



HYUNDAI

EXHIBITION PROJECT

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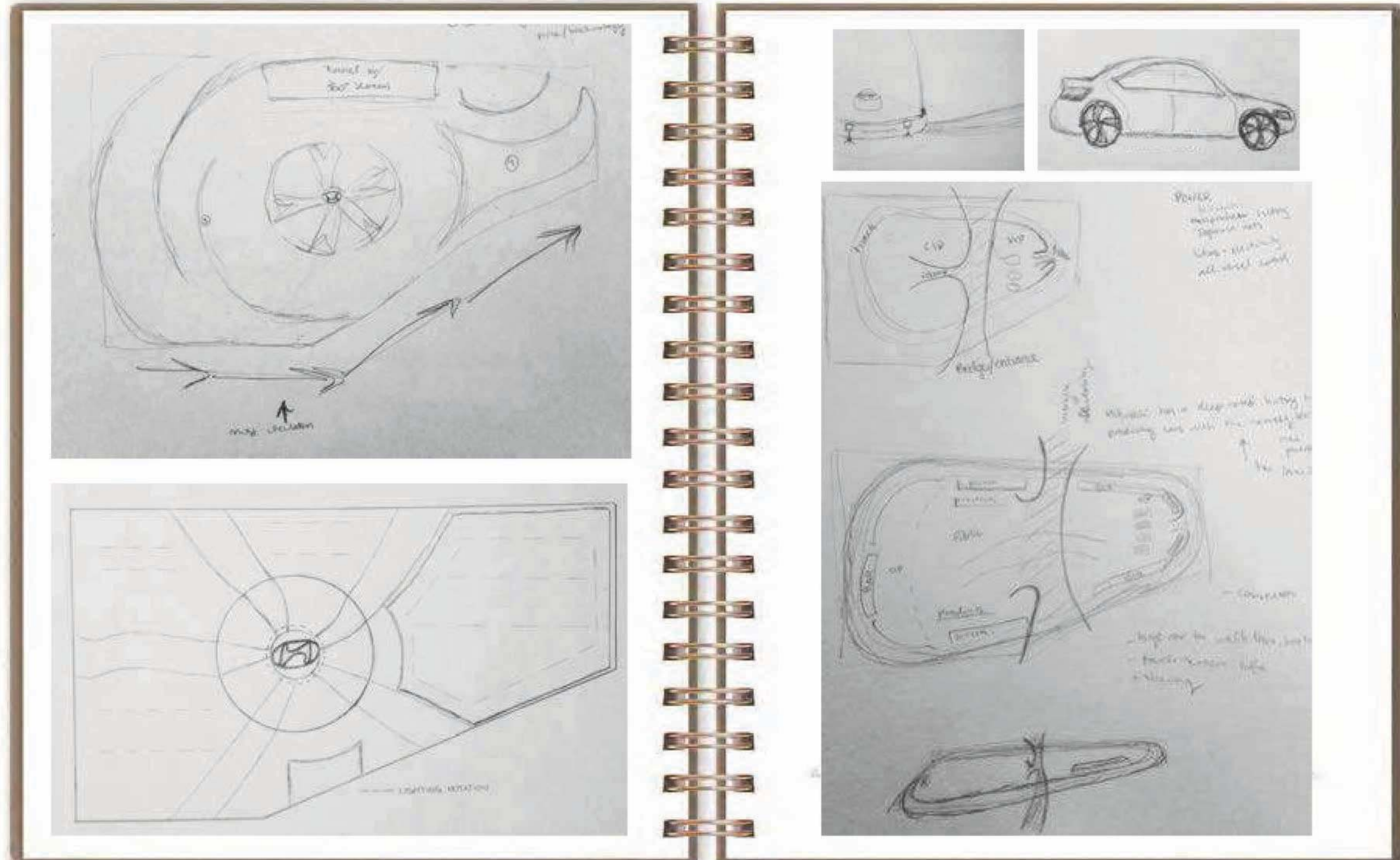
PHASE 1

EXHIBITION OVERVIEW

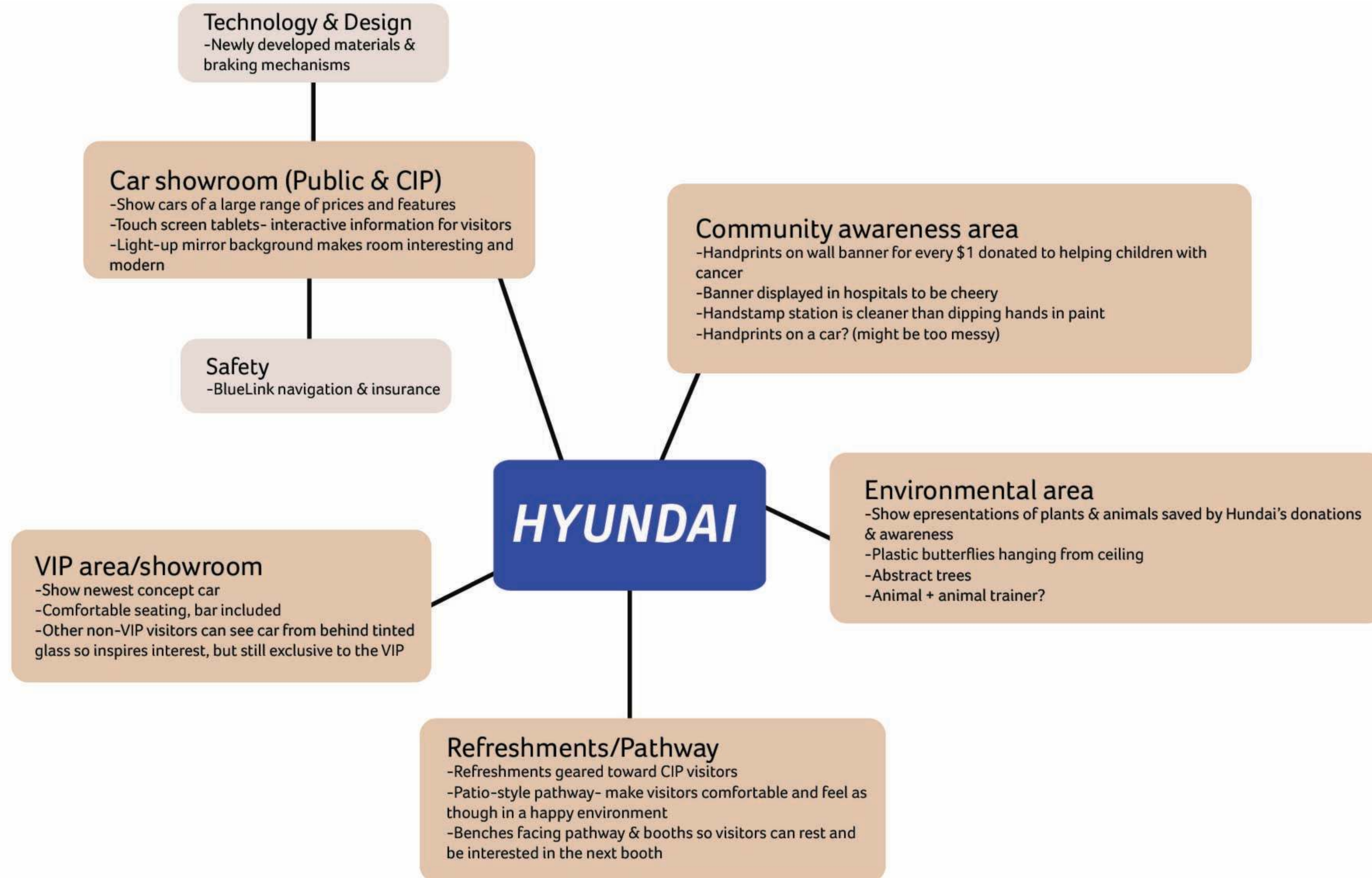
EXHIBITION BRIEF

General Information		Architectural Elements	Graphic Identity
<p>Company Name Hyundai Motor America</p> <p>Activity Trade Show Exhibition</p> <p>Product Category Automotive</p> <p>Website www.hyundaiusa.com</p> <p>Annual Expo attendance Numerous trade show events both locally and internationally; most important events include Frankfurt Auto Show, Tokyo Motor Show, North American International Auto Show (Detroit) and Chicago Auto Show</p>	<p>Who do you consider as your VIP guest and Why? Current and former Hyundai vehicle owners, techies, and wealthy investors make up the core VIP audience. These guests represent present and future vested interest in the Hyundai brand, and their loyalty and support is vital to continued growth and market penetration in the United States.</p>	<p>Product Stands 10-14 automotive vehicles average: 6x14 ft (84sq. ft) average weight: 2 tons materials: metal, fiberglass, glass, plastic, upholstery preservation: touch-up/buffing as needed throughout event accessibility: open to CIP/VIP</p>	<p>Header (the number of Logo and Graphic elements) Throughout, but one large header above booth and brand logos on all outer walls</p> <p>Backlight/Underlighting/Signs TBD, may be useful to communicate info regarding brand's environmental/community outreach programs</p>
<p>What are the most important business objectives and their annual trade show attendance? To strengthen brand identity, to build brand credibility, and instill brand loyalty among both VIP and CIP attendance.</p>	<p>Exhibition information</p> <p>Trade show Title International Manufacturing Technology Show</p> <p>Location, Time & Date McCormick Place, Chicago IL, Sept 8-13 2014</p> <p>Exhibition Hall Number South Building, Booth P</p> <p>Booth Size/Floor Plan 184x136 at longest height/width (23,026sq. ft)</p> <p>Booth type Build and Burn</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"/> Double-Decker <input type="checkbox"/> Row <input type="checkbox"/></p>	<p>VIP and CIP Spaces CIP: Linear path that encircles booth space and wraps around (public) VIP: enclosed side showroom (private)</p> <p>Lighting Combination of stylistic color lighting possibly including strobe effects and more natural, daylight-replicating light</p> <p>Lobby or Storage 1 large lockup enclosed within aesthetic outer "wall", ±2500 sq. ft</p> <p>Information Desk and VIP CIP Offices 30 informational staff, 5 drivers/car maintenance, 5 booth maintenance, ±5 security, 3 show managers</p>	<p>Screen Area Screens mounted on outer walls providing information throughout linear path of travel; huge 3D panoramic screen running along underside of bridge upon exit</p> <p>Any other Considerations Extensive construction will be required, but sculptural nature of structural elements necessitates as much off-site building and testing as possible before final assembly on-site.</p>

