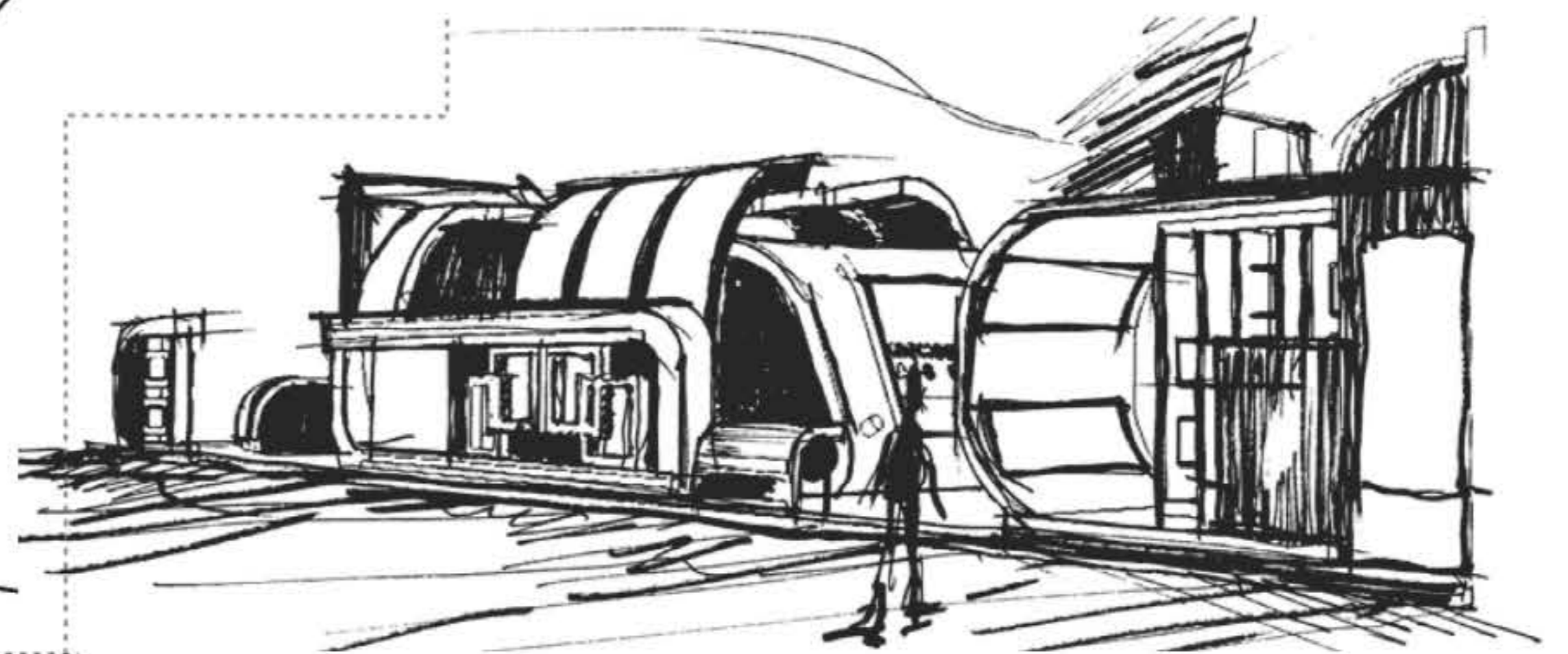
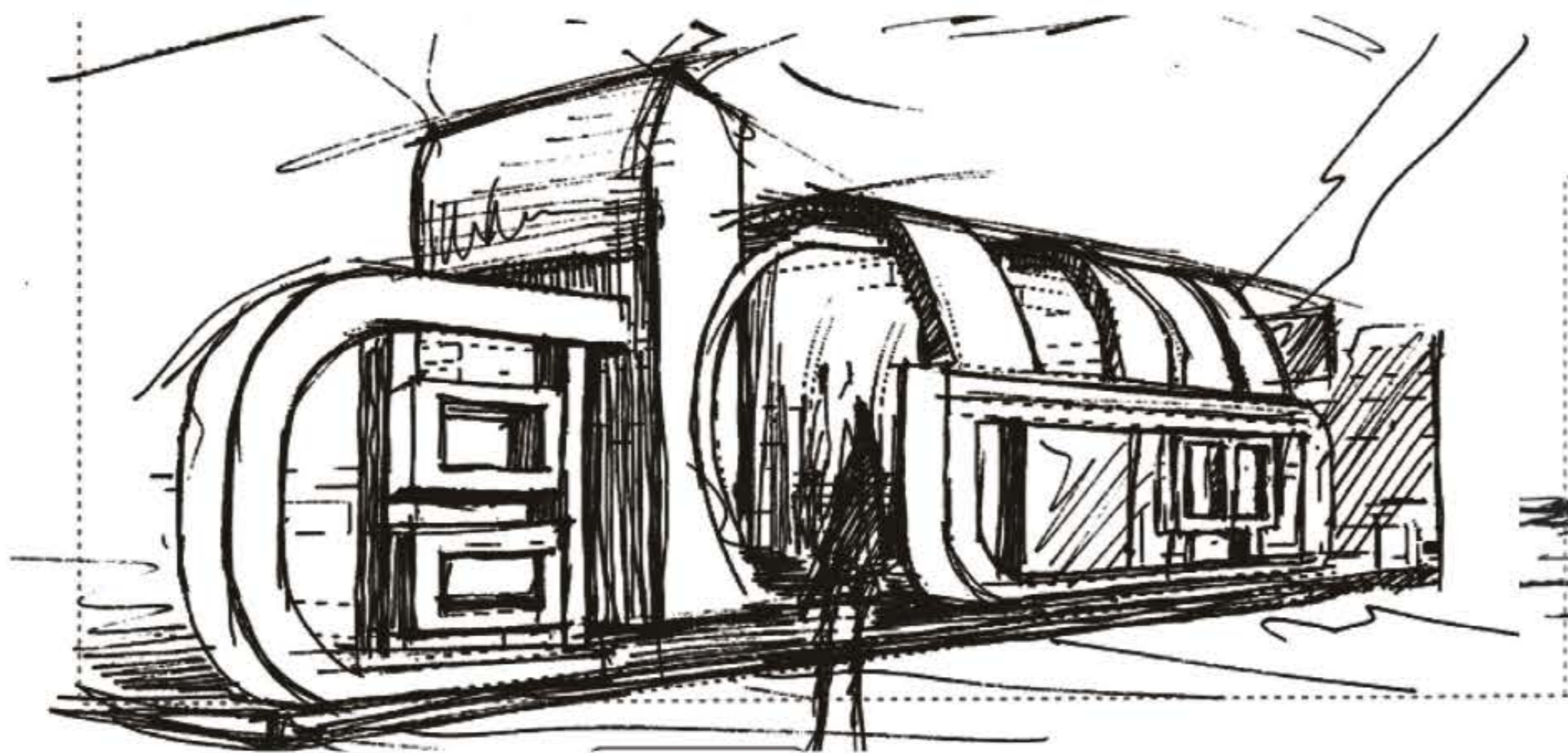


