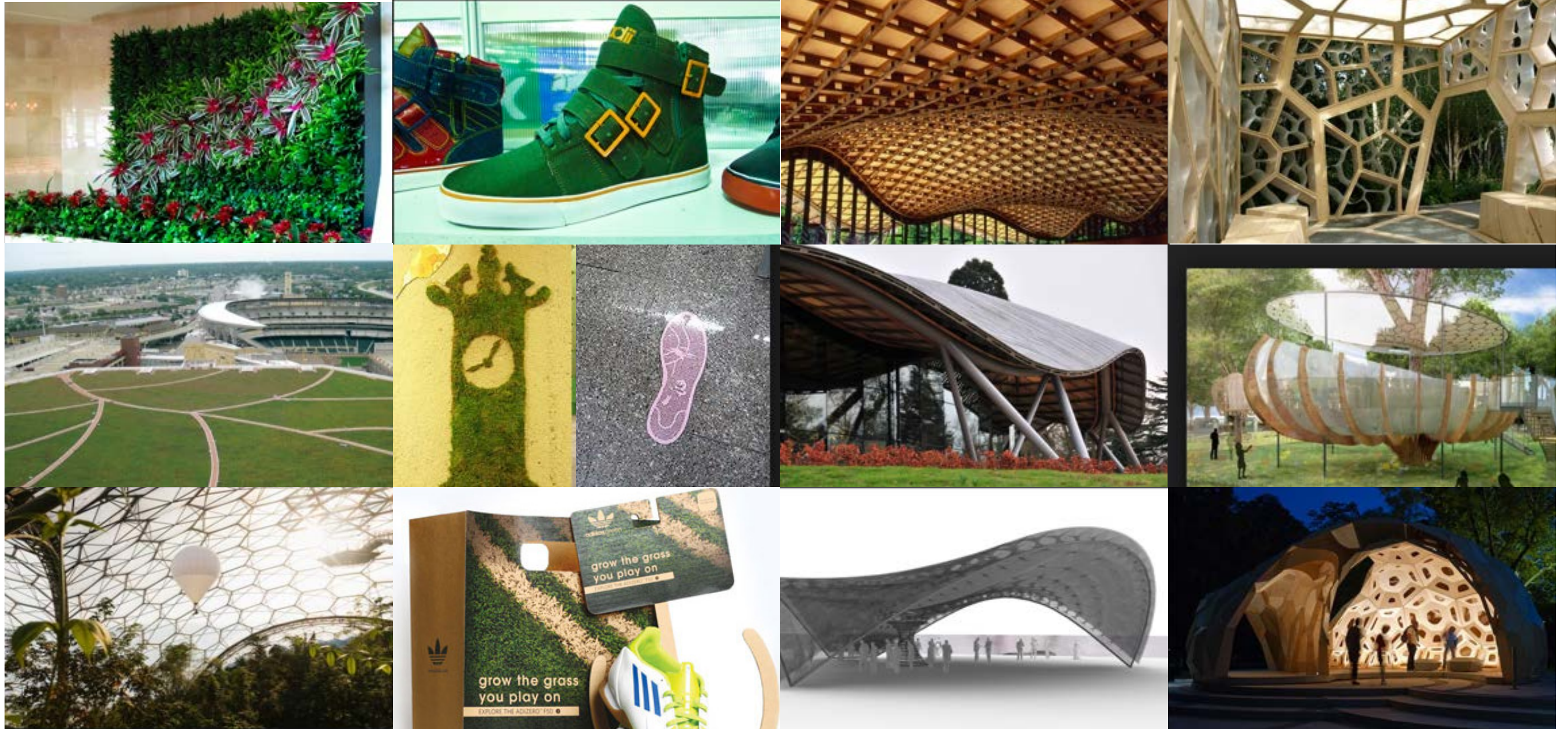
Other:

Recycled plants are being used to make a large shoe. This will be placed in the middle of the booth.

