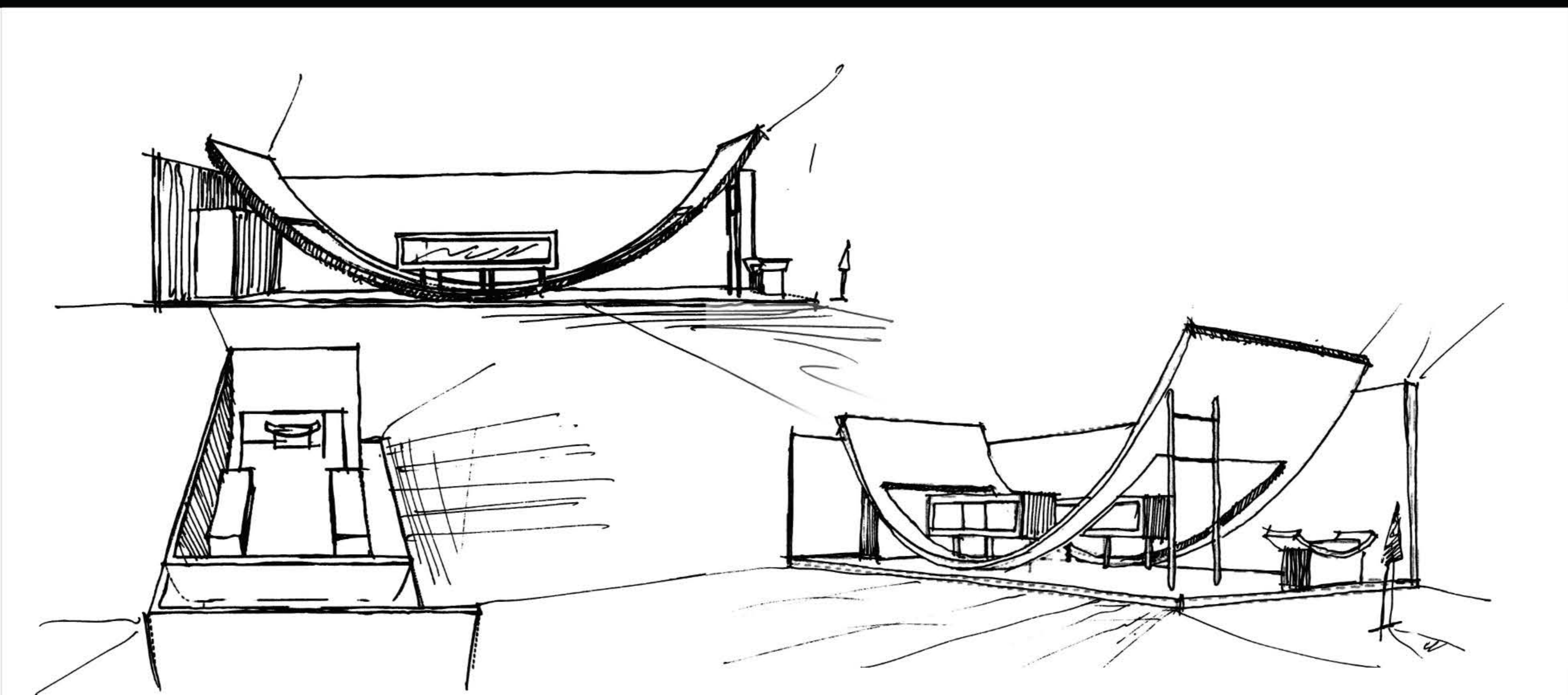


Tehran International