Tehran International Agrofood Show

MOHSEN

2008/2009

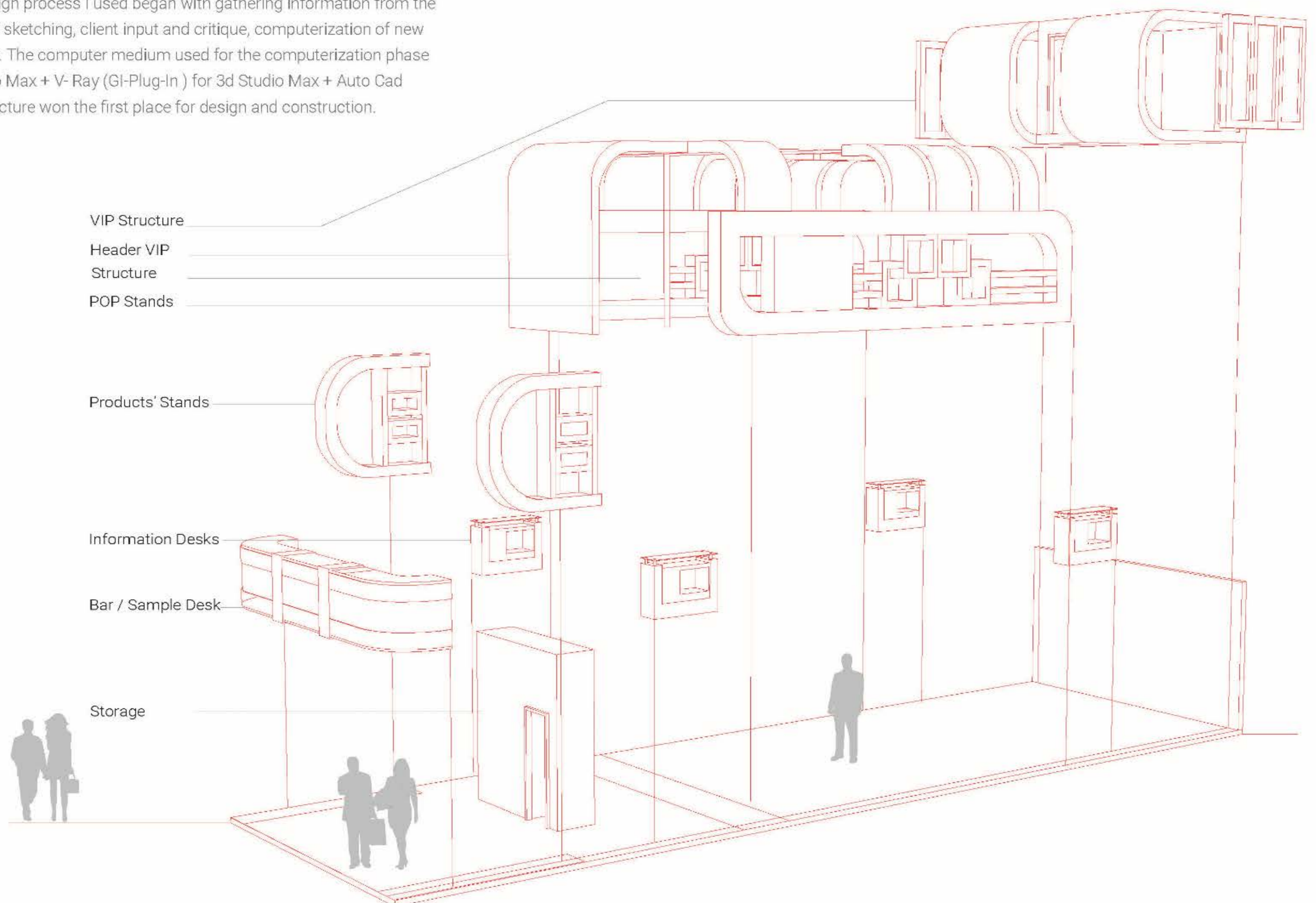
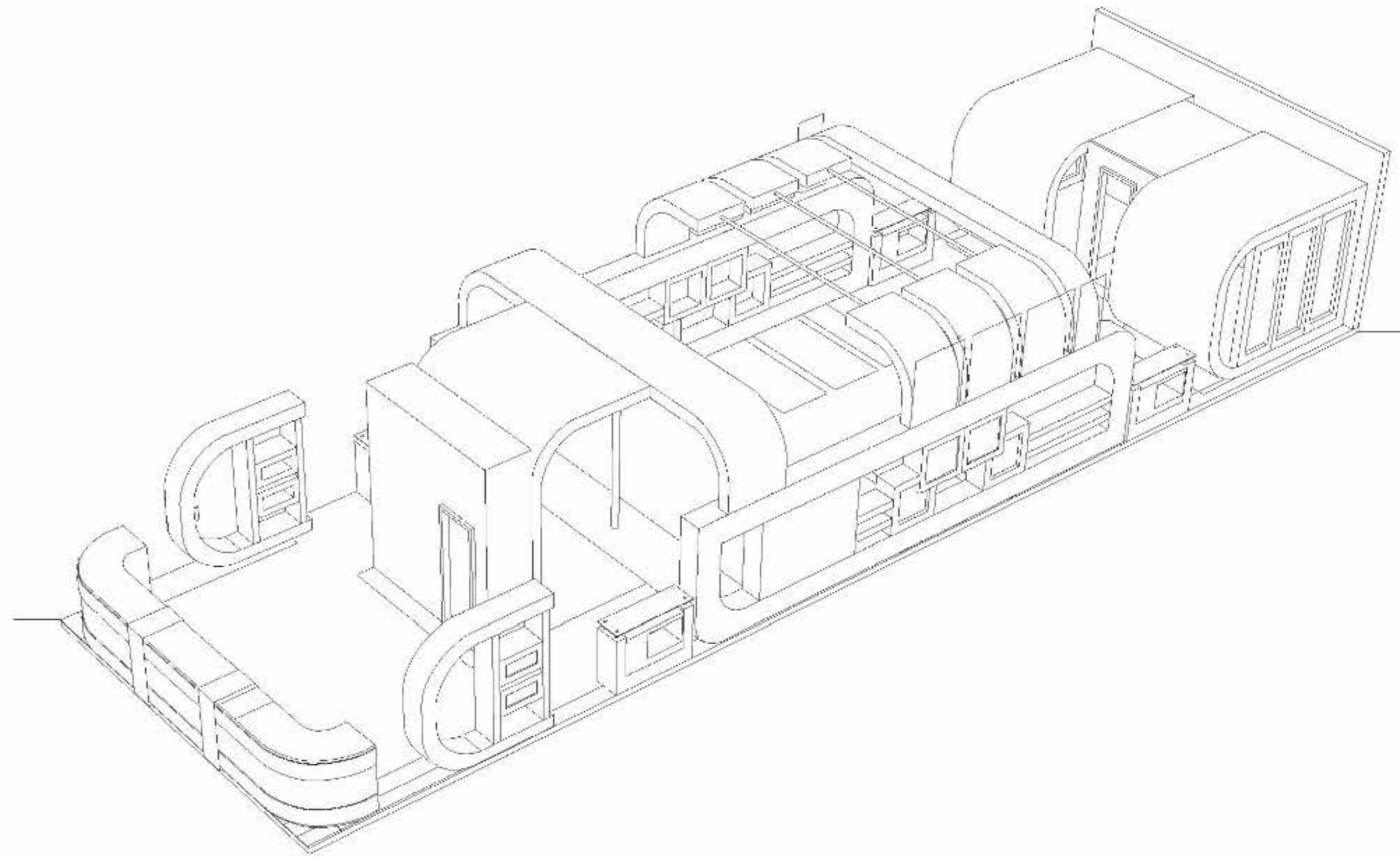