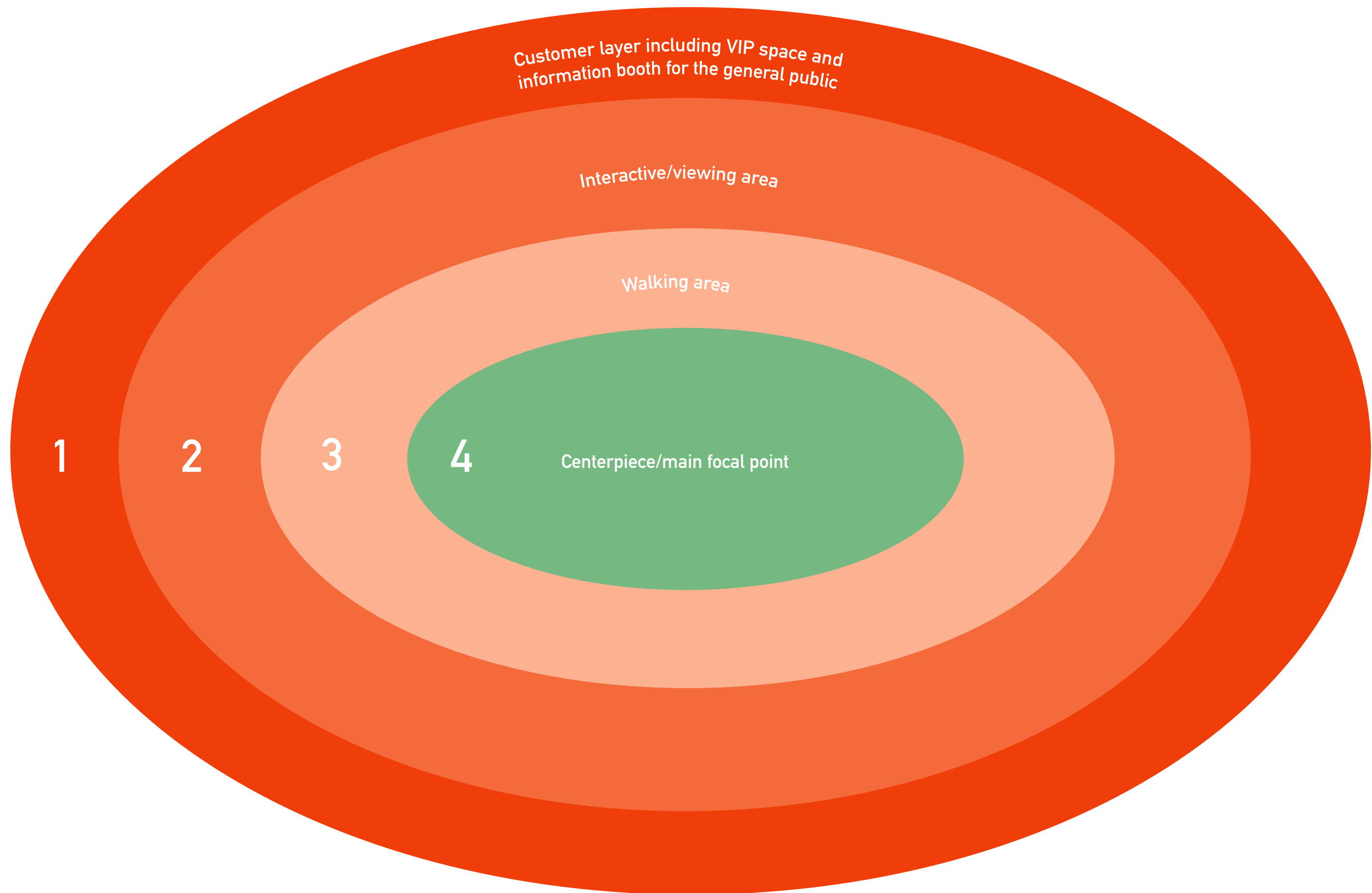
Adidas Inspiration



Research



Concept Map



Object List



stella mccartney



1970
Brown Shoe, tan stripes



1970
Blue and gray shoe, white stripes



Eco Shoe



Yoga Tee



1980
Blue shoe, white stripes



1980
Gray and white shoe, blue stripes



Winter Sport jacket



Essentials Vest



1990
Purple shoe, orange stripes



1990
Black shoes, white stripes



Weekender Biker Trousers



Studio Leggings



2000
Orange gold and blue geometric style



2000
Orange and pink shoes, gradient pattern with white stripes



Essential Sport Shoe



Leucippus Shoes



2010
Blue and Red shoe with white stripes



2010
Red and black shoe with feathered sole



Essential Jogging Trousers



Studio Performance Vest

Object List Continued



stella mccartney



Essential Jogging Trousers



Studio Hoodie



Psitacula Ballerina Shoes



Essential jogging Trousers



Tara Top



Mesh Leggings



Performance Vest



Psitacula Ballerina Shoes



Essential Hoodie



Dorifera Feather Shoes



Weekender Biker Trousers



Essential Performance Bra



Yoga Shorts



Studio Parka



Dorifera Feather Shoes



Run Performance Leggings



Discosura Hiker Shoes



Essential Jogging Trousers



Studio Tee

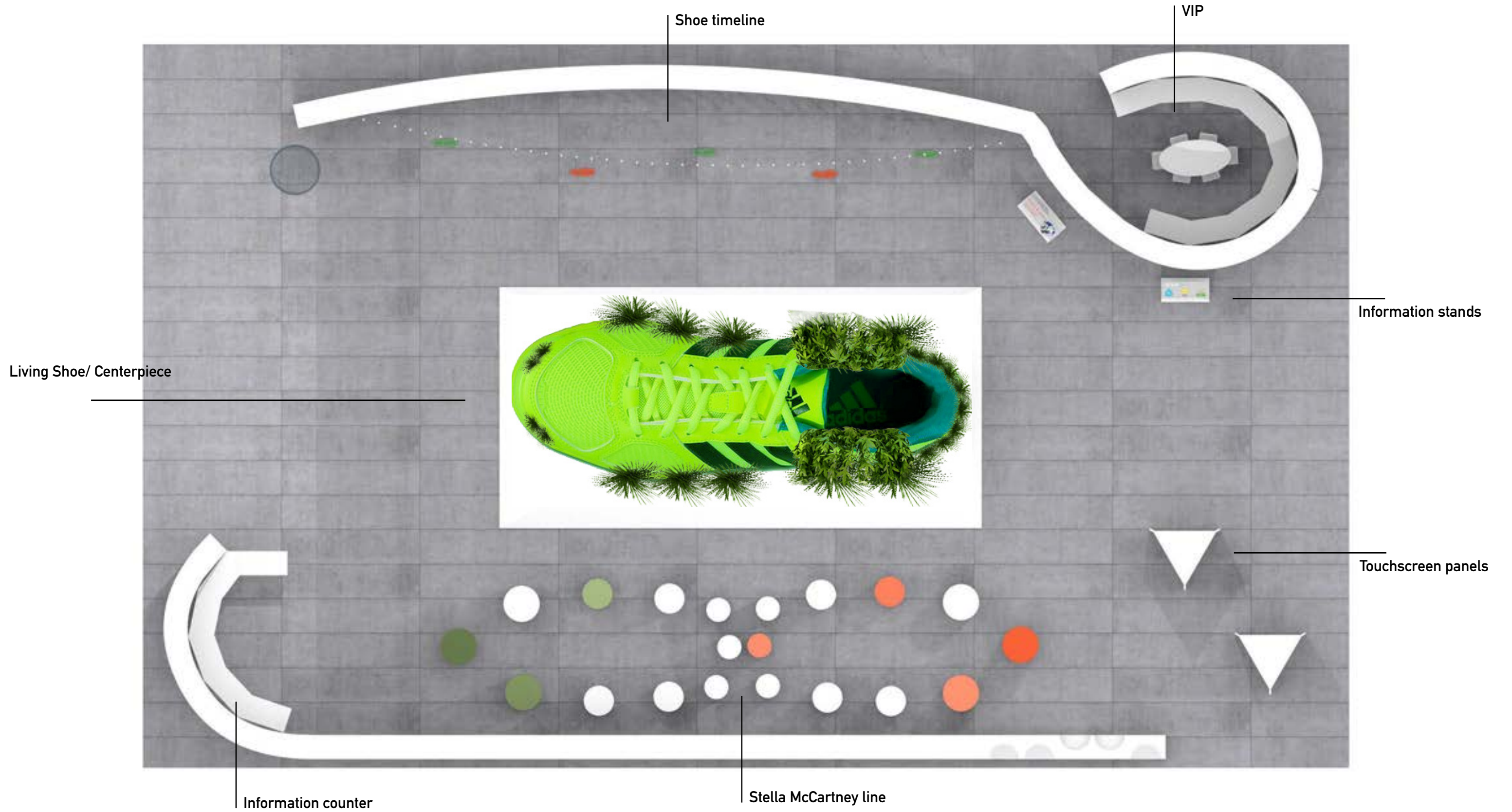


Tara Top

Spatial Planning



Floor Plan & Featured Items



Object Placement

A1 thru A43
Historical Adidas Shoe for Timeline

B1 Eco Shoe B2 Essential Sport Shoe B3 Leucippus Shoe B4 Tara Top Shoe B5 Dorifera Feather Shoe