INITIAL SKETCHES



IDEATION/CONCEPT MAP



VISUAL RESEARCH & INSPIRATION



LIFESTYLE



CONCEPT CARS



RECYCLING



COMMUNITY WORK



HYUNDAI

NEW
THINKING.
NEW
POSSIBILITIES.

SAFETY



ENVIRONMENTAL PROTECTION



PARTI & MASSING DIAGRAMS

PARTI



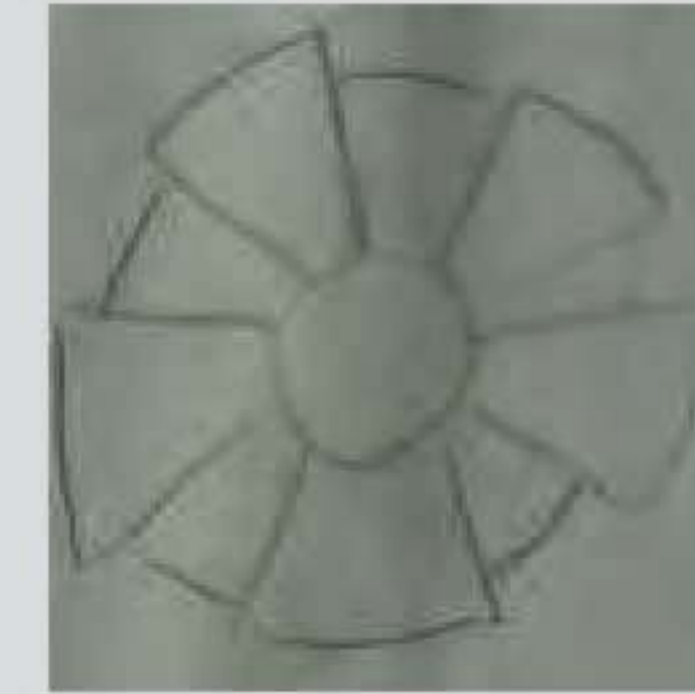
The idea behind this Parti was circulation. We envisioned a circular or rotating pathway with a point of particular interest along the way.



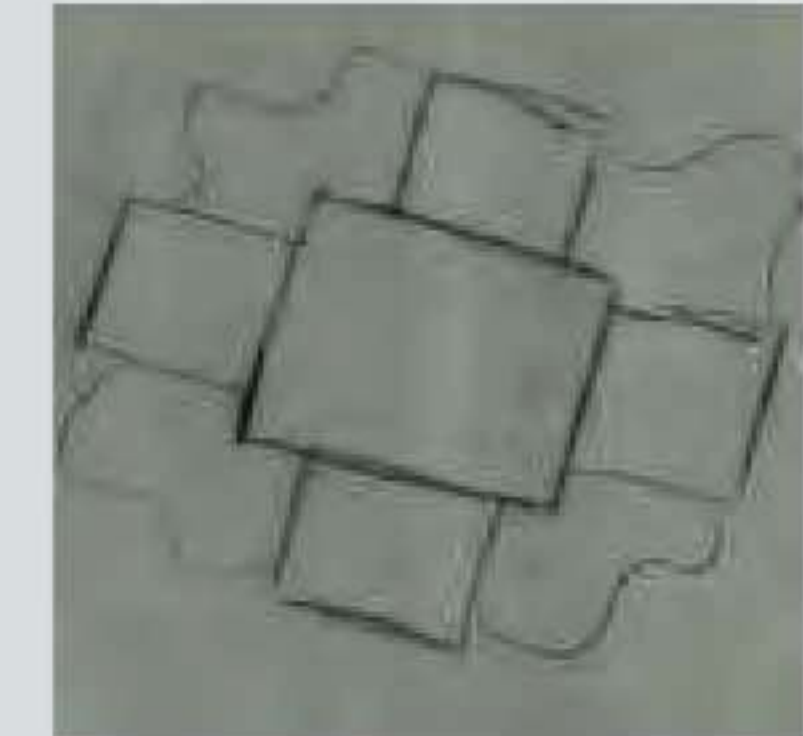
This circulation concept imagined having the visitor walk along a winding path, stopping at various points along the way to look at some areas of interest.



This freeform concept explored the idea of incorporating a central meeting area and exploding the surrounding areas outward.

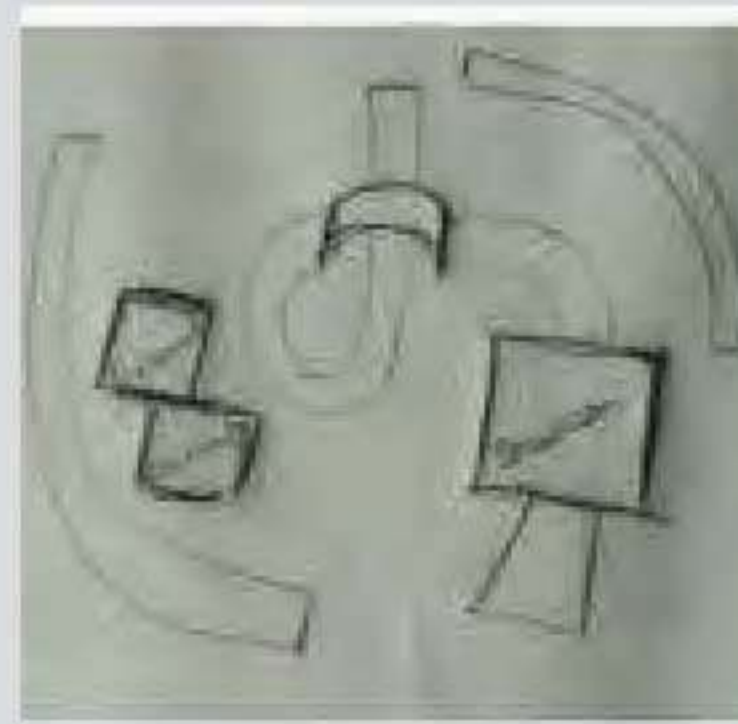


Keeping with the theme of having a central focal point, this diagram imagined radiating the areas of lesser importance around the center like an umbrella.



This concept consisted of a central "hub" of interest flanked on all sides by smaller areas of interest.

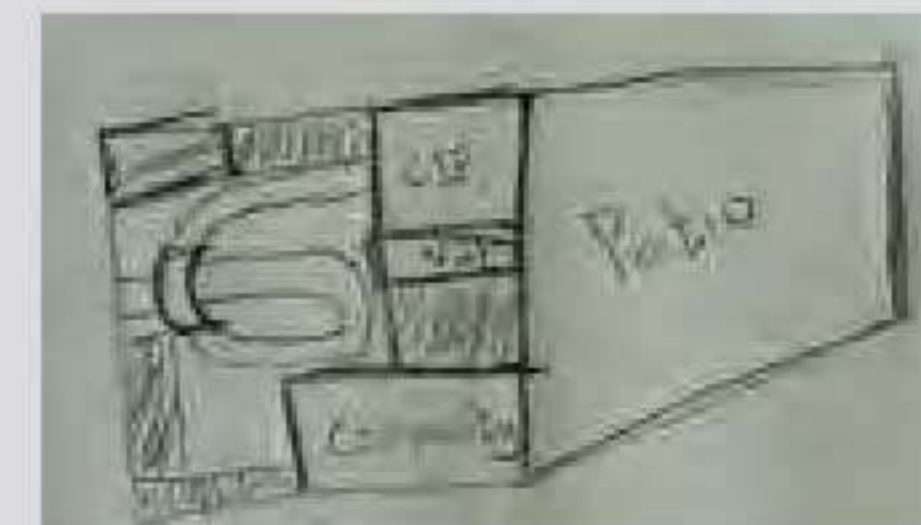
MASSING



This diagram offsets the central hub, which we at this point wanted to be a showroom, and makes a deliberate journey out of the circulation path.



In this diagram, the main showroom is roughly centered and is the first major enclosure. A bridge/tunnel feature is something we would carry forward into many iterations.



This diagram makes an alternative use of the large area of our booth, designating almost half of the space to a large open patio. While This was not our final scheme, the open patio was something we would try to incorporate going forward.