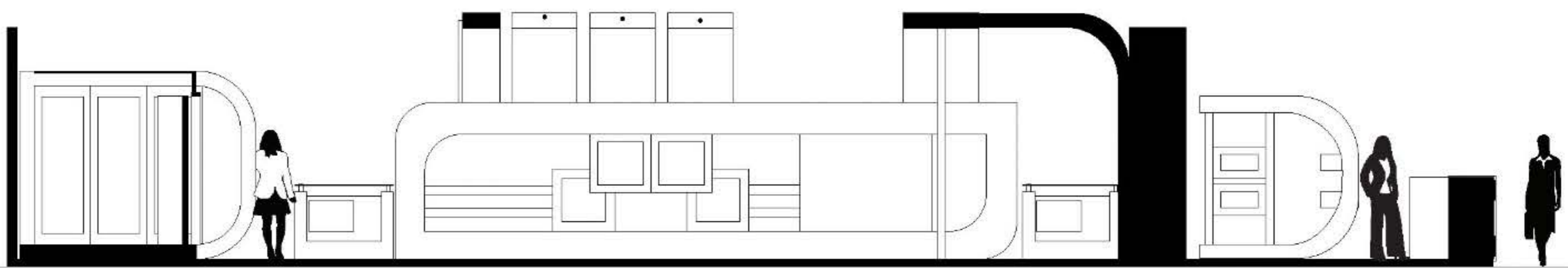
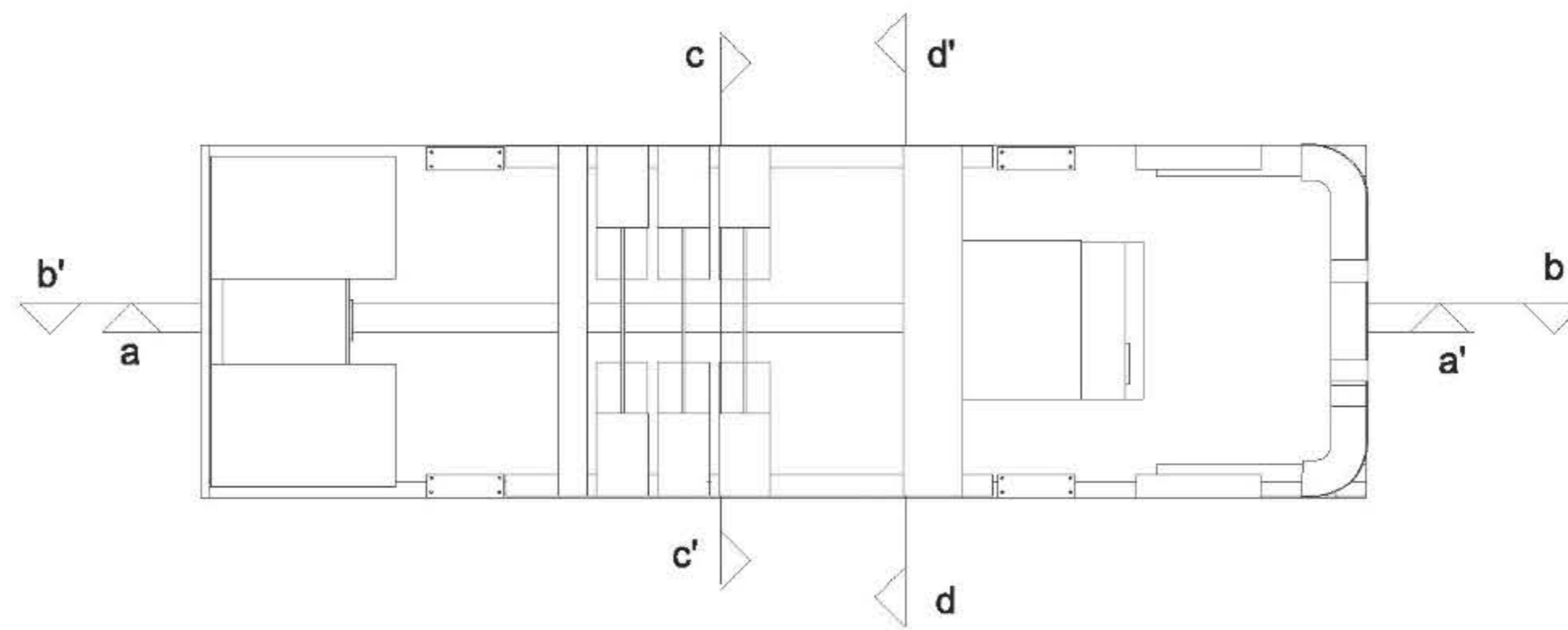
Description