B6 Discosura Hiker Shoe
B7 Peitacula Ballerina Shoe
C1 Winter Sport Jacket

C2 Yoga Tee
C3 Essentials Vest
C4 Studio Performance Vest

C5 Essential Hoodie
C6 Studio Hoodie

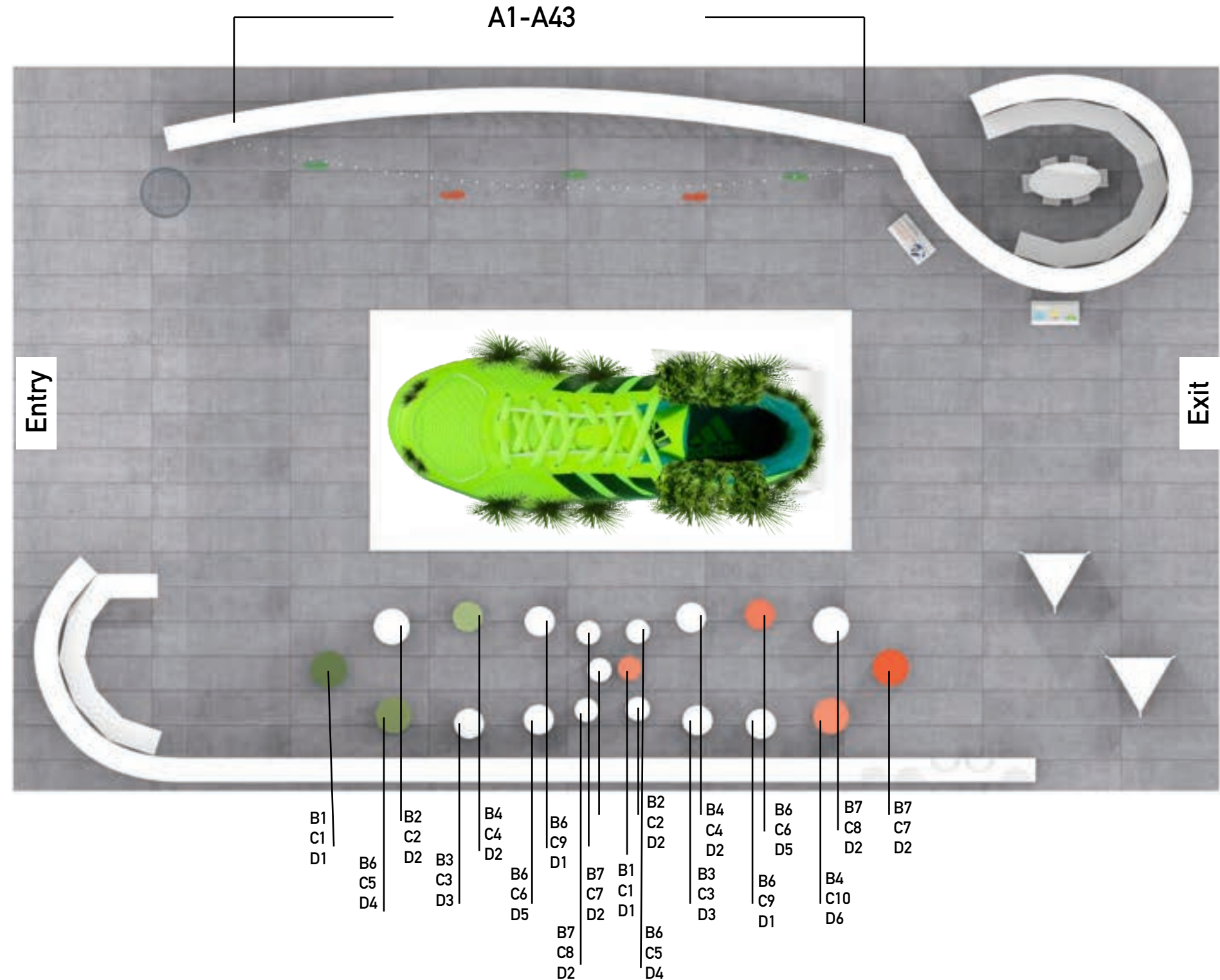
C7 Studio Parka
C8 Studio Tee

C9 Performance Vest
C10 Essential Performance Bra

D1 Weekender Biker Trousers
D2 Essential Jogging Trousers

D3 Studio Leggings
D4 Yoga Shorts

D5 Mesh Leggings
D6 Run Performance Leggings



Scale Model Photos



Front Perspective: angle 1



Front Perspective: angle 2



Side View

The purpose of building this scale model was to help us see our floor plan physically in order to make decisions about scale and size. Our goal was to bring visitors into the space using an open floor plan that mixes contemporary style with technology and knowledge.

Scale Model Photos Continued



Back Left Perspective



Back Perspective: angle 1



Back Perspective: angle 2

Underneath the canopy shows a phyllotaxis pattern support beams. The purpose of our trade show is to show that sustainability is important in the fashion industry, and to show what we are doing and what our customers can be doing to help make our world a Better Place.