Agrofood Show

# TAKDANEH

2005

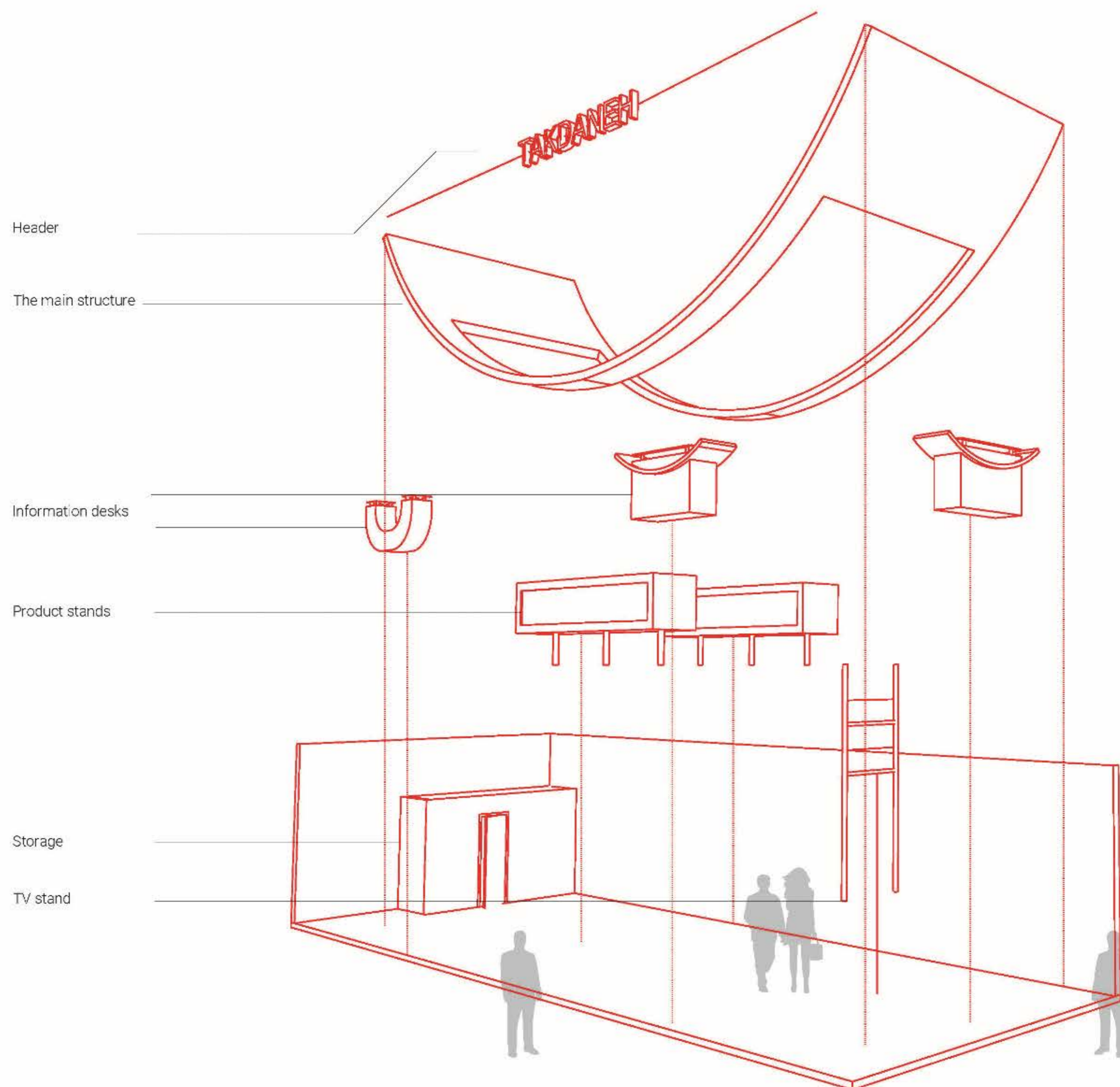