This project was designed and manufactured for the Mohsen Company in 2008. The Mohsen Company is based in Tehran, Iran and is one of the largest agricultural companies in the Middle Eastern region. This trade show in particular was the 2008 International Exhibition of Food and Agricultural Products (AGRO FOODS 2008, Tehran, Iran).

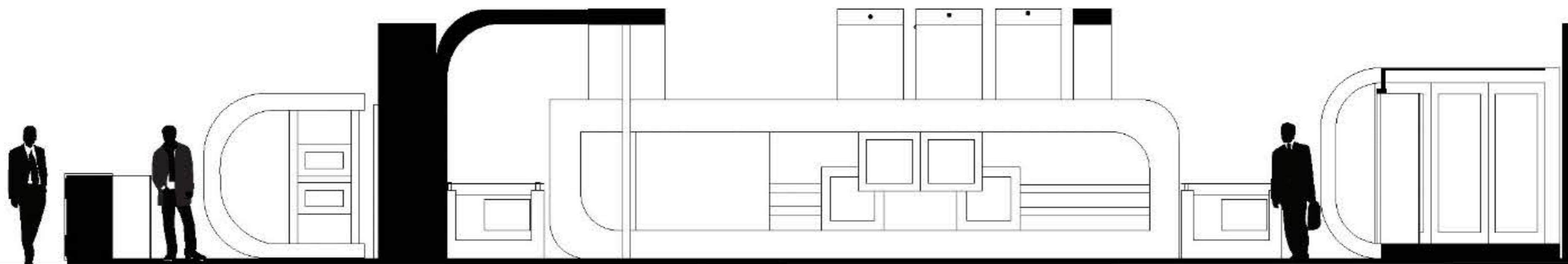
Inspiration for the design of this project was derived from combined harvesters used by Mohsen Company for the harvest of its grains. The official colors of Mohsen Company are black and green, which was considered of utmost importance, and incorporated into the design of the booth. The booth was constructed to be 140m² with client access on 3 sides. This included 4 entranceways, and upon entry, clients considered C.I.P. (Commercially Important Person) were taken to one of the 6 tables for further product information. Clients considered serious buyers where then directed to the V.I.P. (Very Important Person) section, located at the back end of the booth. Company products were also embedded in the exterior walls of the structure, and behind a glass screen, while multiple television monitors displayed company multimedia into the C.I.P. area. Per request of Mohsen Company, the booth was specifically designed to have more privacy than standard exhibition booths, as Mohsen Company's aim at this particular tradeshow was to cater to specific clientele with previous appointments.

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. This structure won the first place for design and construction.