Exhibition Details



Materials

- M1** 

Polyurethane
(Recycled tires used for all weather tracks)
- M2** 

OOK Framers Wire
- Hanging shoe timeline
- M3** 

Steelwire Strand Suspension Cables
- Living Shoe
- M4** 

Aluminum Support Beams
- Supports Canopy
- M5** 

Drywall
- Storage walls
- M6** 

Fiberglass
- Model platforms
- M7** 

Silk Plants
- Living shoe
- M8** 

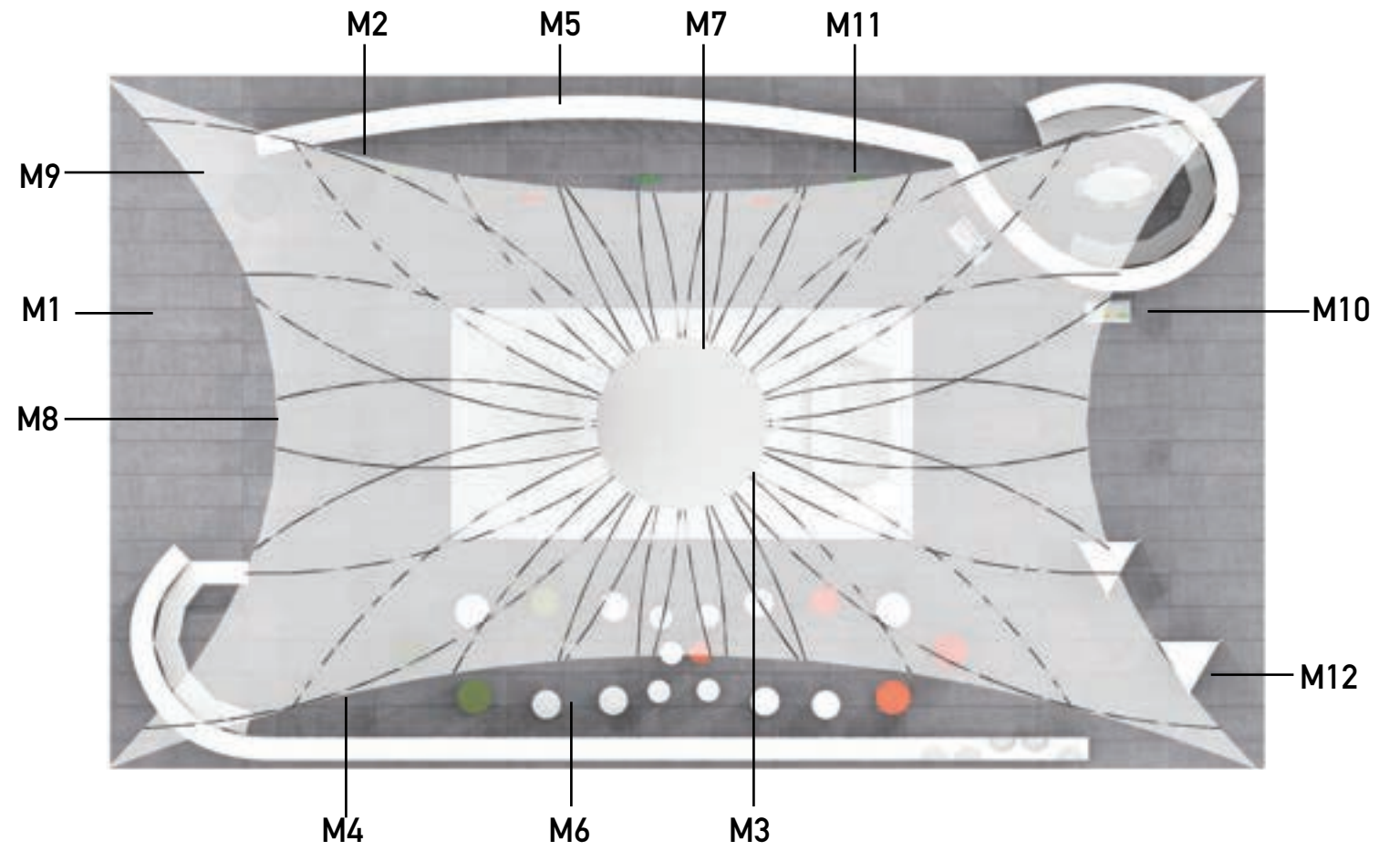
Acrylic
- Signage
- M9** 

Tensotherm with Lumira Aerogel
- Canopy
- M10** 

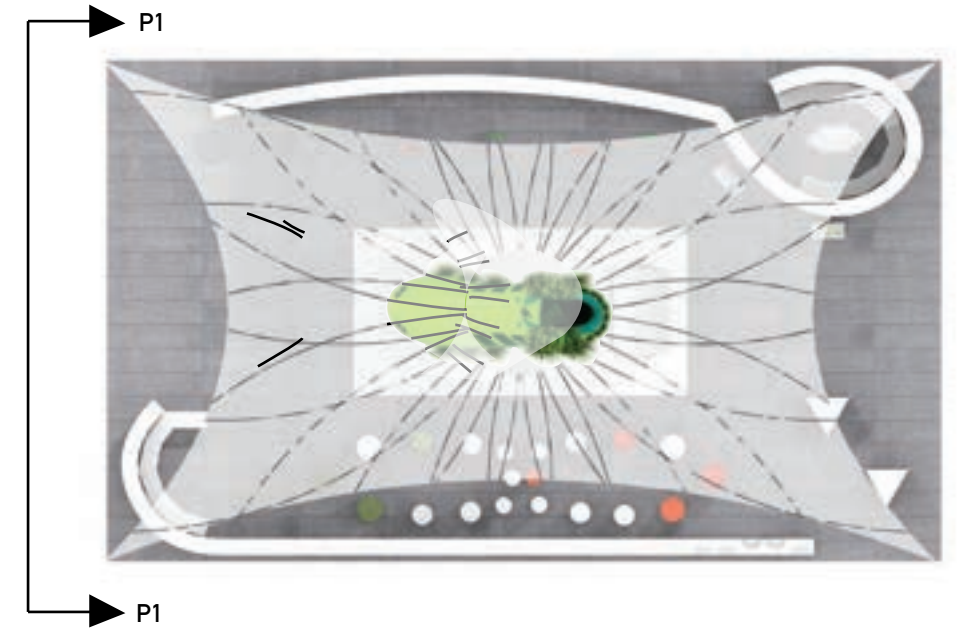
Polyethelene
- Infographics
- M11** 

Vinyl
- Footprint Graphics
- M12** 

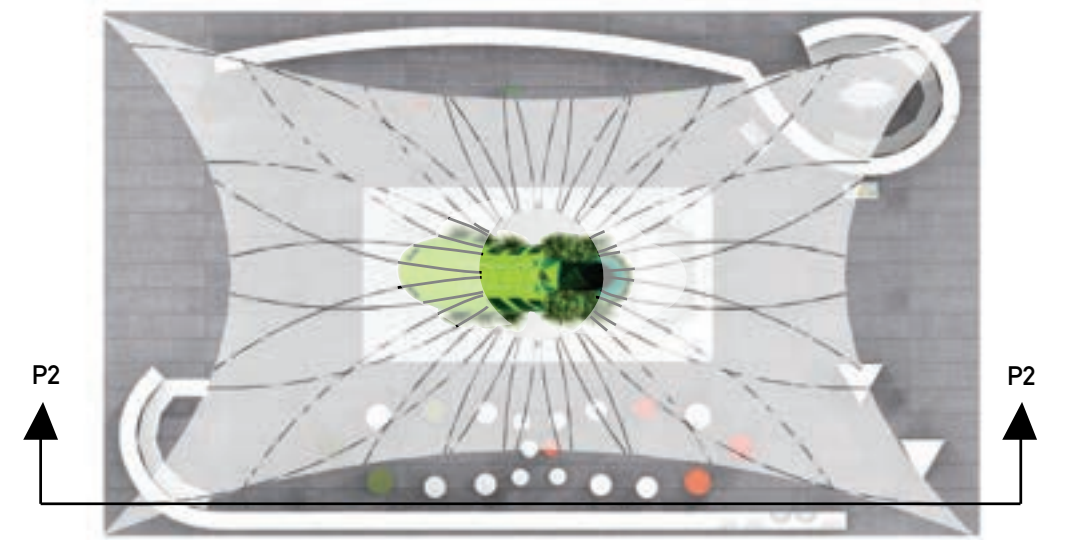
Touch Screens
- Virtual Center



