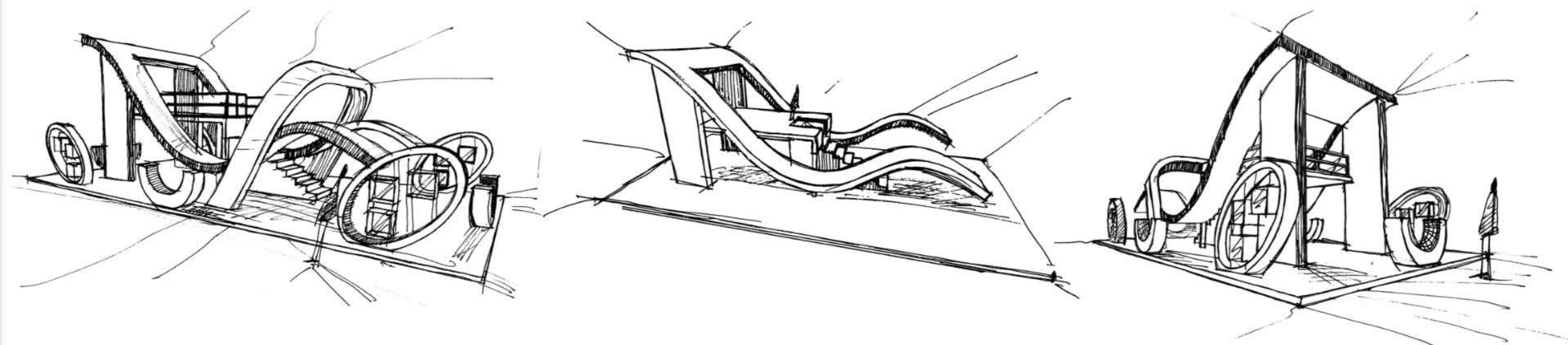Tehran International Agrofood Show

SHADLEE

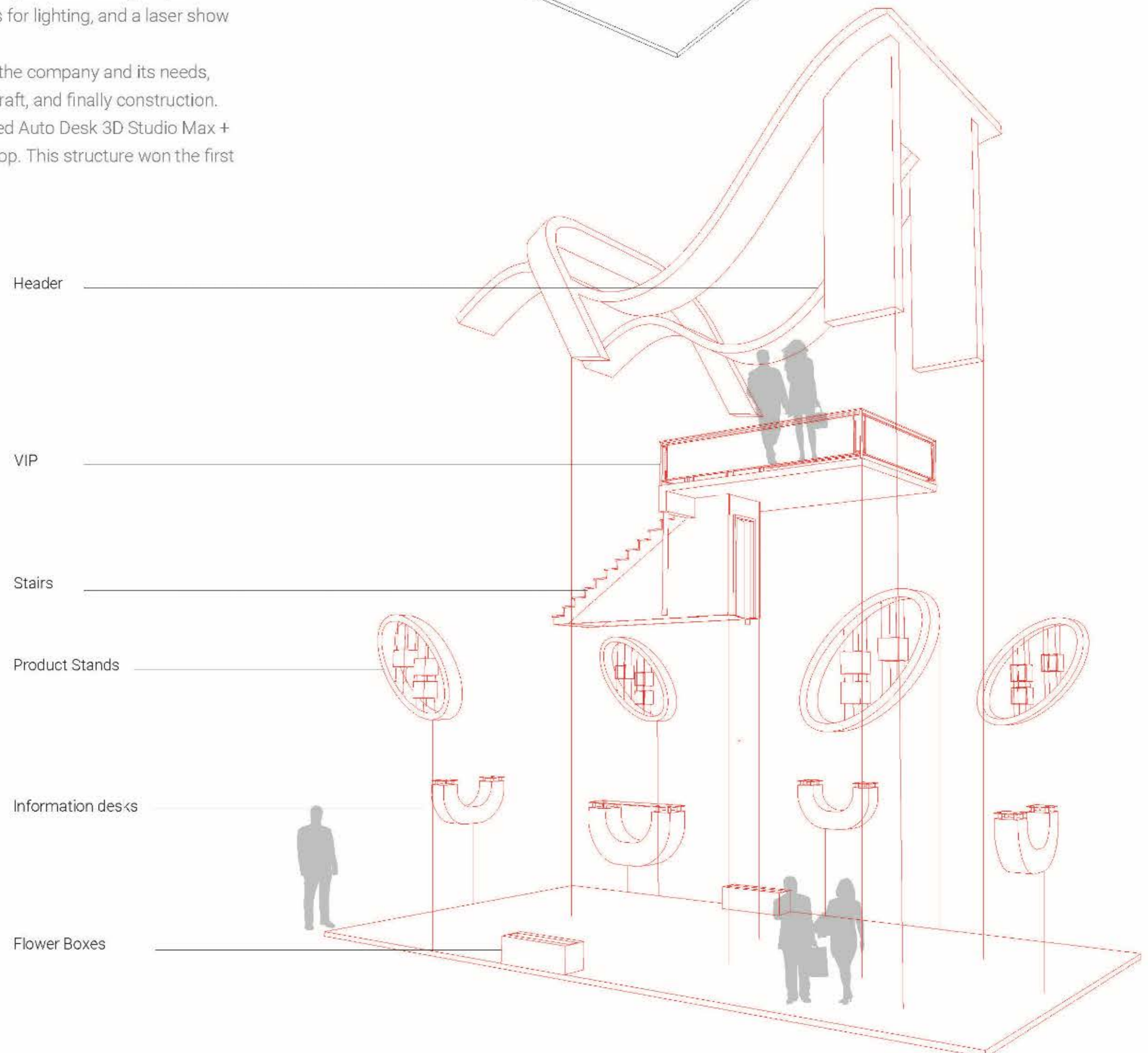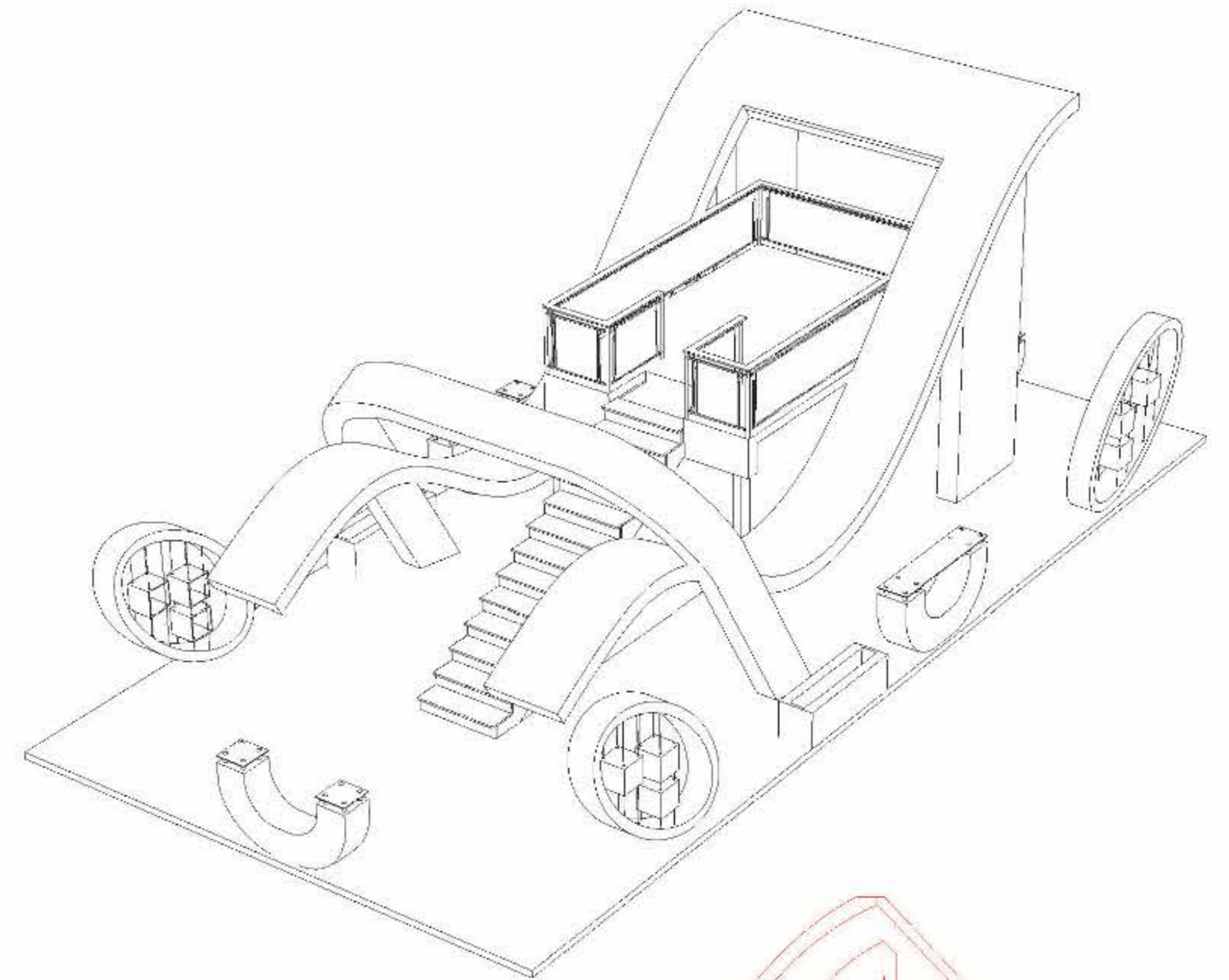2008