This diagram is essentially what turned into our initial draft. Large, adjacent CIP and VIP entries, with a long circular pathway that leads over a bridge, through the other areas of interest, and back out underneath the bridge.

PRODUCT LIST

HYUNDAI Vehicles 2015 Models

COMPACTS

2015 ACCENT
\$14,745 MSRP

2015 ELANTRA
\$17,250 MSRP

2014 ELANTRA COUPE
\$19,600 MSRP

2014 ELANTRA GT
\$18,750 MSRP

2015 VELOSTER
\$18,000 MSRP

SEDANS

2015 SONATA
\$21,150 MSRP

2014 AZERA
\$31,000 MSRP

2015 SONATA HYBRID
\$26,000 MSRP

CROSSOVERS

2015 TUCSON
\$21,650 MSRP

2015 SANTA FE SPORT
\$24,950 MSRP

2015 SANTA FE
\$30,150 MSRP

PERFORMANCE / PREMIUM

2015 GENESIS COUPE
\$26,750 MSRP

2015 GENESIS
\$38,000 MSRP

2015 EQUUS
\$61,500 MSRP

Ranges offered by HYUNDAI:

Price, MPG, Horsepower, Seating, and Powertrain

PRICE ALL

\$14,000 \$82,000

MPG ALL

23 MPG 40 MPG

HORSEPOWER ALL

137 HP 429 HP

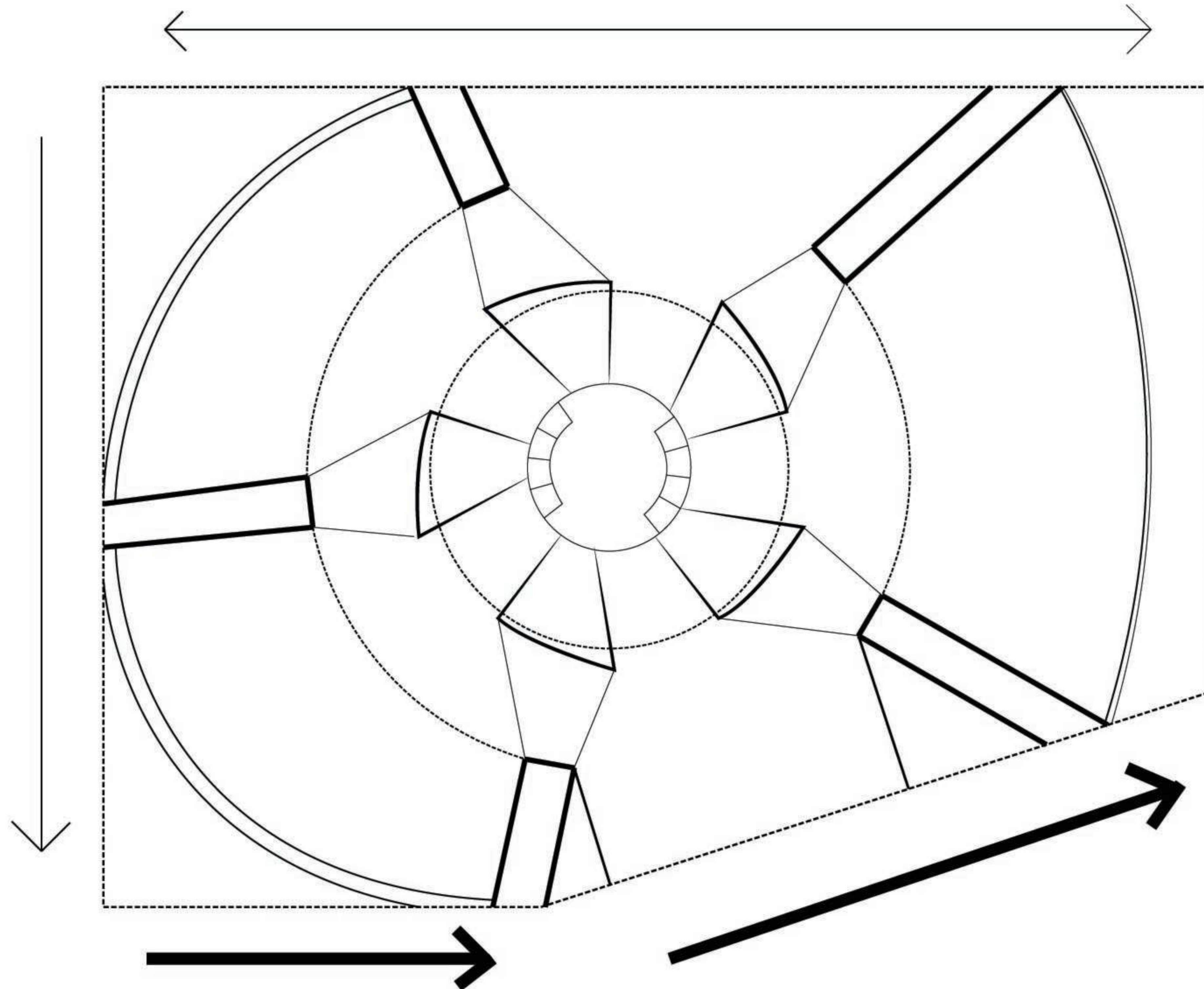
SEATING ALL

4 SEATS 7 SEATS

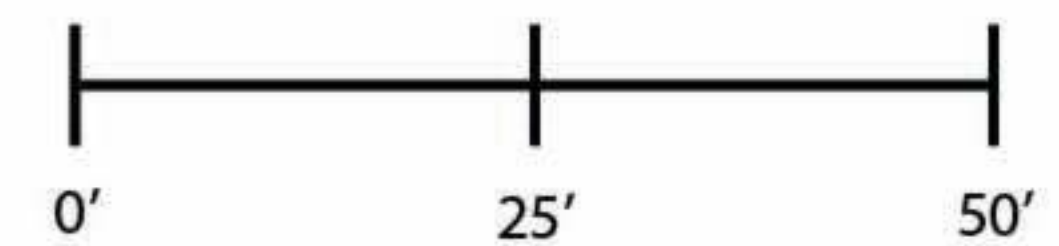
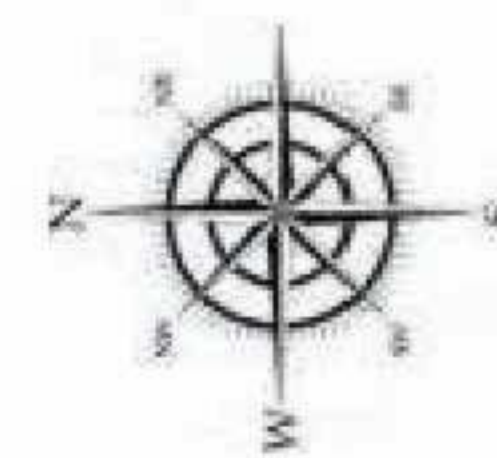
POWERTRAIN ALL

FWD RWD AWD

PRELIMINARY GROUND PLAN



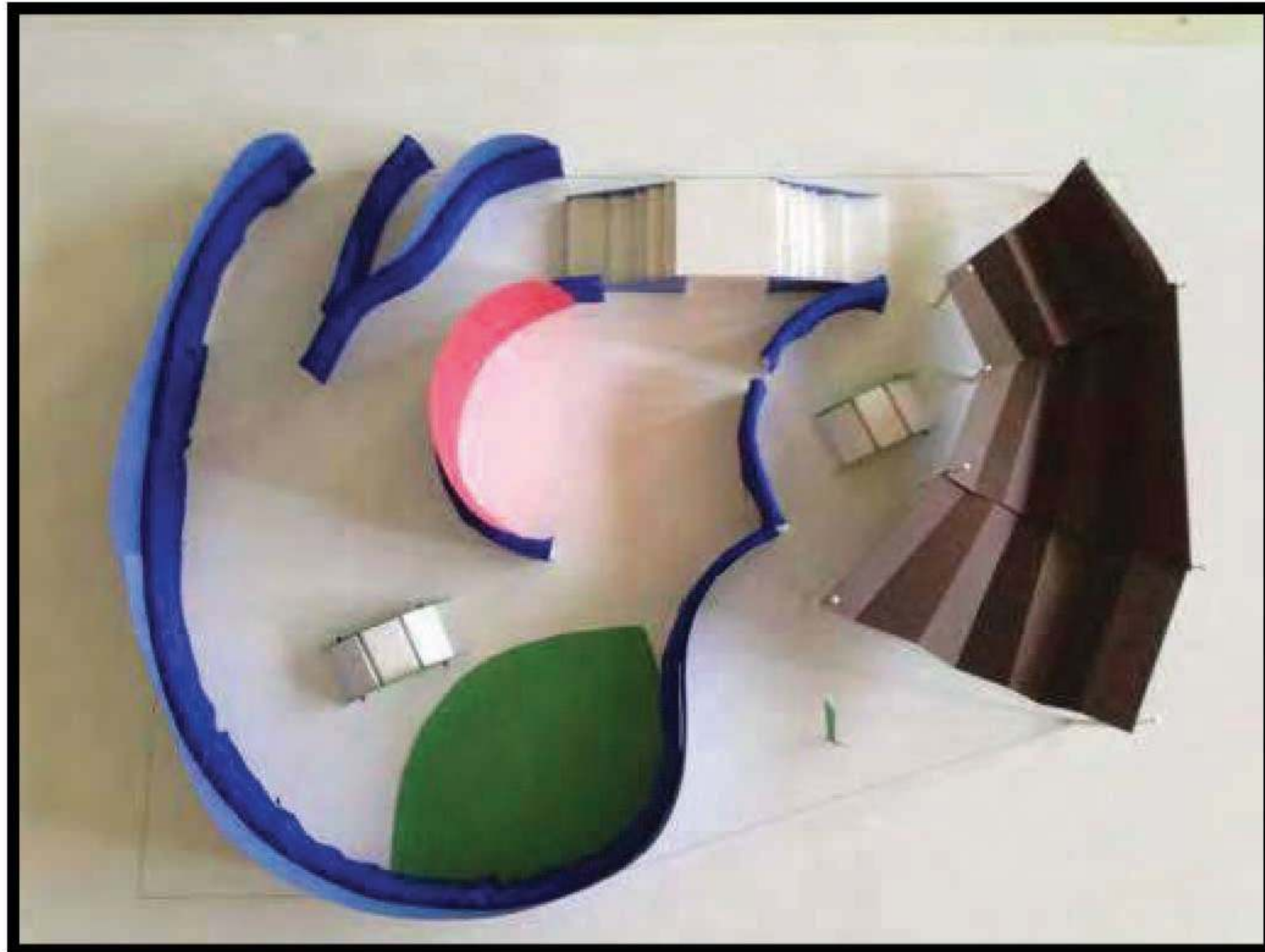
The arrows represent circulation paths around the exhibition booth. The primary circulation occurs along the west edge of the building, illustrated here by the bold arrows at the bottom of the diagram. For this reason, the main entry will be situated along the west side of the booth.