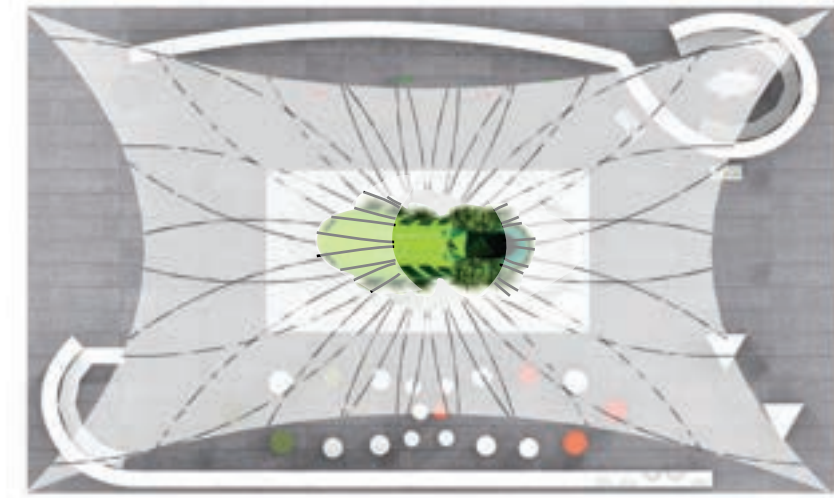
Front Perspective



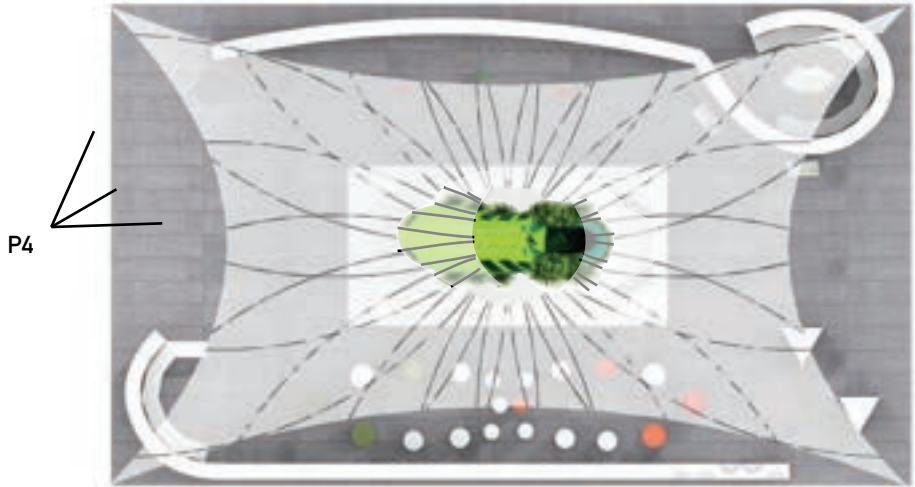
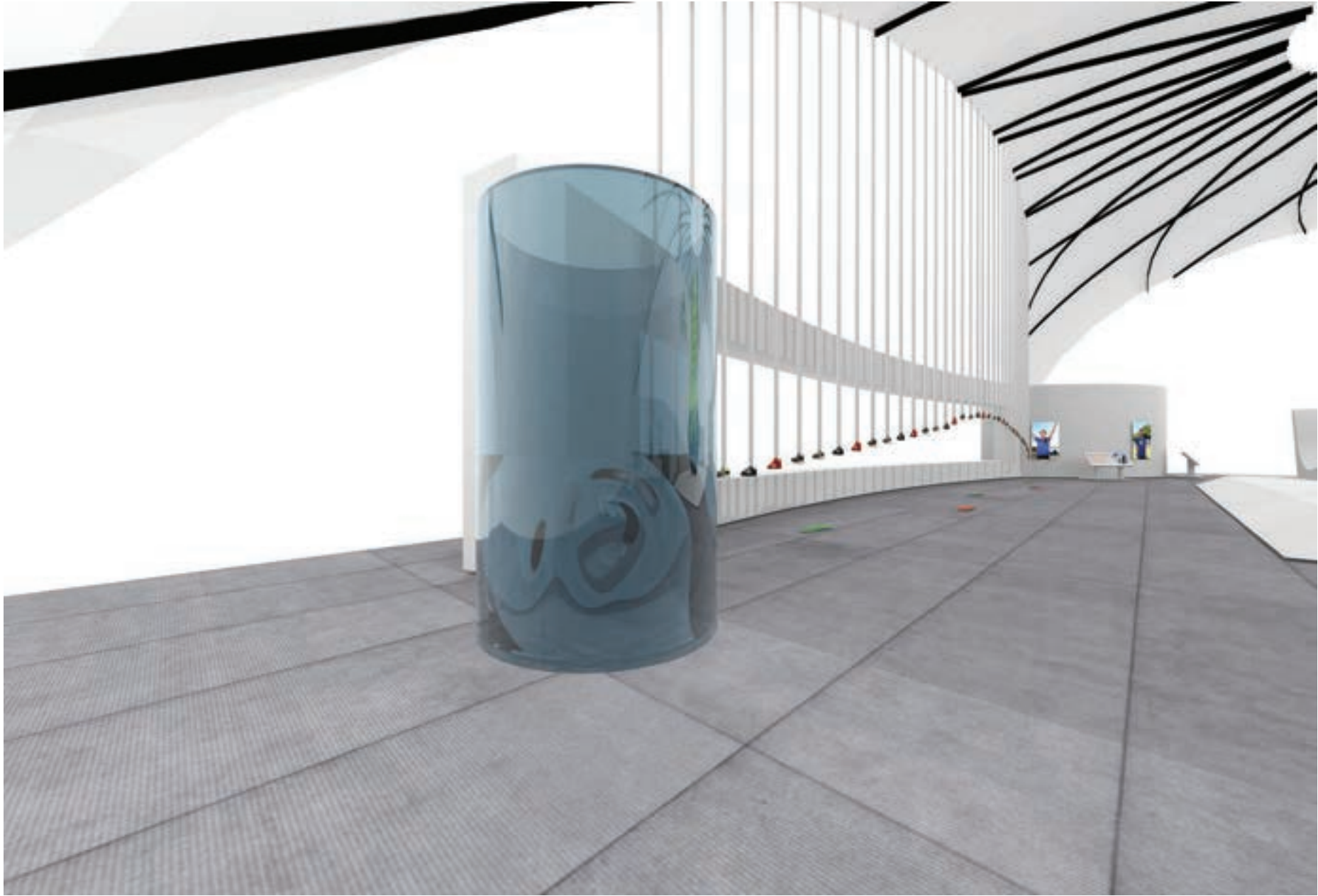
Section



Back View



Front Left Perspective



Lighting

Light-emitting diode (LED): semiconductor diode that emits light when voltage is applied to it; used in electronic displays such as signage.