SHADLEE
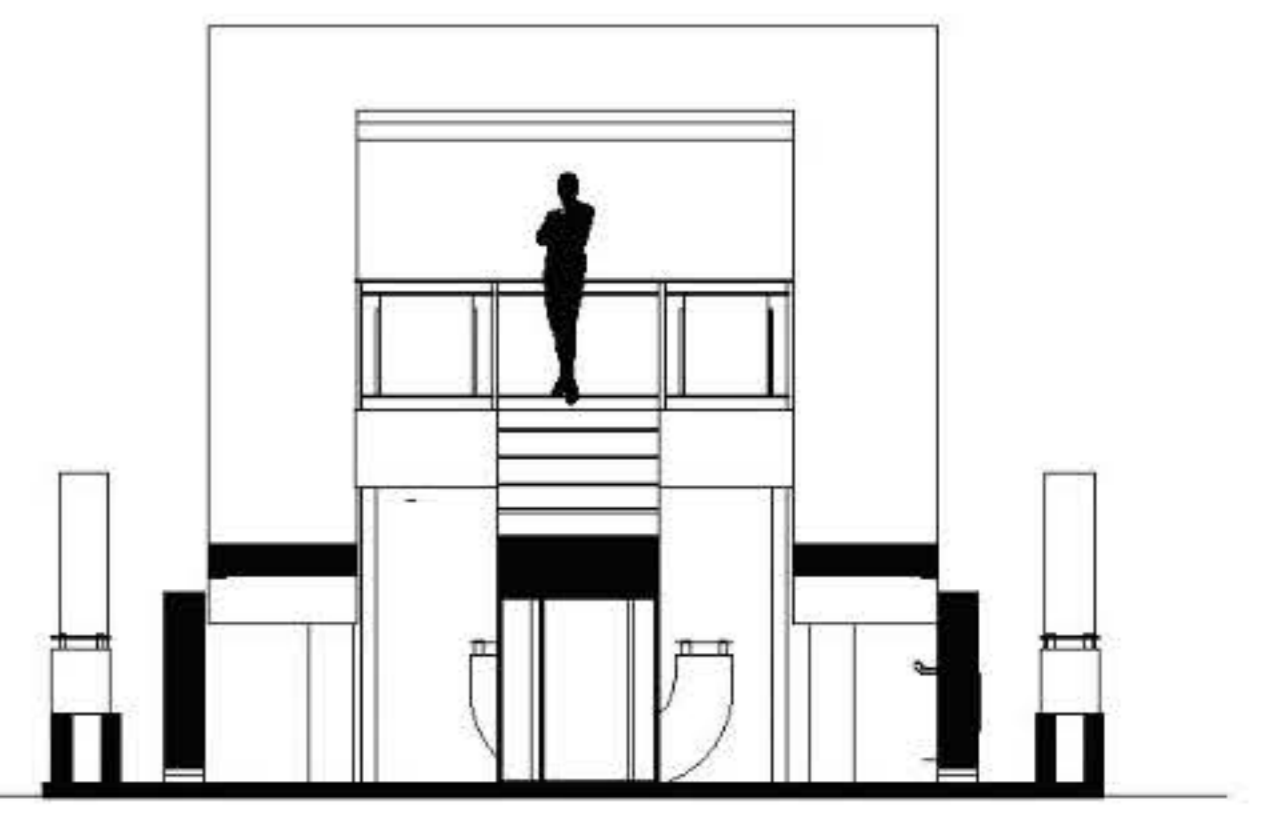
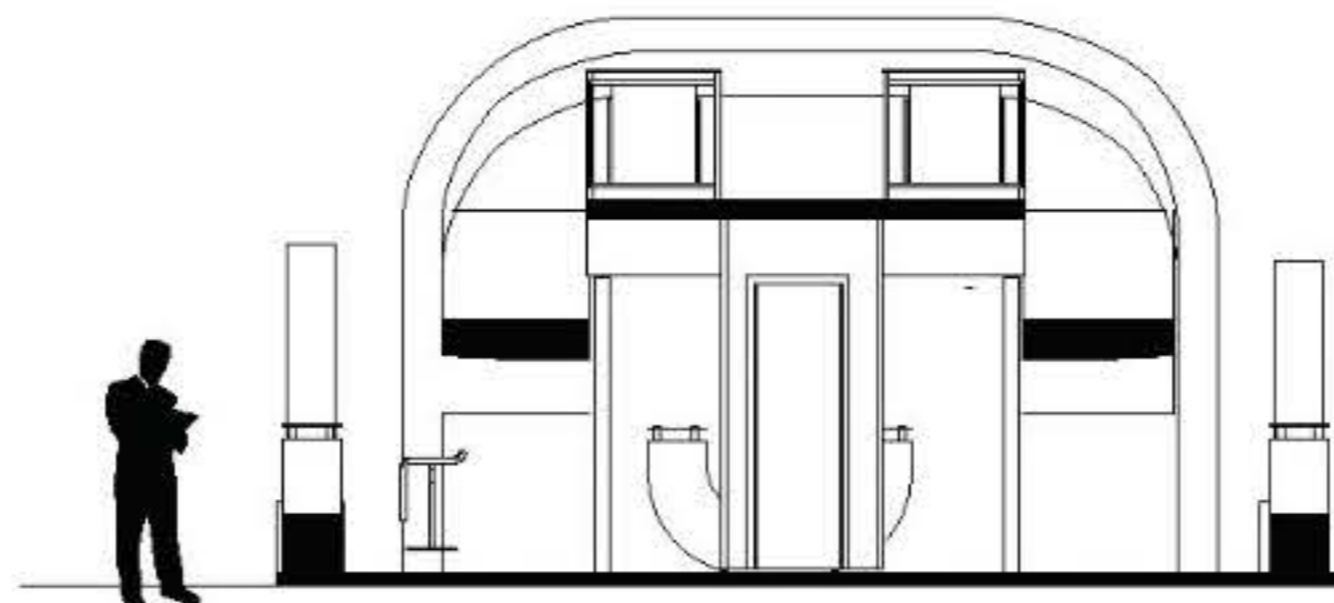