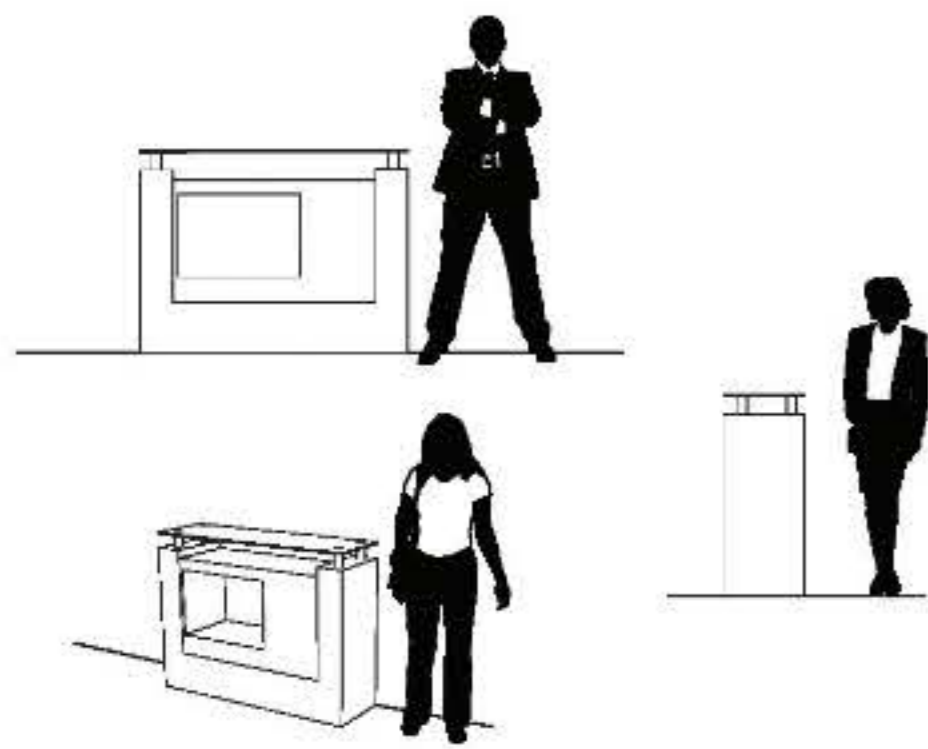
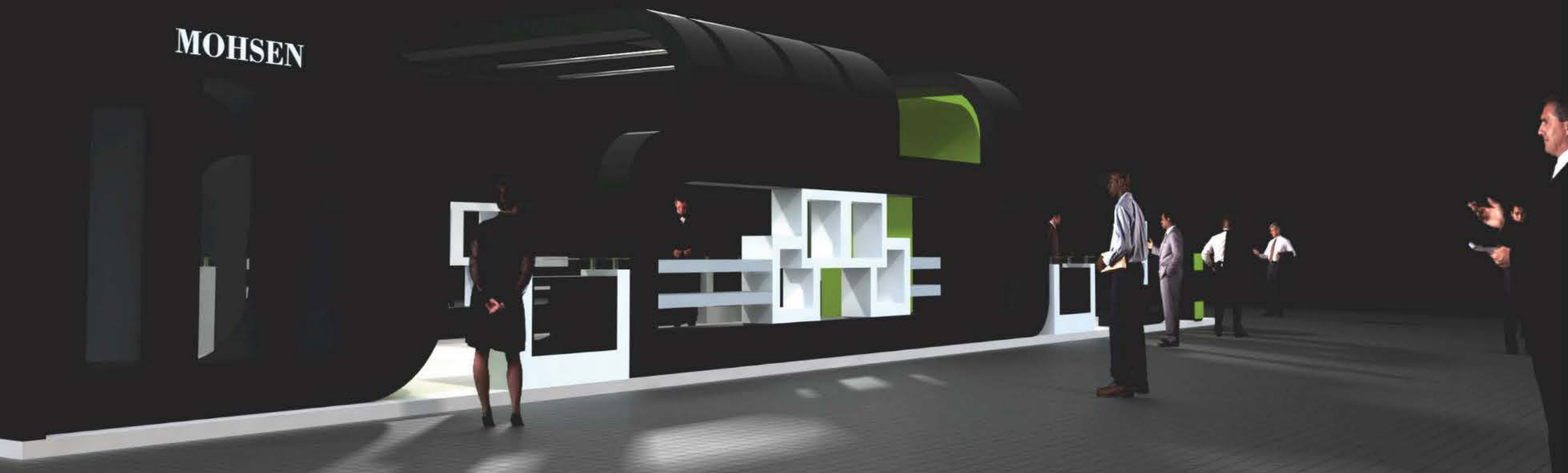