PHASE 2

SPATIAL PLANNING

SKETCH MODEL



PAINT & MATERIALS PLAN

Materials

Description



Leather in black, mahogany, and light mahogany. Colors & textures are the same as offered in Hyundai car interiors. This leather is upholstered on VIP barstools.



Tinted glass is placed in-between the tall spoke arches so non-VIP visitors can see the new Hyundai model while keeping the air of exclusivity for the VIP members.



Light-colored wooden textured panels are used for the flooring to give the exhibition space a bright ambiance and a patio-like feeling on the main pathway.



Steel, in brushed and smooth, are the materials used for the rounded archways that make up the "spokes" of the "tire" from aerial view.

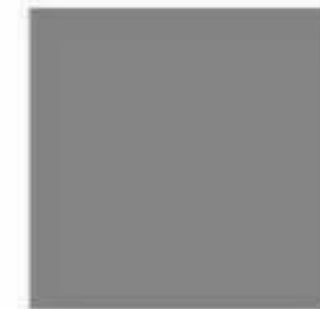


Tire material is used for the undersides of the rounded archways, so when visitors look up, they see the texture of a tire.

Paint



Valspar
Woodsmoke
EB48-2



Valspar
Ombra Gray
4004-2A



Valspar
Antique Blue
EB32-3



Valspar
Colorado Skyline
2003-8B



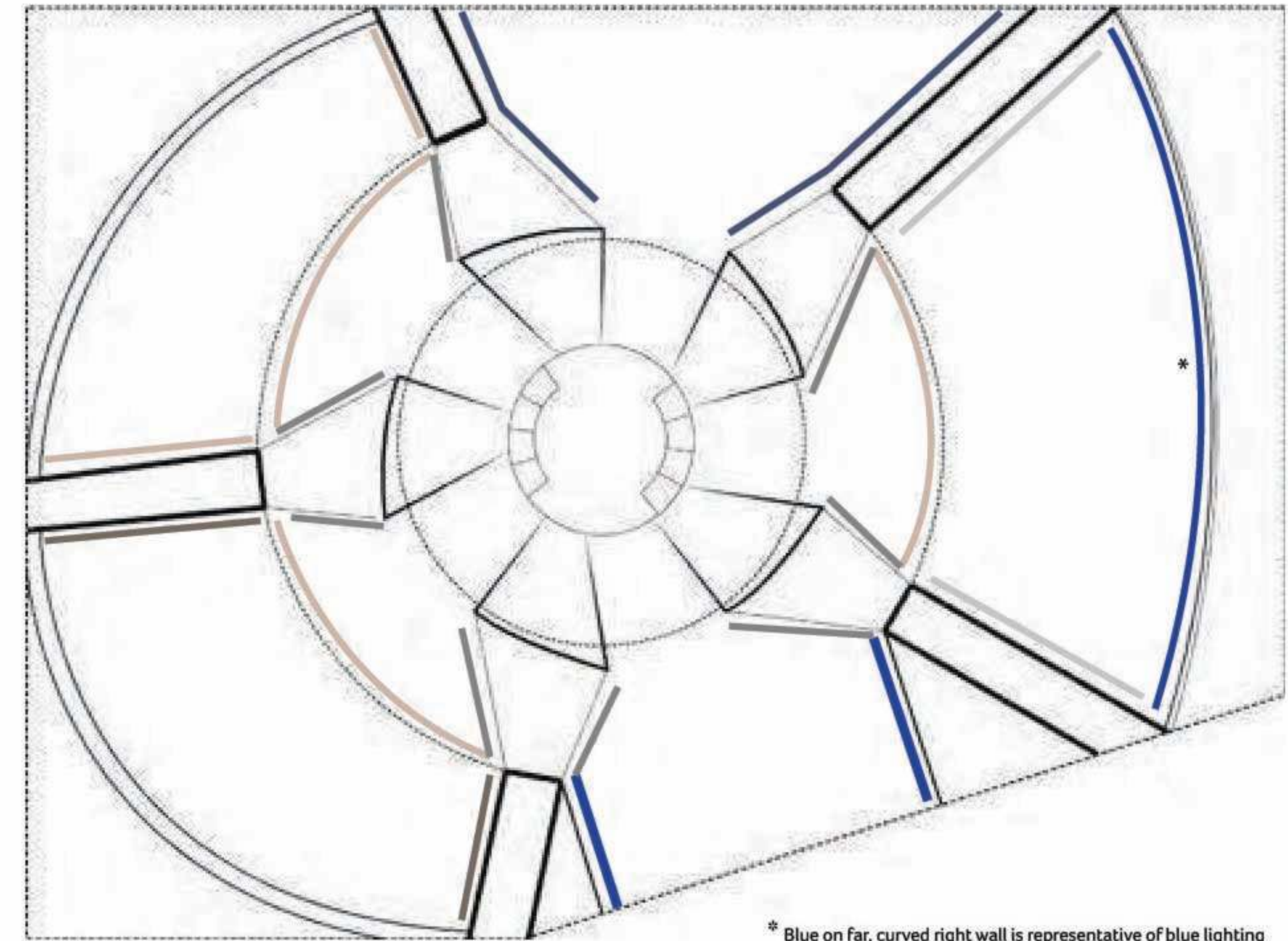
Valspar
Hunting Boots
1001-9A



Valspar
Precious Sapphire
4010-7

