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AWARDS/DIRECTORY SPECIAL ISSUE

EVENT DESIGN AWARDS

THE BEST DESIGNS OF THE YEAR



Inside: THE 2011 EVENT DESIGN SUPERBOOK

Our Annual Buyer's Guide Connects You with the Industry's Leading Vendors and Suppliers
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EVENT DESIGN AWARDS 2010 BEST ALL-MODULAR EXHIBIT



DESIGNER/BUILDER: **Impact Unlimited**
CLIENT: **Ricoh USA**
PROJECT: **PRINT09**

Designers leveraged a combination of the client's existing exhibit inventory, rental modular components, and fabric thematic elements to create a stunning, yet cost-effective design solution. Ricoh's existing components were augmented with the system to create a totally new booth. Vibrant graphics presenting the latest look of the Ricoh brand and theme were used to overlay the system skeleton, transforming the space into a graphic-centric environment. Plexiglas windows were inserted into the skeleton to allow light into the conference rooms. Existing Ricoh components such as counters were then added to complete the design. Ricoh had long runs of printing equipment on display that dominated the view at eye-level throughout the booth, so designers needed to go above the eight-foot height level to create visual interest. To accomplish this, the Impact Unlimited team used three large and colorful fabric hoop structures suspended from the ceiling. These structures provided a strong visual attraction and mimicked the icon used in the client's advertising campaign. An LED video sign was placed centrally to reinforce Ricoh's main theme/message, which also brought some movement to the exhibit space at a high level. In the end, Ricoh was able to keep its brand fresh in the eyes of their customers and prospects through a mix of modular components.

GOLD