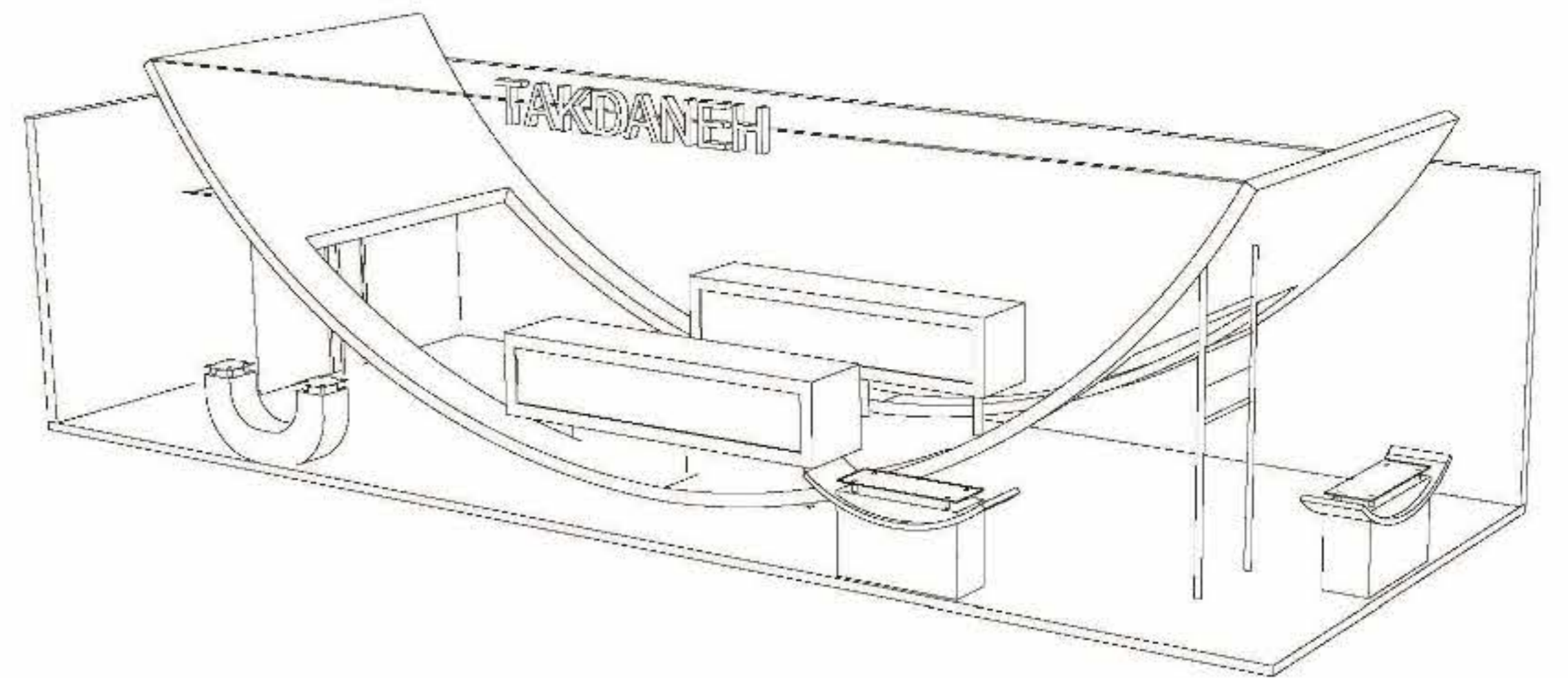