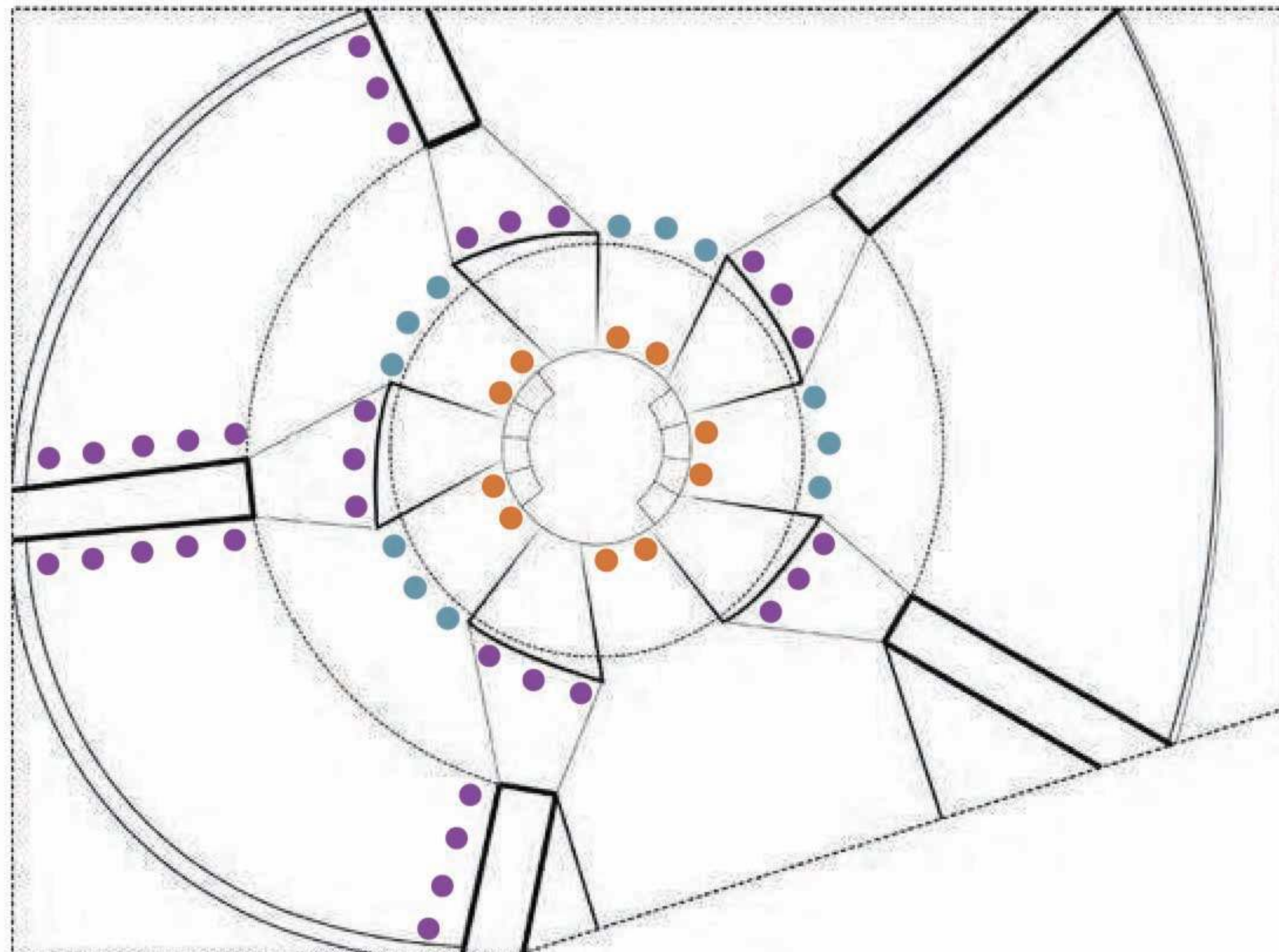


Valspar
Mineral Blue
EB6-1



* Blue on far, curved right wall is representative of blue lighting

FURNITURE PLAN



Seating Type: Barstool
Materials: Leather (as seen in interior of Hyundai models), smooth metal
Location: Pathway: inner wall in front of glass

The lack of armrests attempts to dissuade CIP guests from lingering much longer than the time they spend learning about the newest technology and branding at the refreshments bar which boasts a view of the VIP booth display.



Seating Type: Bench
Materials: Wood, metal
Location: Pathway: inner wall against steel & along walls inside booth sections

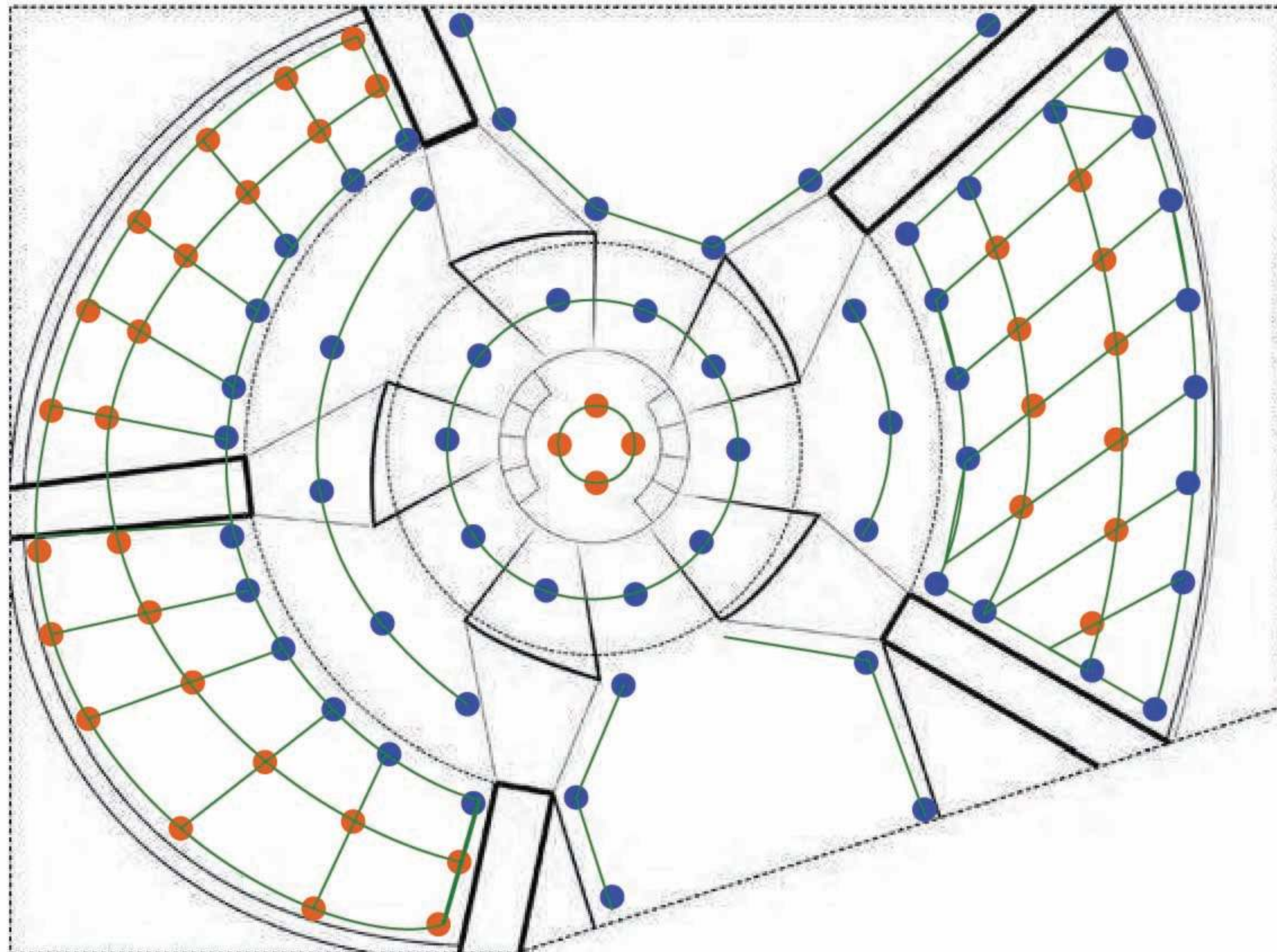
Sturdy back support creates relief for tired exhibit guests, but the lack of armrests ensures guests won't sit on the benches too long, so as to make sure that no guests monopolize the bench spaces.



Seating Type: Barstool
Materials: Leather (as seen in interior of Hyundai models), metal
Location: VIP showroom



The armrests add comfort to convince the VIP to stay longer and learn more about the company and its products while lounging in the exclusive VIP booth area.

LIGHTING PLAN



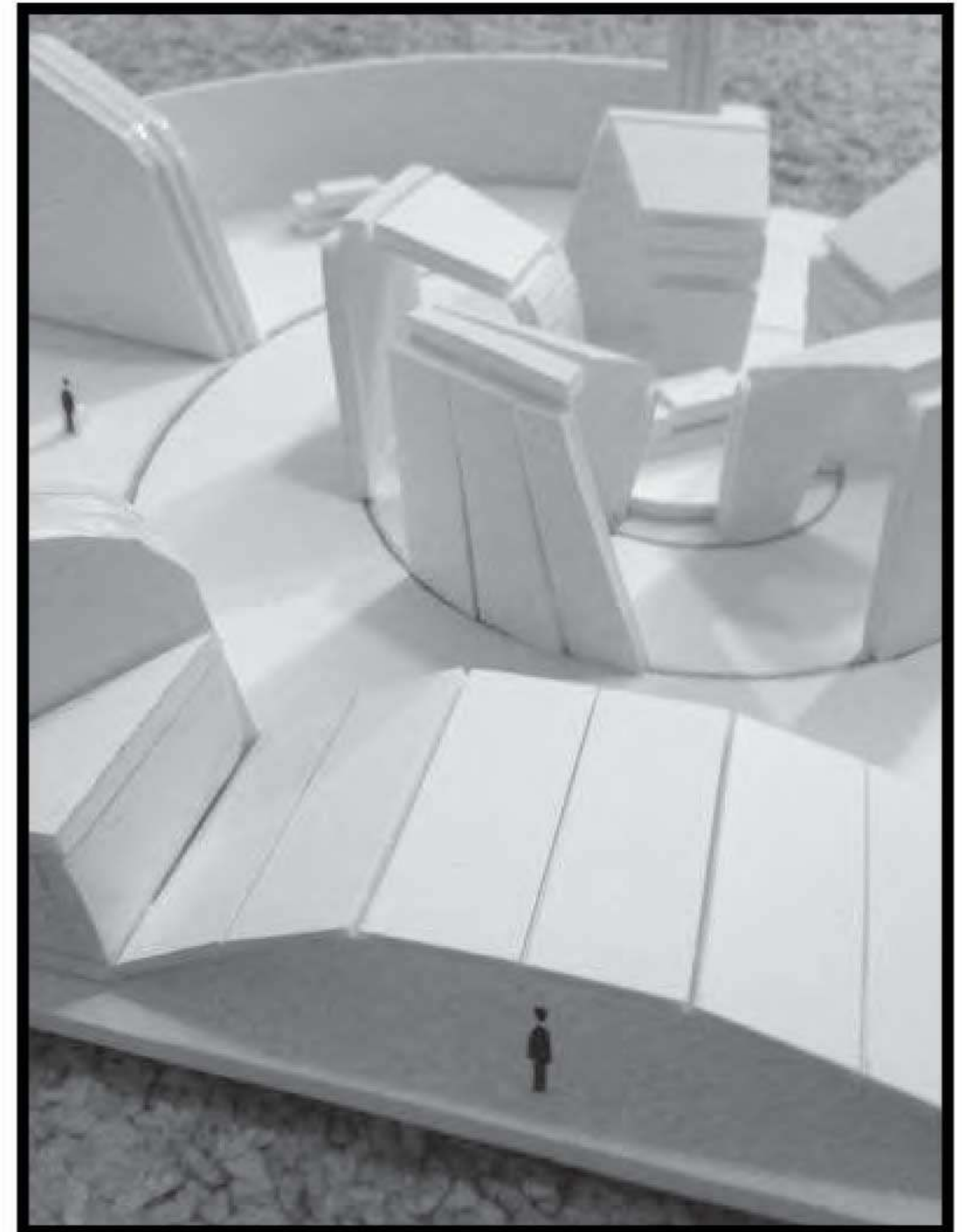
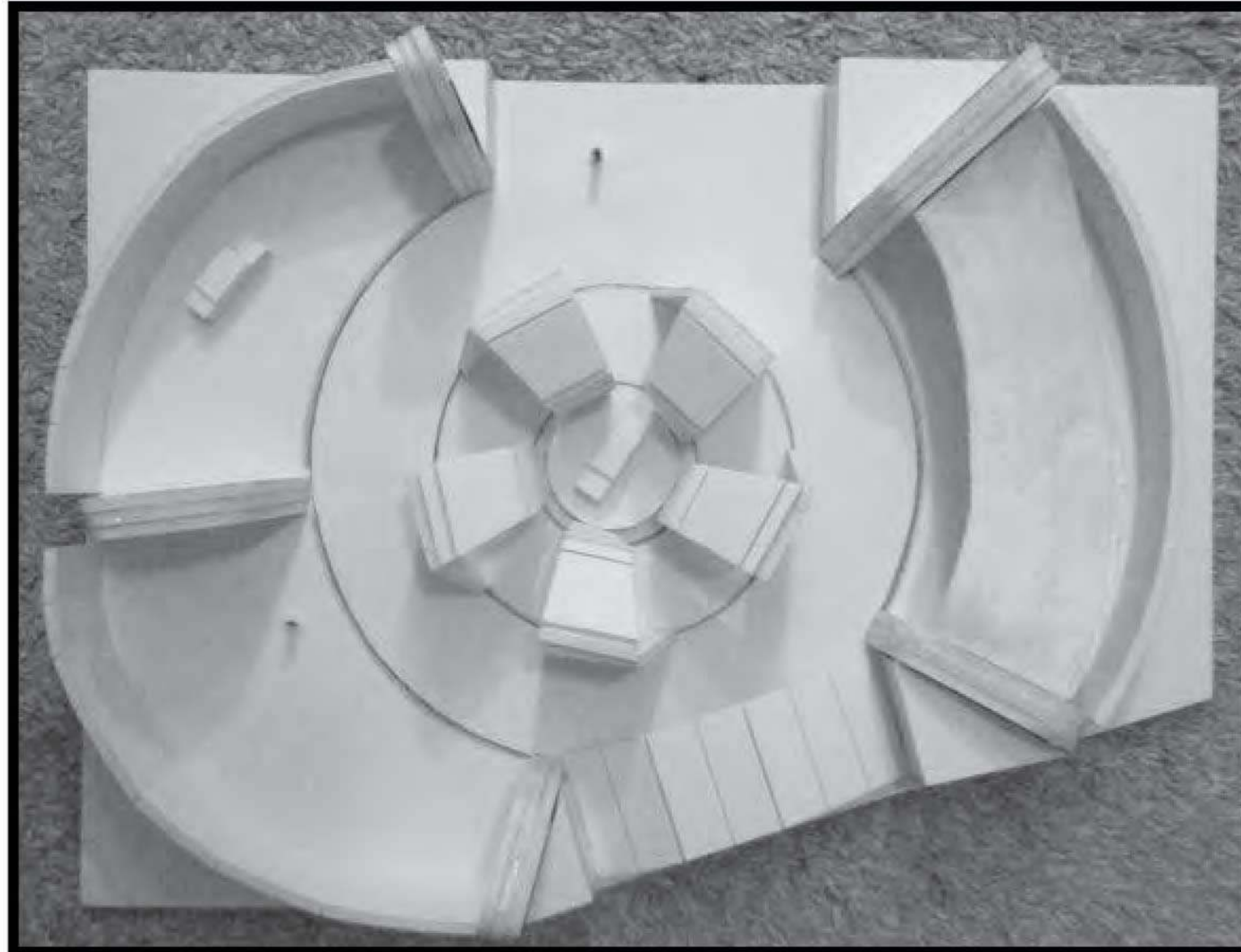
The two types of lighting lamps used are LEDs from Philips. All of the lighting will be suspended from the exhibition hall ceiling, except for in the showroom in which the lighting will be suspended (also on tracks) from the showroom canopy. The MR16 lamp has a Color Rendering Index (CRI) of 95 and above, which compared to the sun's CRI of 100, is excellent. The PAR lamp's CRI is also very high, scoring around a 95.

The MR16 lamp is used predominantly for accent lighting in our exhibit, and will be most useful in the showroom for lighting the cars on display. The PAR lamp has a wide beam spread which makes it ideal for the ambient lighting in the showroom and booths. There will be a lot of bright ambient lighting in the pathway because there will be a small refreshments bar, stools, and benches to give the pathway a cheerful, inviting ambience.

Label	Type	Image	Beam Spread	Temperature	Color Rendering Index (CRI)	Function
L1 ●	MR16 Lamp		Variety of beam spreads for accent or ambient lighting	Between 2800 K and 3200 K, some at 4700 K	CRI is excellent; range is 95+	Mostly for accent lighting; the lamps can be angled for specific areas of lighting
L2 ●	PAR LAMP		40 degree angle beam spread - light is directed to specific areas	3000 K to 4000 K	CRI is excellent, around 95	Excellent for spotlighting and ambient lighting in the showroom and booths

— Tracks

REVISED PHYSICAL MODEL

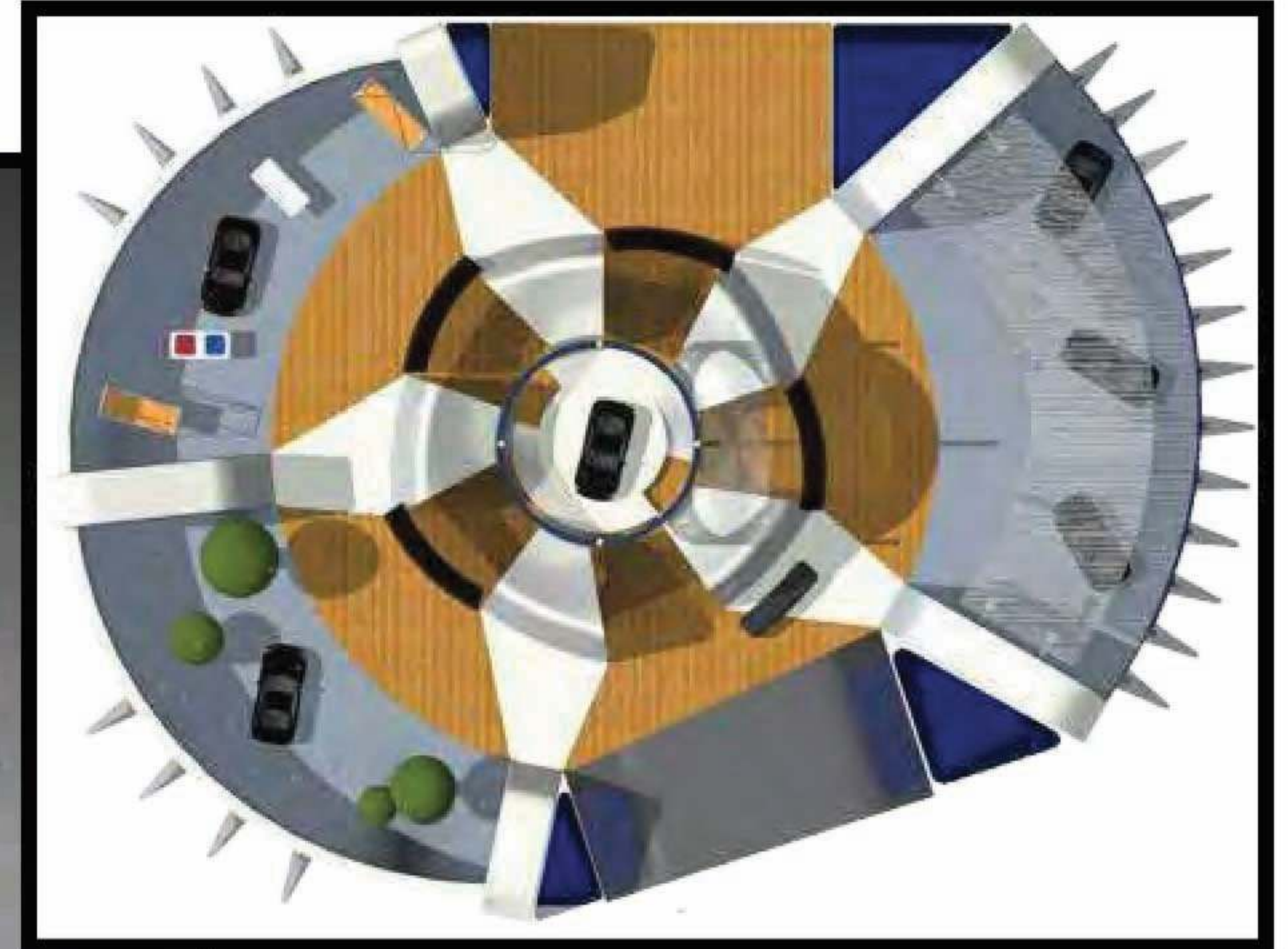


PHASE 3

EXHIBITION STAGING

RENDERED PLAN & PERSPECTIVE DRAWING

PERSPECTIVE: NORTHWEST FACING SOUTHEAST



PLAN VIEW, AERIAL

ENVIRONMENTAL AWARENESS SUB-BOOTH



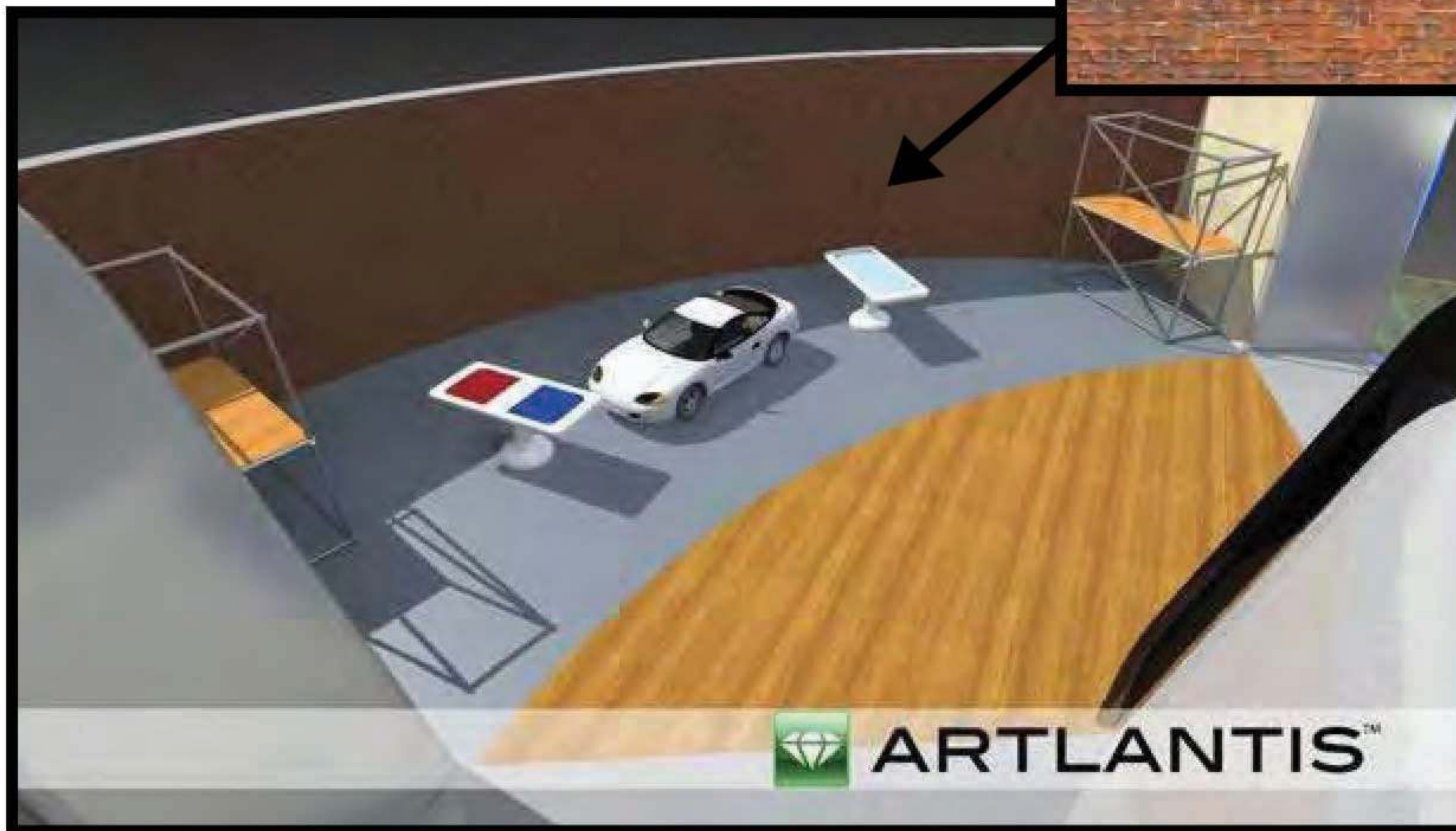
This portion of the exhibit focuses on raising environmental awareness and bringing issues of sustainability and habitat conservation to the front of consumers' minds, since these are issues Hyundai also takes very seriously. A green forest background wallpaper is covered by information bubbles that point out interesting, alarming, and uplifting environmental facts.

The Environmental Awareness section features abstracted geometric tree forms and many suspended paper butterflies of varying colors. Hyundai uses butterflies as a symbol of their conservation efforts, and so we wanted to bring that forward into our design. A single display car, a special "Offroad Edition" Veloster, is appropriately advertised in this emulated outdoor environment.



COMMUNITY INVOLVEMENT SUB-BOOTH

Social responsibility is another concern of Hyundai's, and another focus of this booth. A partially built brick wall signifies Hyundai's role in various community building projects around the country, and suggests that Hyundai needs the visitor's help to finish the work that has been started. Scaffolding completes the constructional aesthetic.



In the center of this area, an unpainted new car sits between two tables. Here is where visitors can engage in social change: donate a small amount to a charity fighting childhood hunger, press your hand onto the red or blue ink pad, and stamp your handprint onto the car. If the entire car gets "painted" in this way by the end of the event, Hyundai will triple the donations made...and a random donor takes home the colorful car. Of course, there is a wash table to clean off your hands afterward.

CIP SHOWROOM SUB-BOOTH



As with the circular tire motif that organizes the booth as a whole, the CIP showroom is loosely based upon another car part - the rear-view mirror. A wall of mirrors reflect a collection of the most beautiful new Hyundai vehicles while a suspended glowing sign makes an entertaining twist out of a familiar car safety phrase. A screen overhead contributes to a sense of enclosure that makes the visitors feel safe and welcome.

PHASE 4

GRAPHIC IDENTITY

TYPOGRAPHIC IDENTITY

Typefaces

Display: Gesta

Gesta Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ
abcdefghijklmnopqrstuvwxyz

Gesta Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ
abcdefghijklmnopqrstuvwxyz

Text: Foco

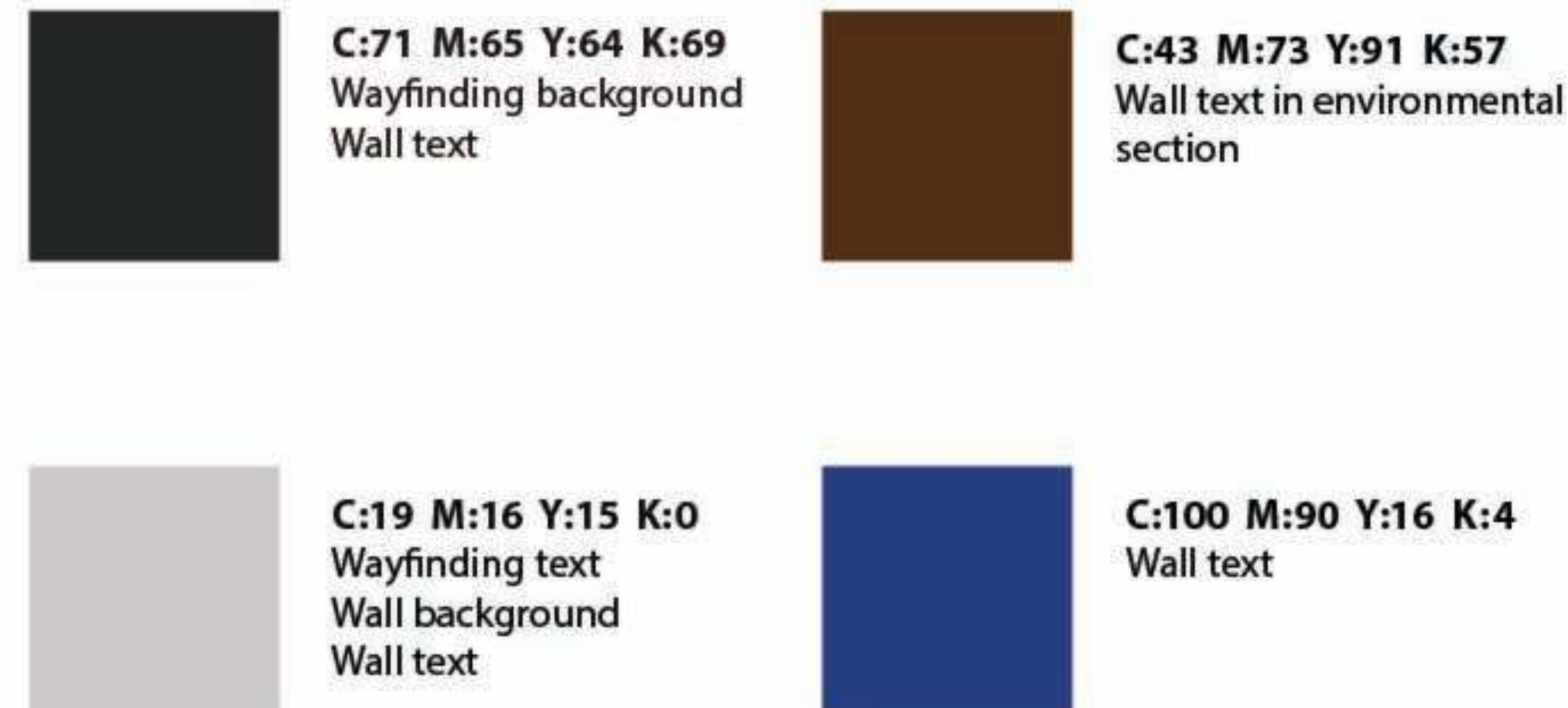
Foco Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ

Typography

Foco was chosen as the typeface for all text that would be on display, such as the descriptions in the environmental booth, community booth, and in the main showroom. This modern font is sans serif, making it very readable as well as very similar to the Hyundai's brand's current typeface.

The typeface for displayed words, such as the wayfinding and branding logo is Gesta. This typeface, especially the Italic font, is extraordinarily similar to Hyundai's font for the Elantra car, but is much more readable and therefore much more appropriate for an exhibition setting than using the brand's original typeface.

Text Color Palette



The color palette for the text in the booth includes traditional black, off-white, brown, and blue. The black and off-white are great together for excellent readability. The brown color is intended for the text on the wall in the environmental section of the booth because it will complement the brown and green colors in the wall graphics. The text will be backed by the off-white with an adjusted opacity. The blue text color is intended for the text on the walls of the community section and throughout the booth. The blue is an important color to have throughout the booth because it involves branding. Hyundai heavily promotes BlueLink, which is a multimedia navigation program that is included in new Hyundai models, and whose logo is monochromatic blue.

Graphic Element at 100%



Environmental section wall text detail

Logo



PROMOTIONAL MATERIALS 1

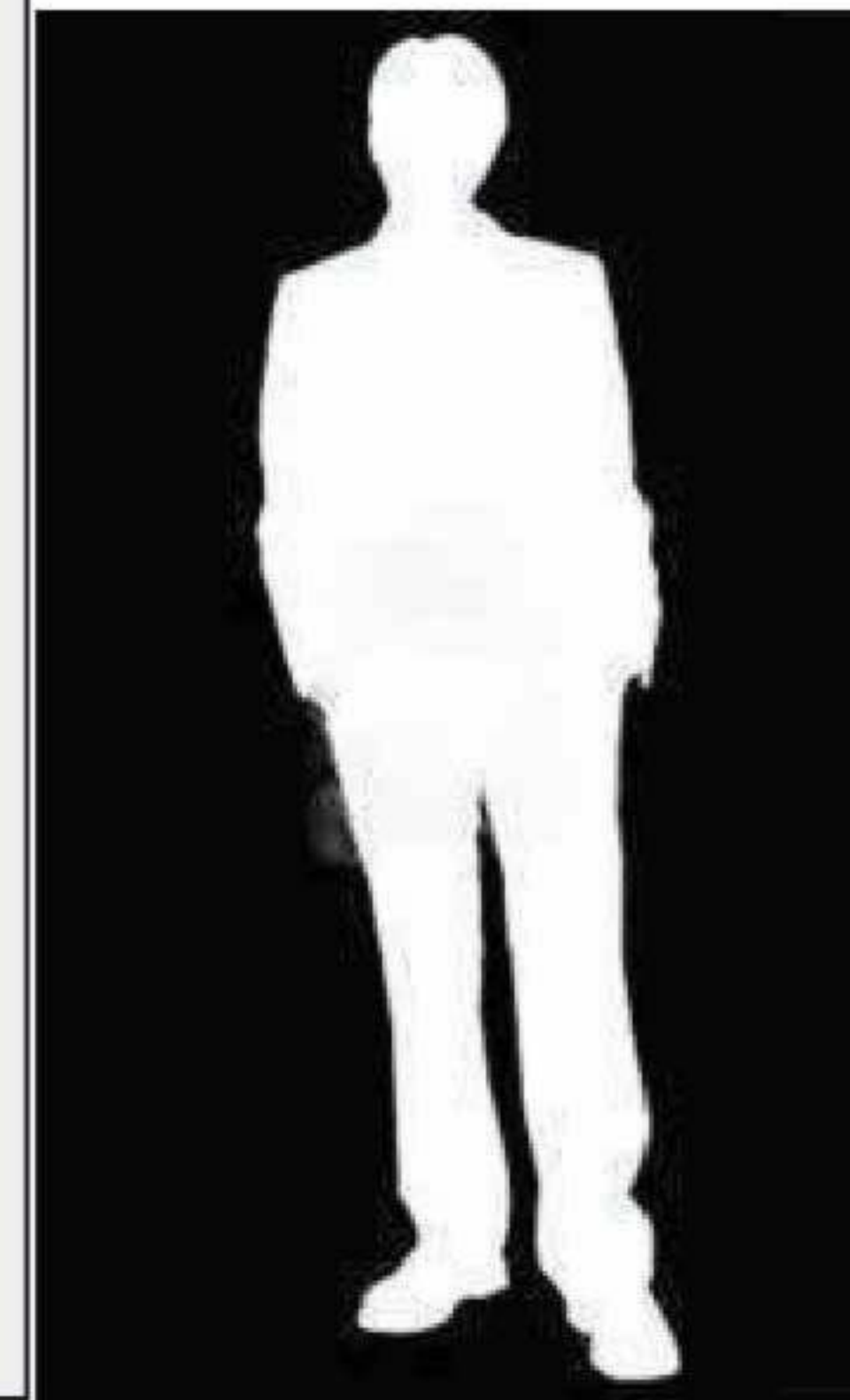
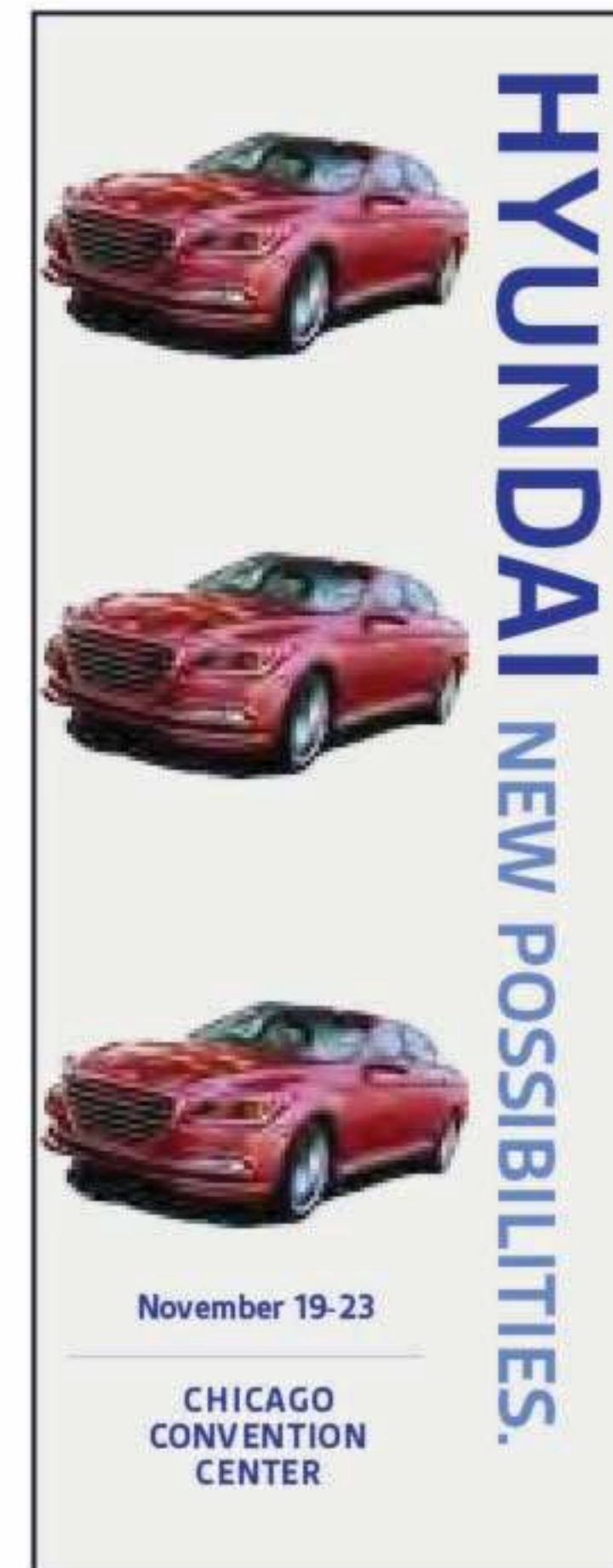
Size: 34" x 90"



Size: 34" x 90"



Size: 34" x 90"



72"



PROMOTIONAL MATERIALS 2

Size: 208" x 36"



WAYFINDING

Wall Signs

These signs will be posted on the tall, curving walls that separate each of the booth areas within the main exhibition booth.



Black color against shiny silver metal of arches implies “new technology” to visitors, which is an important component of Hyundai’s branding.