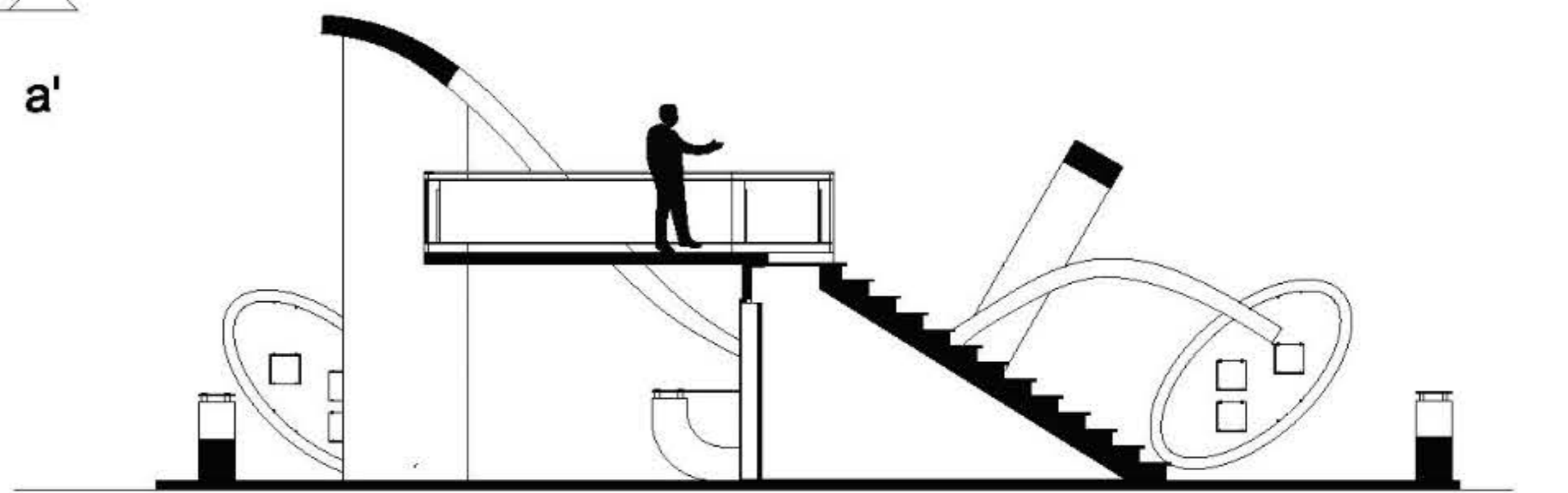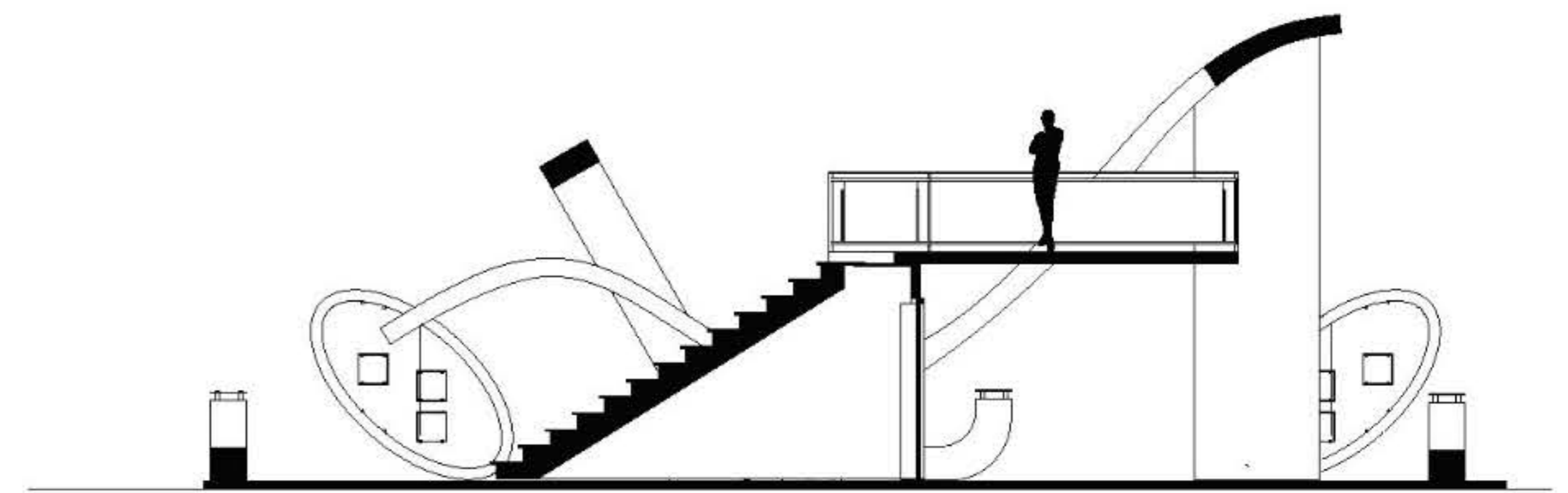