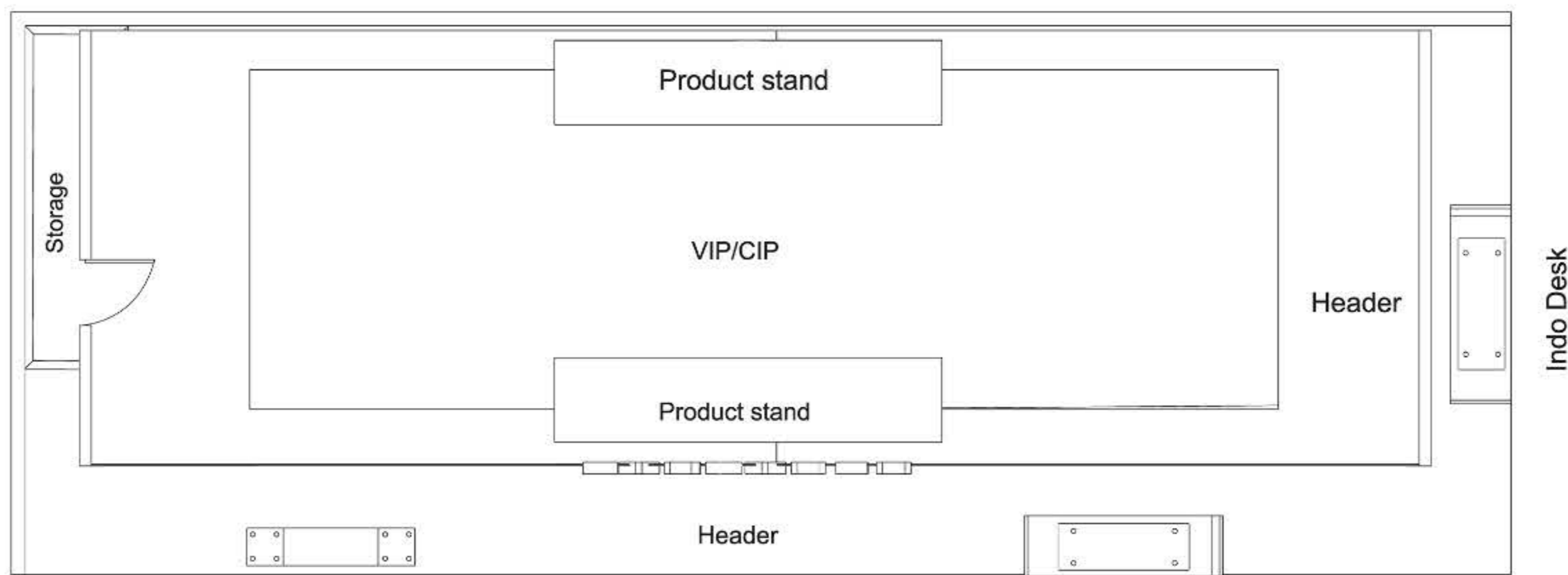
## Description

This project was designed and manufactured for the food processing company, Takdaneh, in 2010. This company is based in Tehran, Iran, and is one of the most famous agricultural companies in Iran.

This trade show in particular was the 2009 International Exhibition of Food and Agricultural Products (AGRO FOODS 2010, Tehran, Iran). Inspiration for the design of the project was derived from the logo of the company, which was very important for the client. I made an abstract form of their logo and used it as the main element at the center of the stand. The booth was constructed to be 80m<sup>2</sup>, with client access on four sides. The booth included a V.I.P. section at the center of the stand, three information desks, one TV stand, and two stands of product. Materials used included steel beams, particle board, parquet (HDF), steel pipes, acrylic paint, glass, halogen and projector lamps for lighting, and a laser show apparatus to compliment lighting.

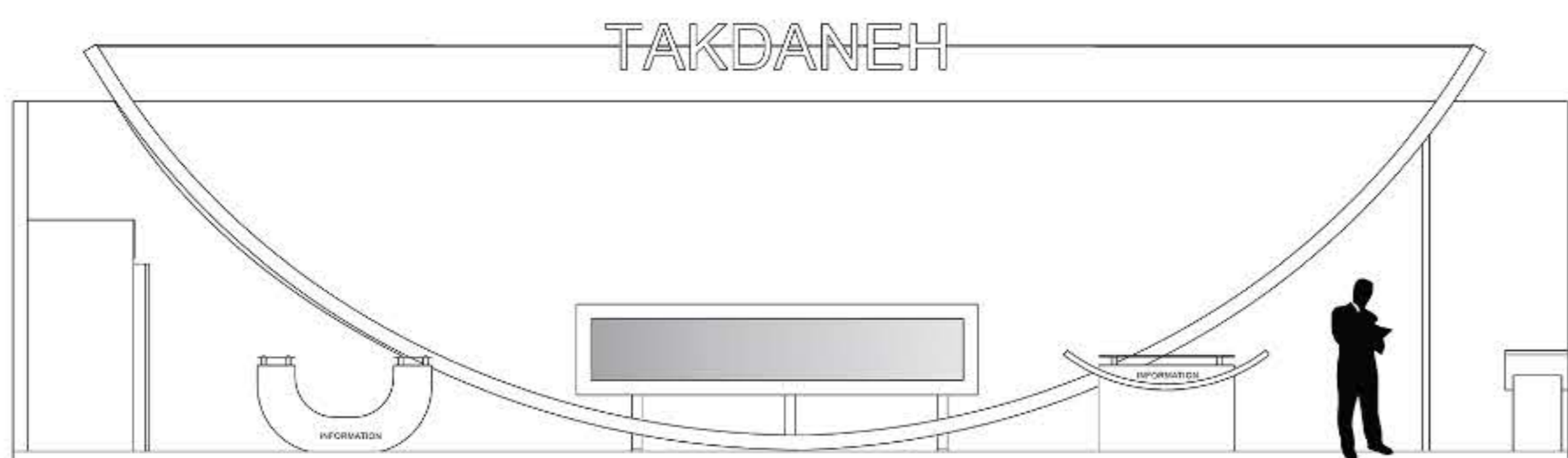
The design process I used began with gathering information from the company and its needs, hand sketching, client input and critique, computerization of new draft, and finally construction. The computer medium used for the computerization phase included Auto Desk 3D Studio Max + V-Ray (GI-Plug-In) for 3d Studio Max + Auto Cad + Adobe Photoshop.





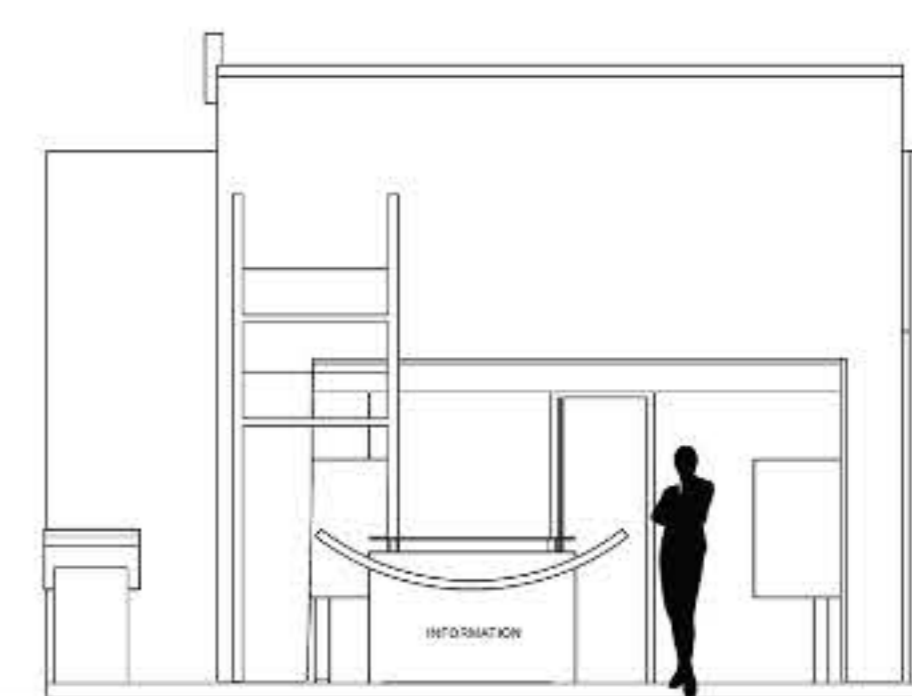
Info Desk  
NOT SCALED

Info Desk



SOUTH ELEVATION

NOT SCALED



EAST ELEVATION

NOT SCALED

Constructed booth