There will be LED usage throughout the entire space because LEDs are an energy-efficient alternative to traditional incandescent light bulbs

Ambient lighting: general lighting for an entire place.

We will be using ambient lighting in the center of the space to illuminate the living shoe. This type of lighting will be very effective due to the immense size of the shoe, because spotlights will not be enough lighting.

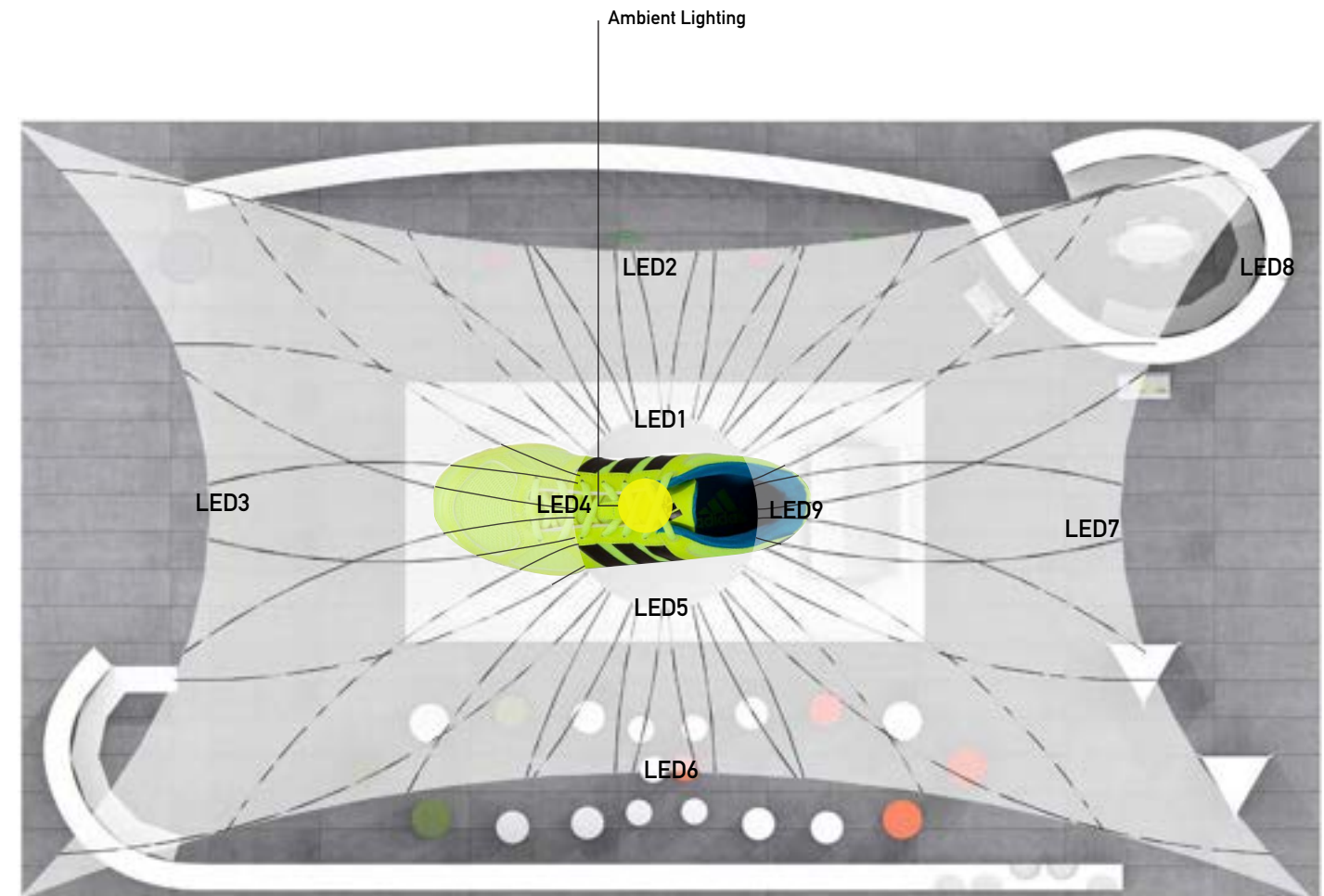


LED Spotlights (LED1-LED9)



LED Lightbulbs

Used in spotlights, and ambient lighting



Paint Color Floor Plan



Benjamin Moore Paint
BM 007- Pinata



Benjamin Moore Paint
BM 006- Picante



Benjamin Moore Paint
BM 005- Tucson Coral



Benjamin Moore Paint
BM 434- Herb Garden



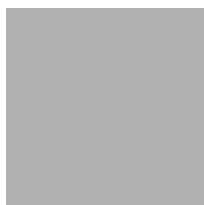
Benjamin Moore Paint
BM 432- Grenada Green