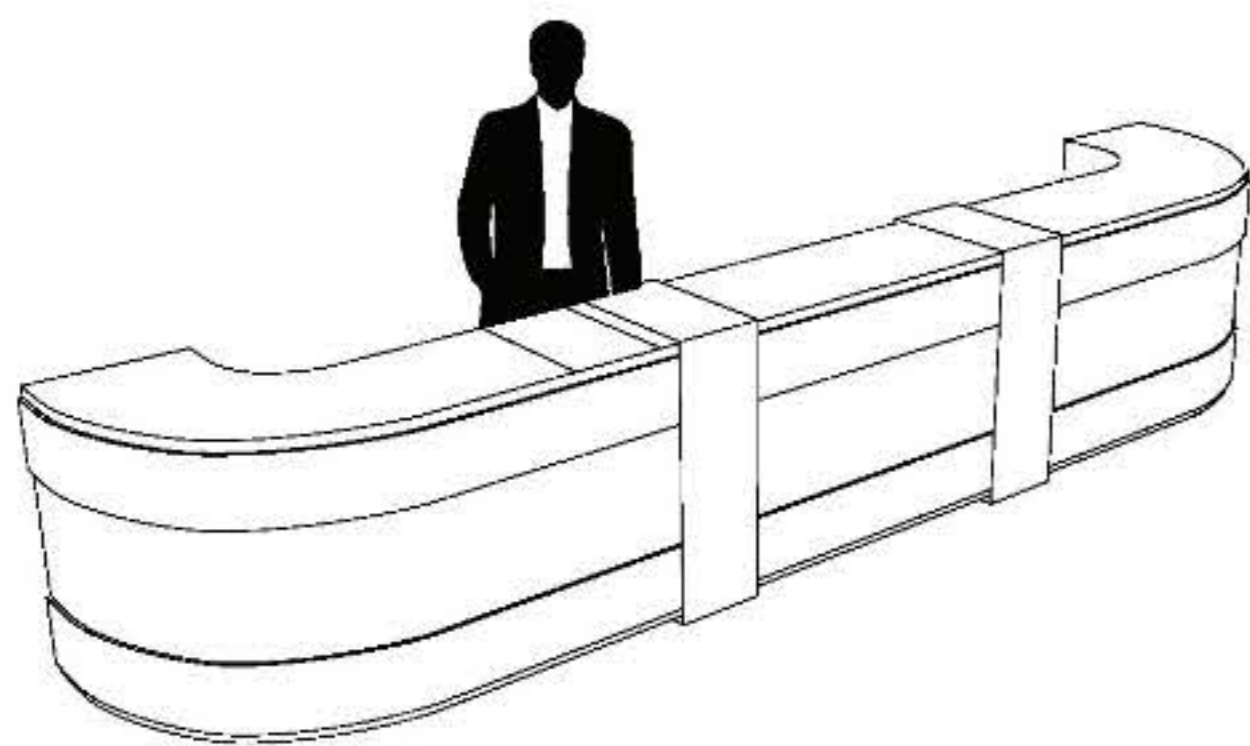
CROSS SECTION a-a'



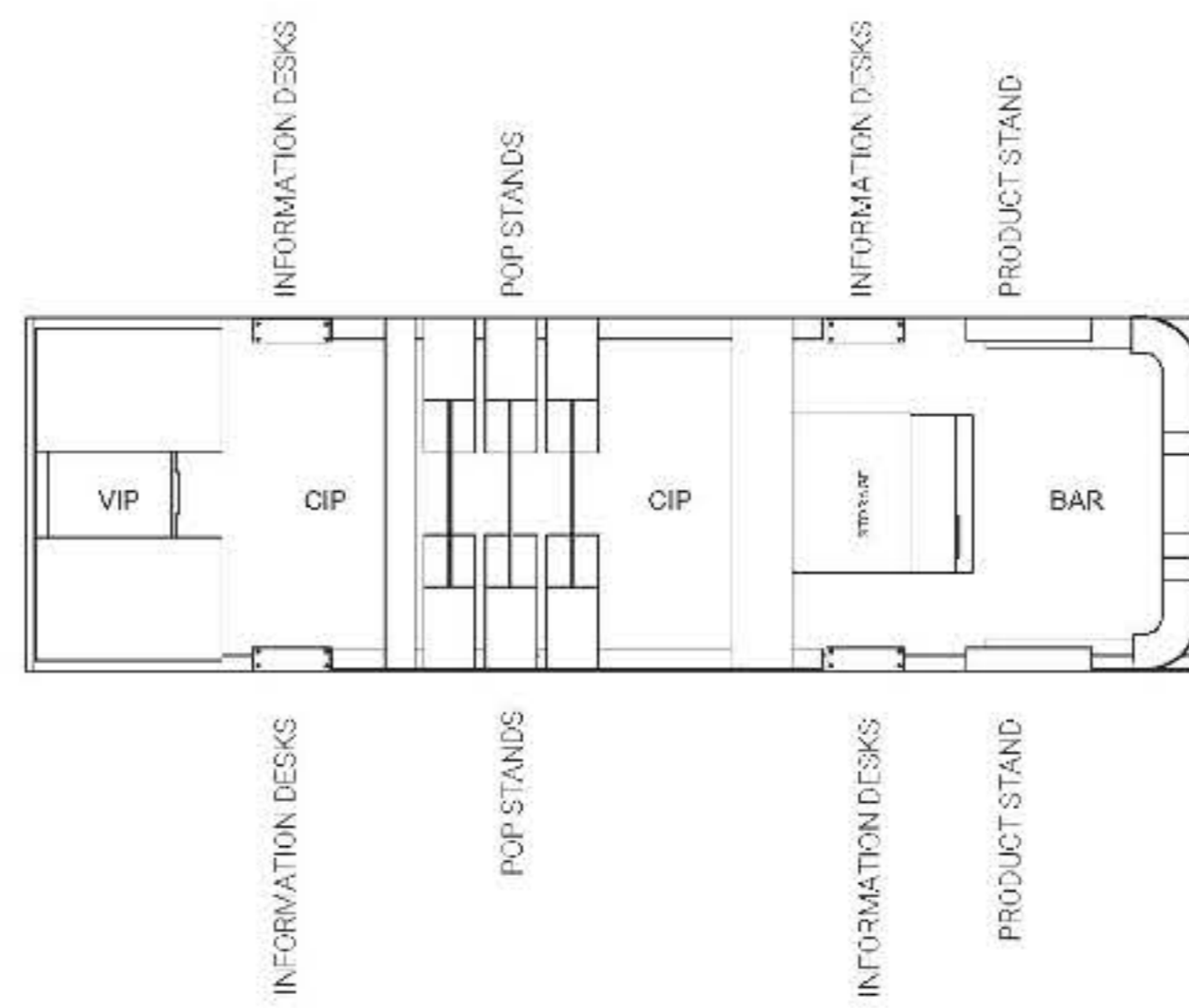
CROSS SECTION b-b'



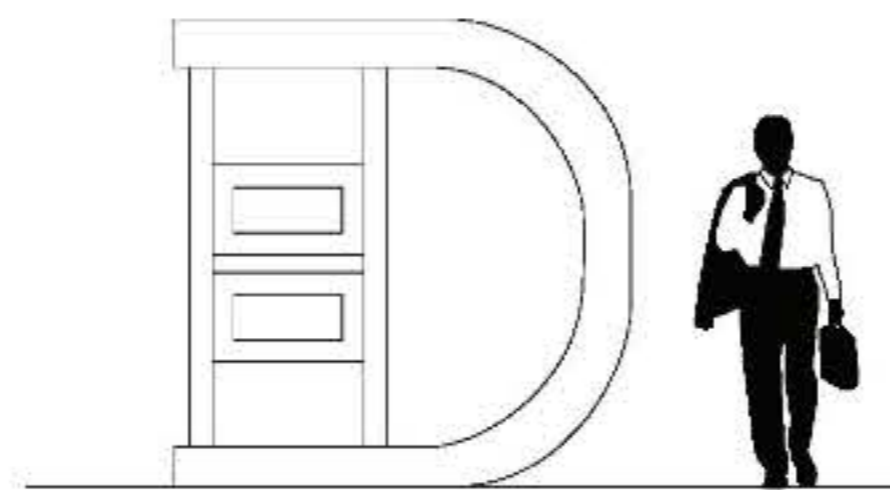
INFORMATION DESKS



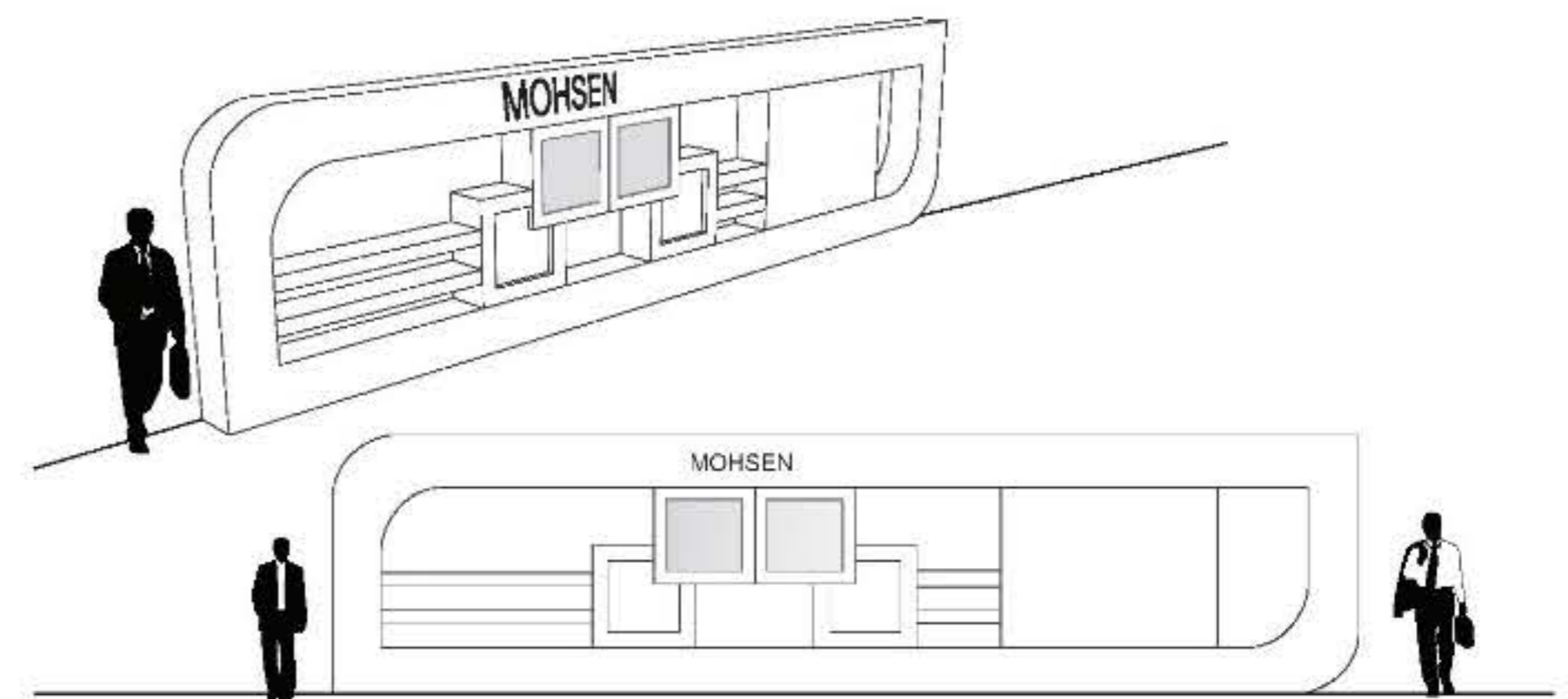
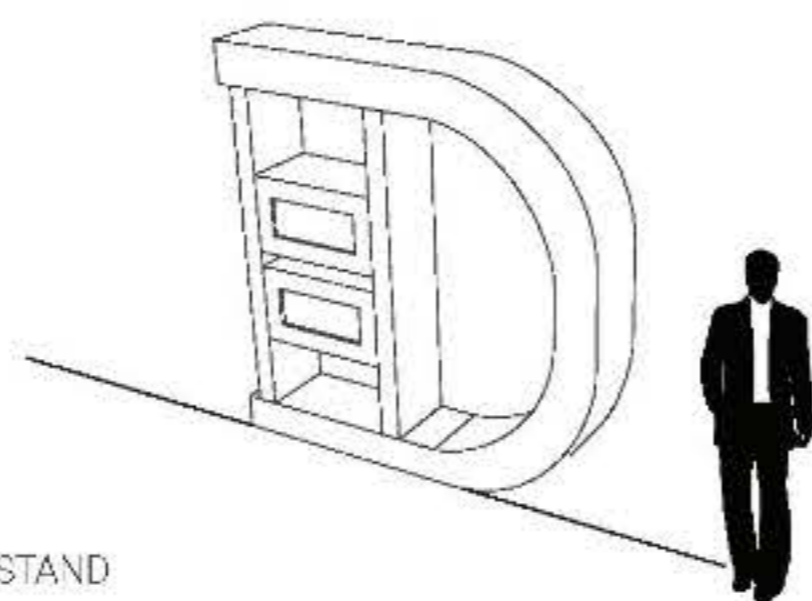
BAR / FOOD SAMPLE AREA



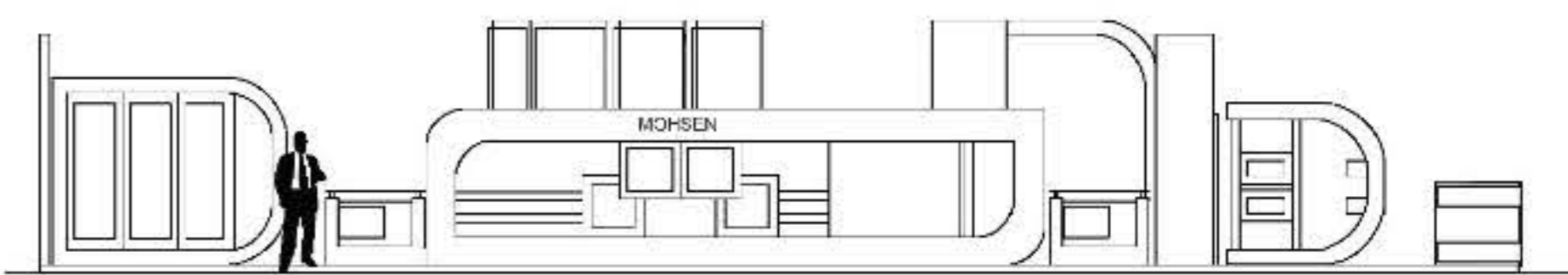
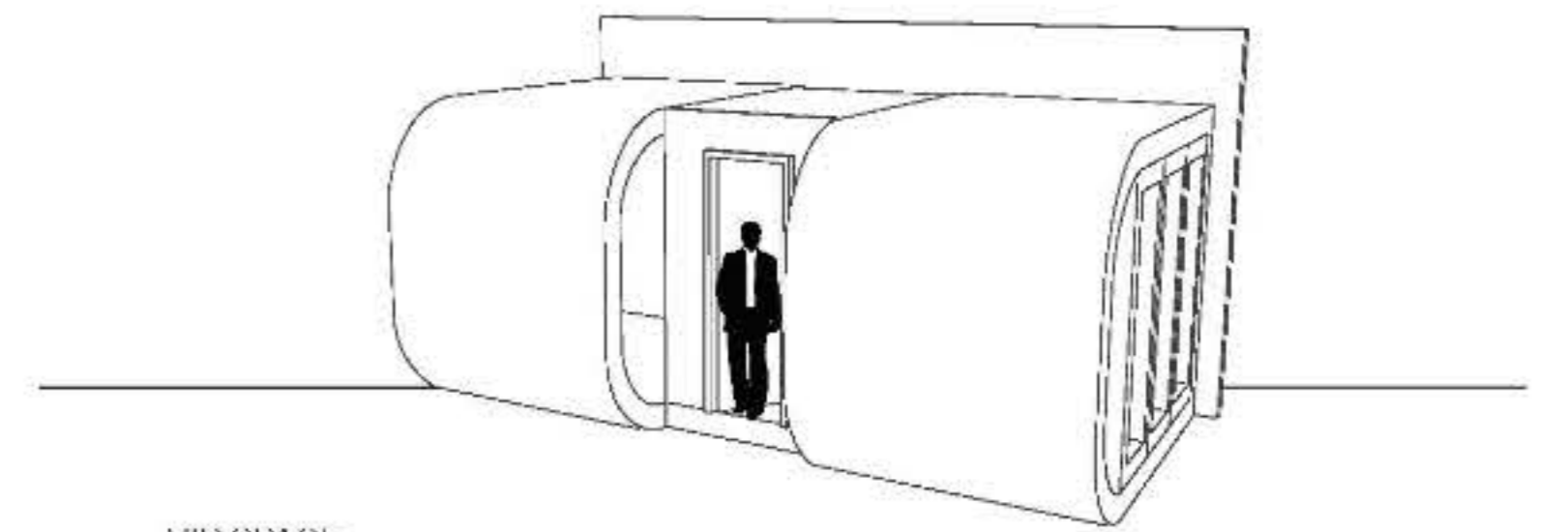
FLOOR PLAN



PRODUCT STAND



VIP SPACE



EAST ELEVATION



Digital renderings from bird eyes view.



Constructed booth