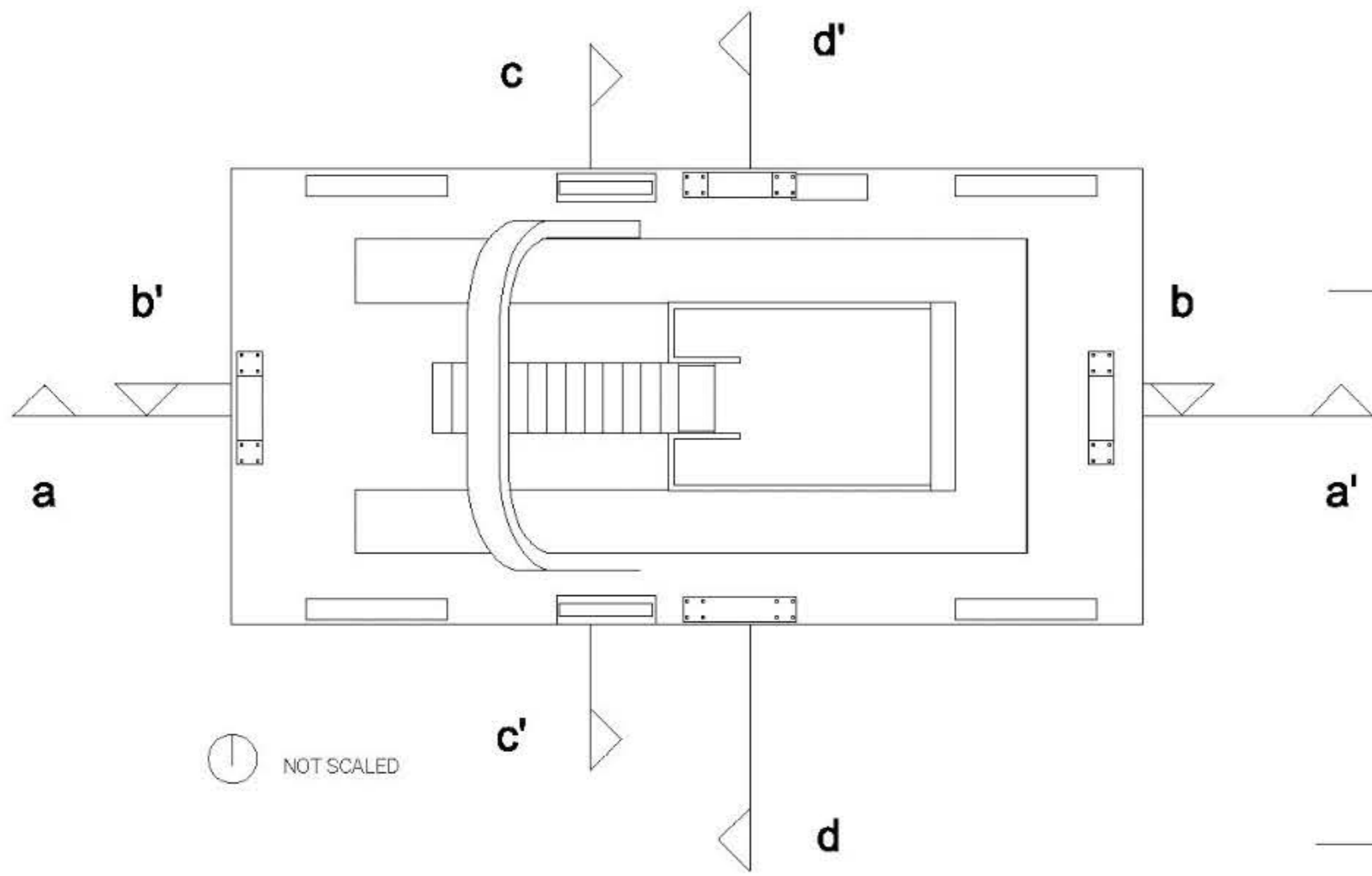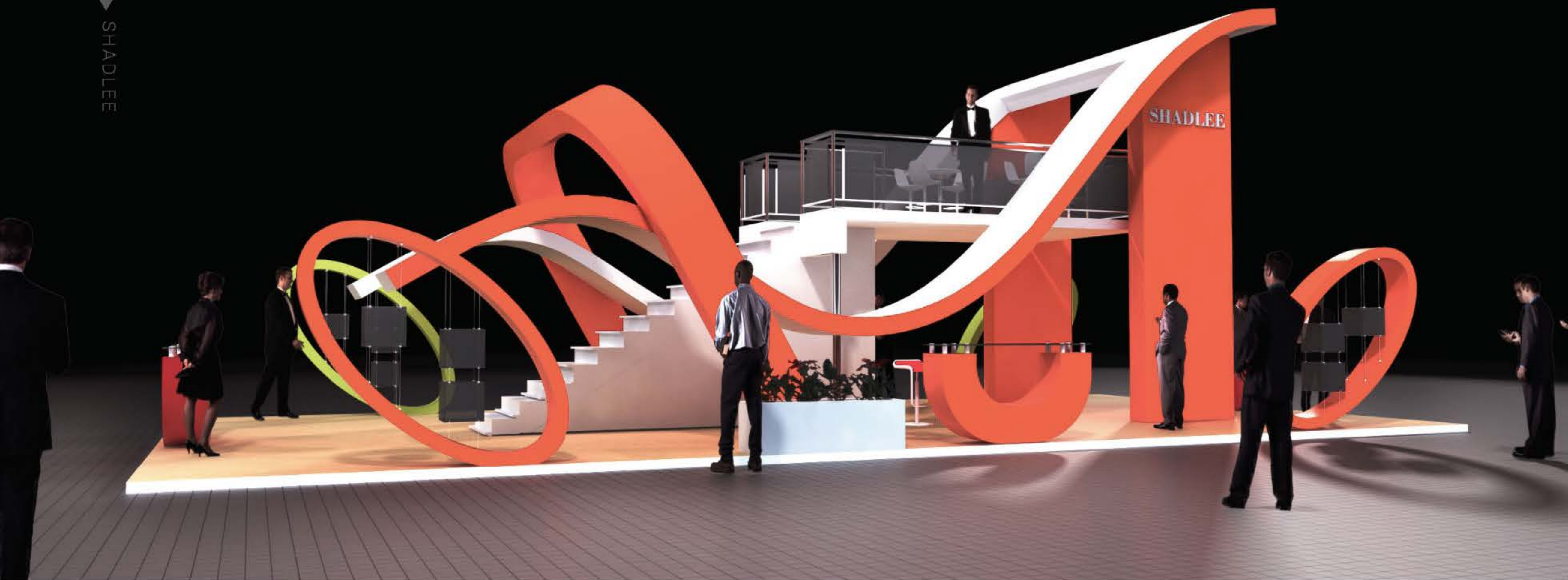## Description

This project was designed and manufactured for the Shadli Company in 2006. The Shadli Company is based in Oromieh, Iran, and is one of the largest agricultural, and specifically juice manufacturer companies in Iran and the Middle East. This trade show in particular was the 2006 International Exhibition of Food and Agricultural Products (AGRO FOODS 2006, Tehran, Iran).
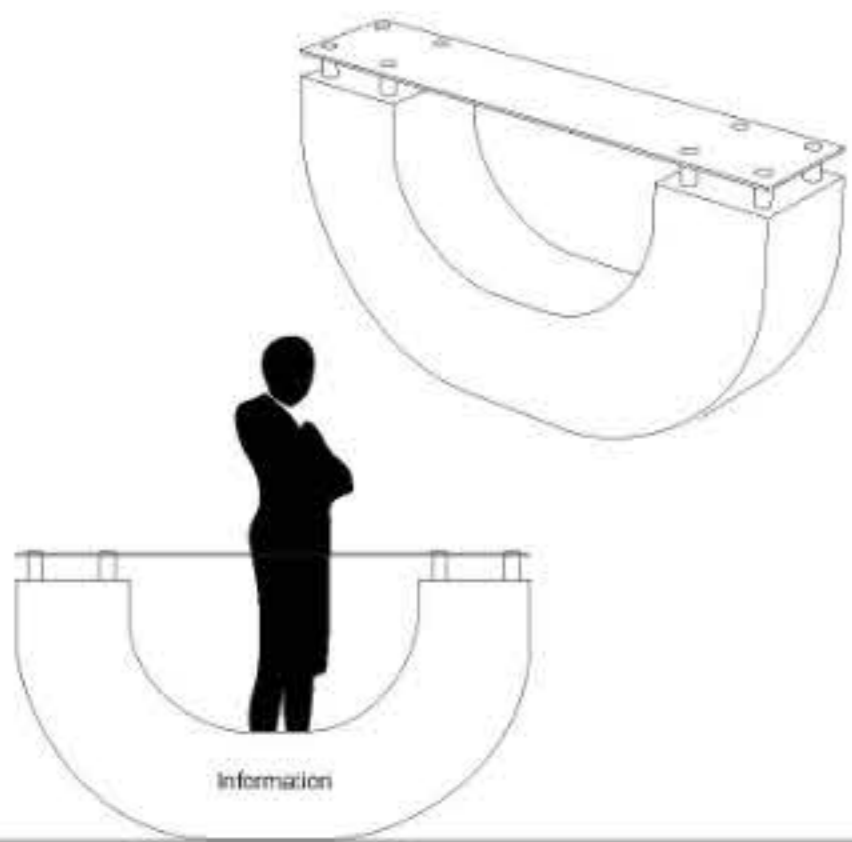
The inspiration for the smooth design of this project was derived from the free flowing juice of an orange when it is squeezed. The combination of the smooth structure and vibrant color can attract viewers to the stand. The official colors of the Shadli Company are blue and green, but I decided to use warmer and more vibrant colors such as orange and green. The booth was constructed to be 120m2(2 story structure), with client access on four sides. This included six entrance ways, and the whole space of the first floor was dedicated to showing their products. In the first floor there is one storage, four stands to screen the products, four information desks, and a TV stand. Visitors considered serious clients were then directed to the V.I.P. section, located on the second floor of the booth.

This booth included an elliptical stand designed to display company products. This ellipsis was welded into the floor as its base, and contained multiple floating Plexiglas boxes held up with steel wiring at its center. Company products were also embedded in the exterior walls of the structure behind a glass screen. Material 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.
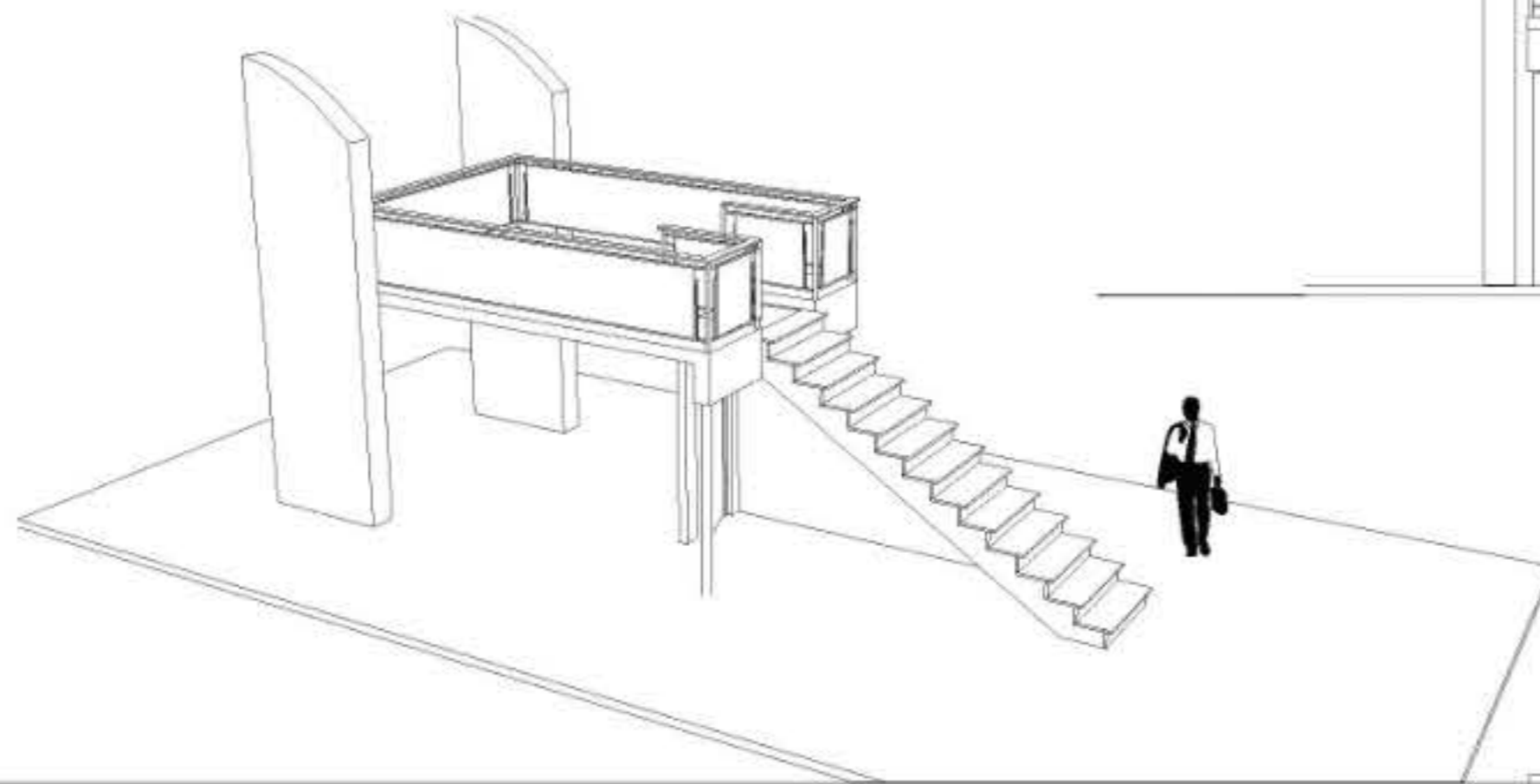
The design process I used began with gathering information from the company and its needs, hand sketching, client input and critique, computerization of new draft, and finally construction. The computer medium used for the computerization phase included Auto Desk 3D Studio Max + V- Ray (GI-Plug-In) for 3d Studio Max + Auto Cad +Adobe Photoshop. This structure won the first place for design and construction.
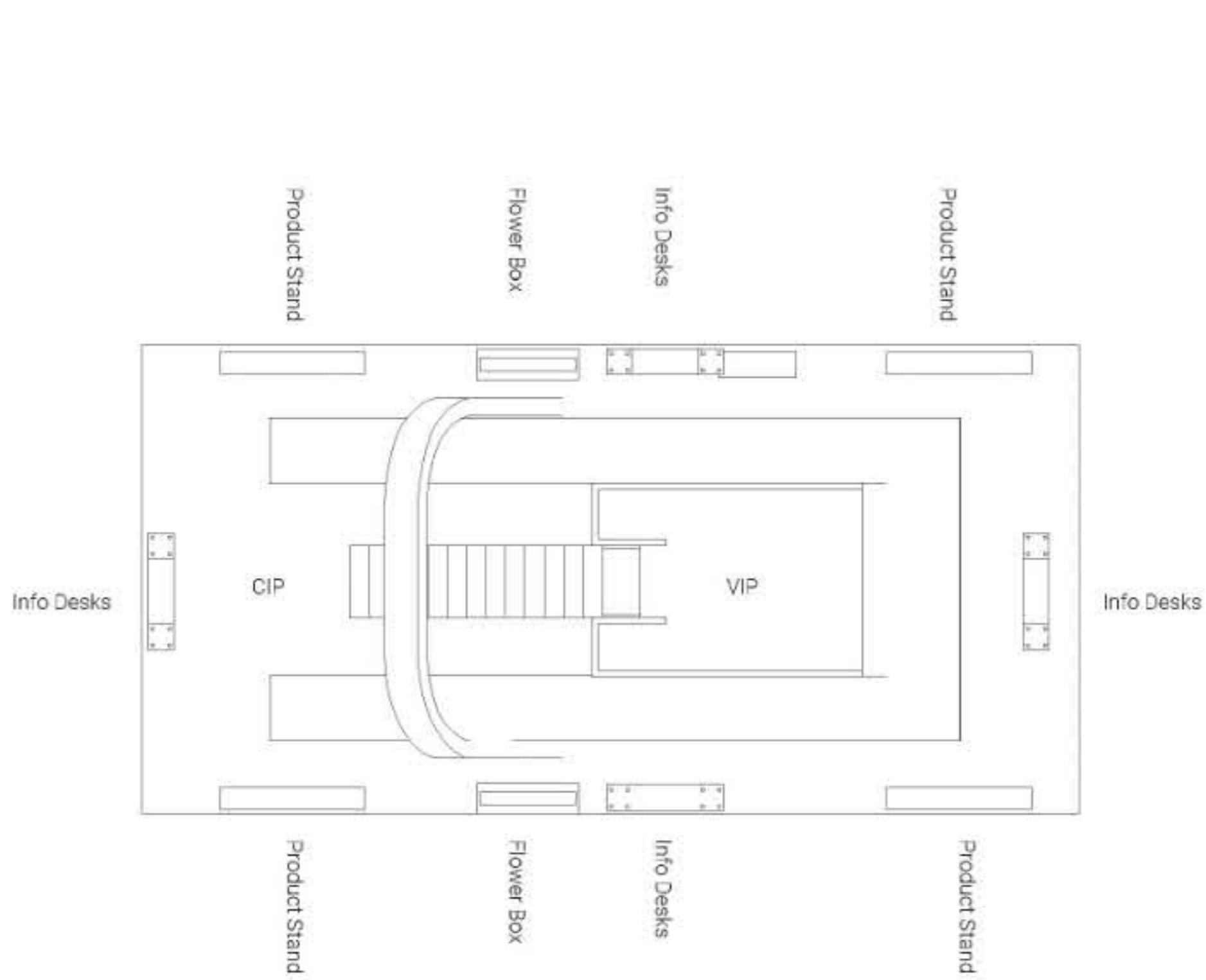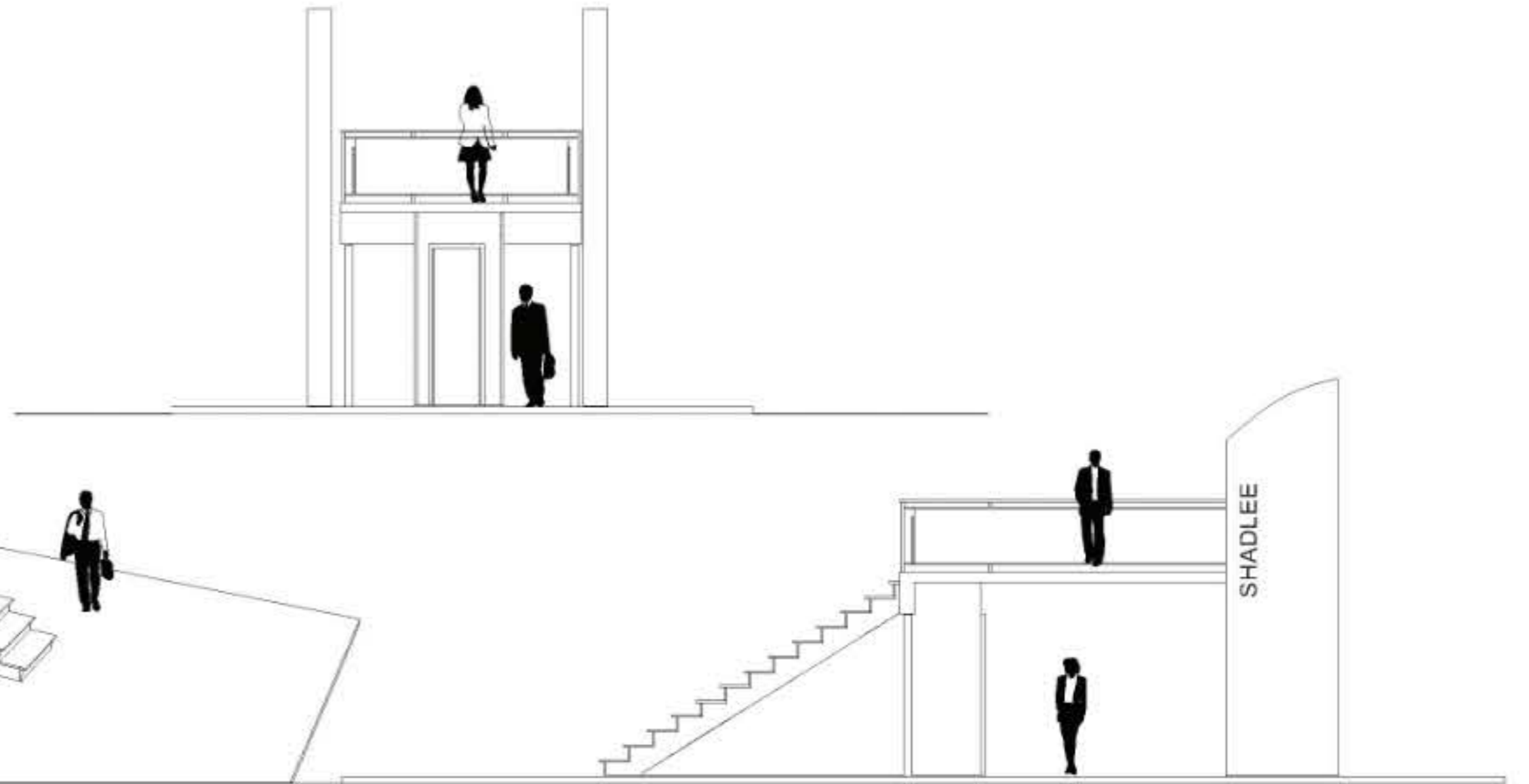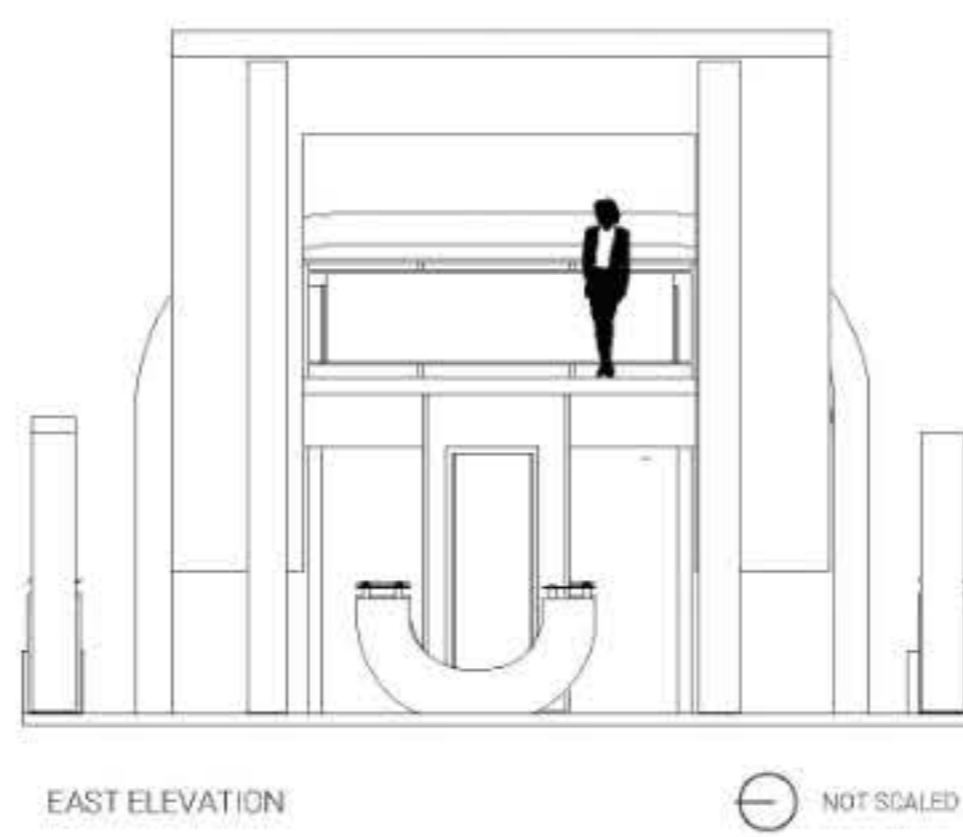
Header

VIP

Stairs

Product Stands

Information desks

Flower Boxes

SHADLEE

c   d'

b'   b

a   a'

① NOT SCALED

c'

d

a - a'

b - b'

d - d'   c - c'

Information Desk

VIP Structure

Product Stand

Flower Box

Info Desks

Product Stand

Info Desks

CIP

VIP

Info Desks

Product Stand

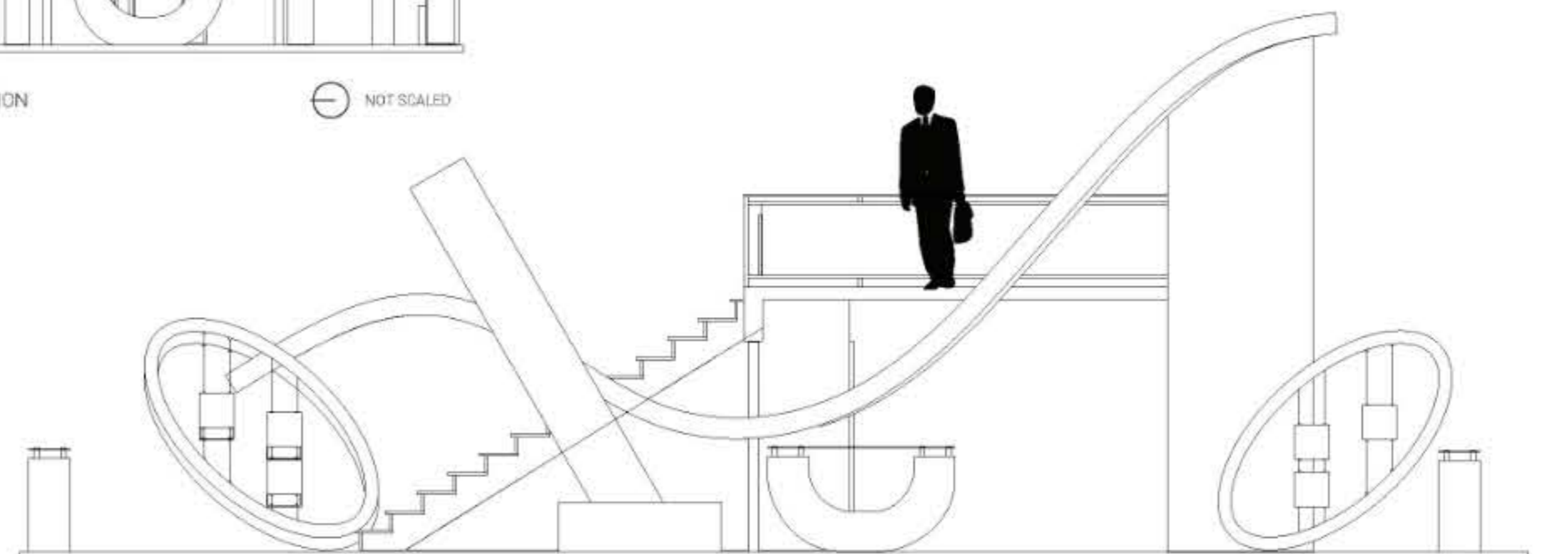Flower Box

Info Desks

Product Stand

NOT SCALED

EAST ELEVATION

NOT SCALED

SOUTH ELEVATION

NOT SCALED

Constructed booth