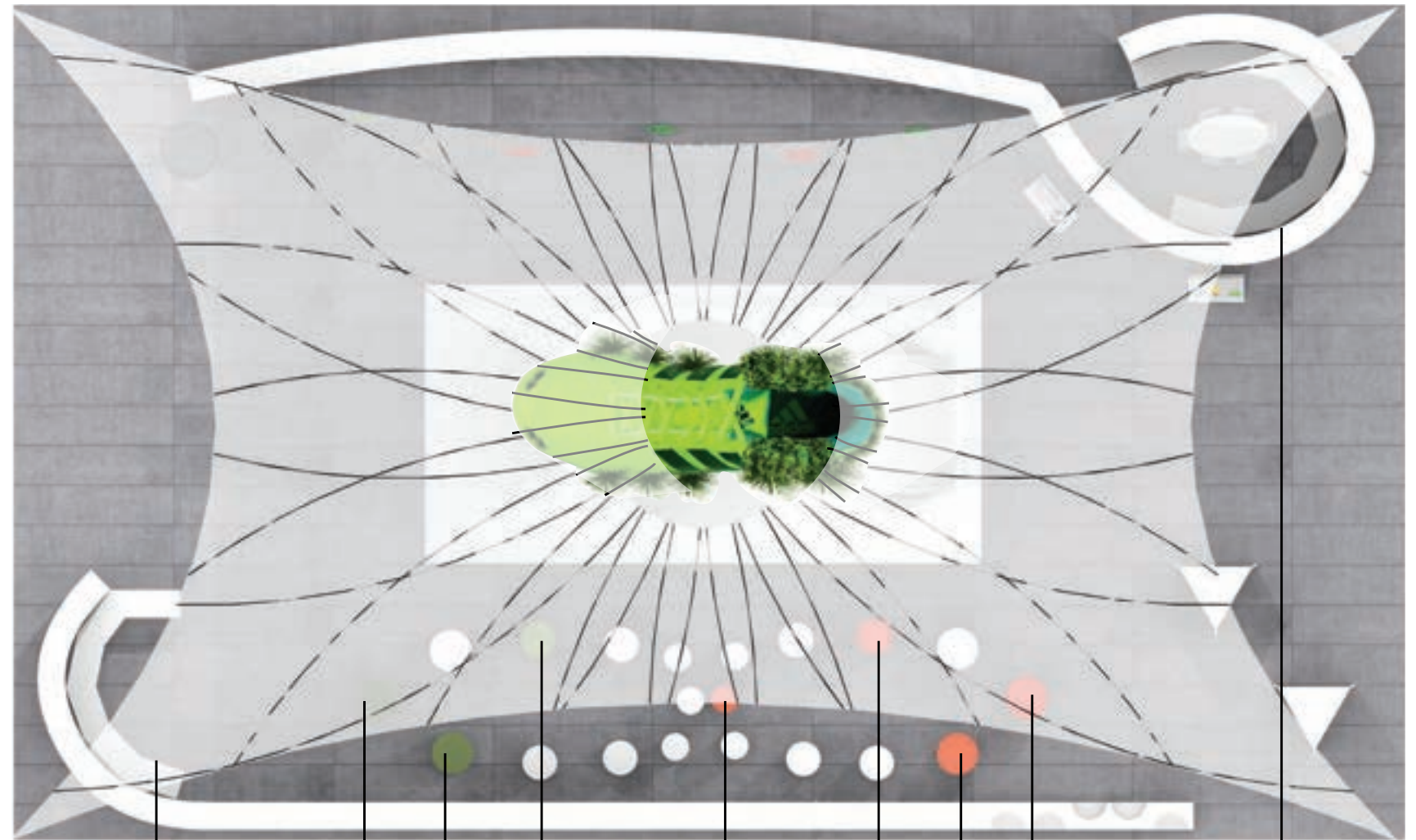
Benjamin Moore Paint
BM 1608- Ashland State



Benjamin Moore Paint
BM 1607- Eaglewood Cliffs



Benjamin Moore Paint
BM 1606- Cobblestone path



BM 1607

BM 434

BM 432

BM 005

BM 005

BM 007

BM 1608

BM 434

BM 006

Exhibition Identity



Exhibition Identity & Palette



Header Font

ITC Avant Garde Gothic Std- Demi

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&***



C: 8 M: 85
Y: 100 K: 1



C: 6 M: 65
Y: 80 K: 1



C: 3 M: 35
Y: 40 K: 0



C: 64 M: 16
Y: 76 K: 1



C: 51 M: 13
Y: 61 K: 1



C: 54 M: 44
Y: 42 K: 8



C: 36 M: 28
Y: 27 K: 0



C: 25 M: 19
Y: 18 K: 1



Copy Font

DIN 1451 Std-Mittelschrift

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&***

Exterior Graphics: Building Advertisement

144'



76'

In-situ:



Exterior Graphics: Floor Banner

3'



6'

In-situ:



Exterior Graphics: Magazine Advertisement

8'5"

adidas
Better Place

Make a pledge to green fashion

Adidas Better Place trade show
Coming December 12th to the Chicago Convention Center

Visit stellamccartney.com/adidasshow or scan this QR reader app on your smart phone to get a sneak peek of some of the featured items.

In-situ:

10'5"

adidas
Better Place

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Exterior Graphics: Bus Shelter

40"



50"

In-situ:



Exterior Graphics: Family of Graphic Elements

Building Advertisement:



Floor Banner:



Magazine Ad:



Bus Shelter:



Timeline Shoe Graphic:

80's | During this time, most athletic shoes were being made of rubber, plastics, and other petrochemical derived materials.



Water Tower:



Interior Graphics Continued

Drydye Benefits Plaque:



Information Plaque:

