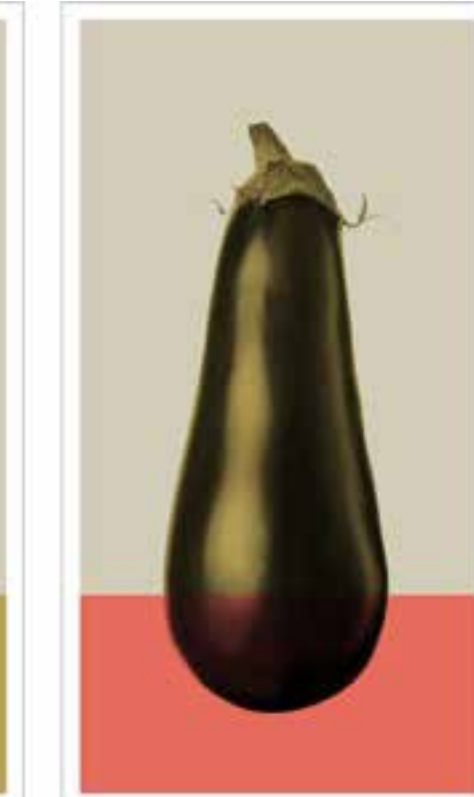


INSPIRATION: NEUTRAL / VINTAGE PALETTE
 DEPICTION OF CARRIBEAN PALMS ENGRAVINGS
 JUXTAPOSED WITH SOLID COLOR BLOCKS



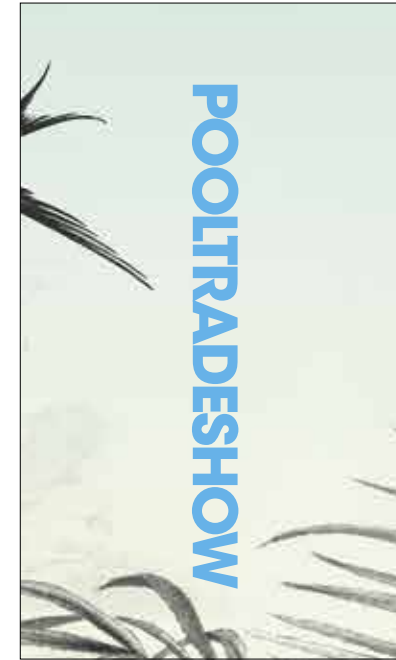
HISTORY 2.0: LIVING FOSSILS
NATURAL HISTORY



EXAMINED | ILLUSTRATED | PRECISE

Early science and natural history illustrations inspire a curated approach to print and surface embellishment. With a collector's attitude, rare and treasured subjects and motifs are lifted out of context, catalogued, carefully arranged or illustrated, and prominently displayed on clean neutral backgrounds.

MAIN SHOW WAYFINDER ENTRANCE UNIT

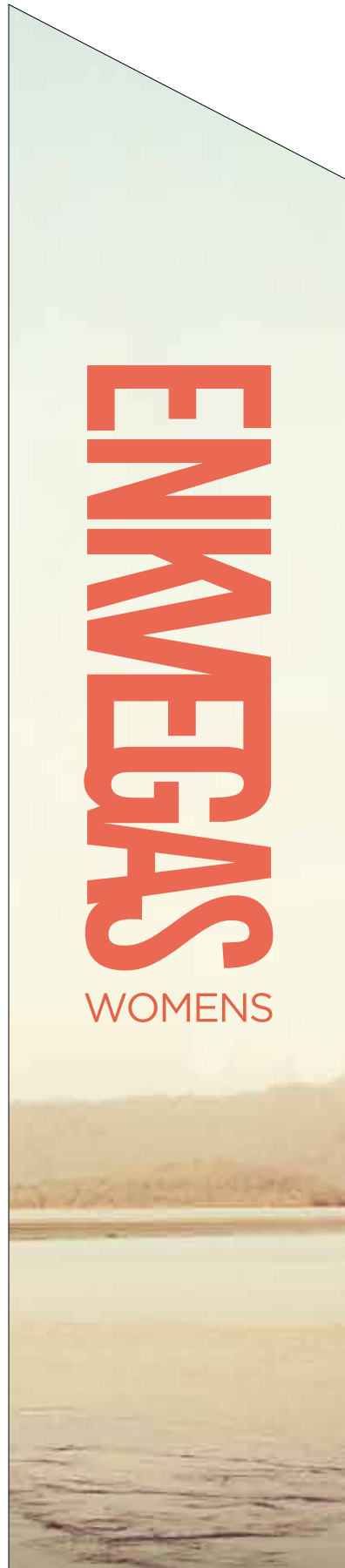
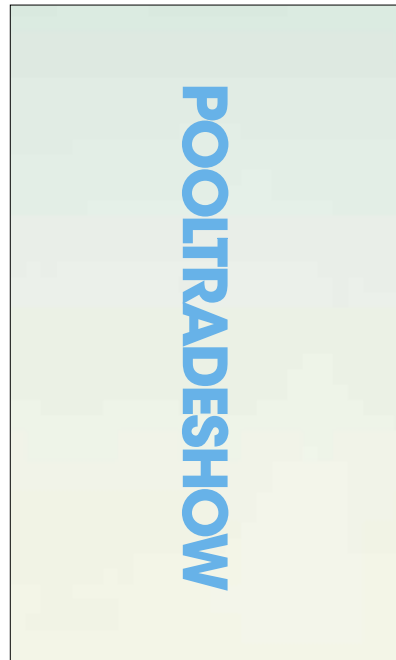
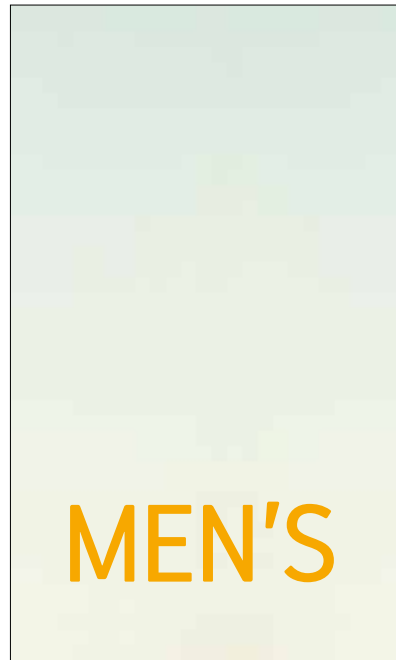


KEY OBJECTIVES

- Establishing a strong cohesive shared entranceway that harmonizes with the venue
- Introduce wayfinder colors & graphics that carry though from entrance, to show floor and throughout collateral
- Ensure graphic signage act as wayfinders that clearly delineate each section of the show
- Design key show themes that's specific to each show section



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PROJECT

THE TENTS

MEN'S

POOLTRADESHOW

ENKMEGAS
WOMENS

PROJECT

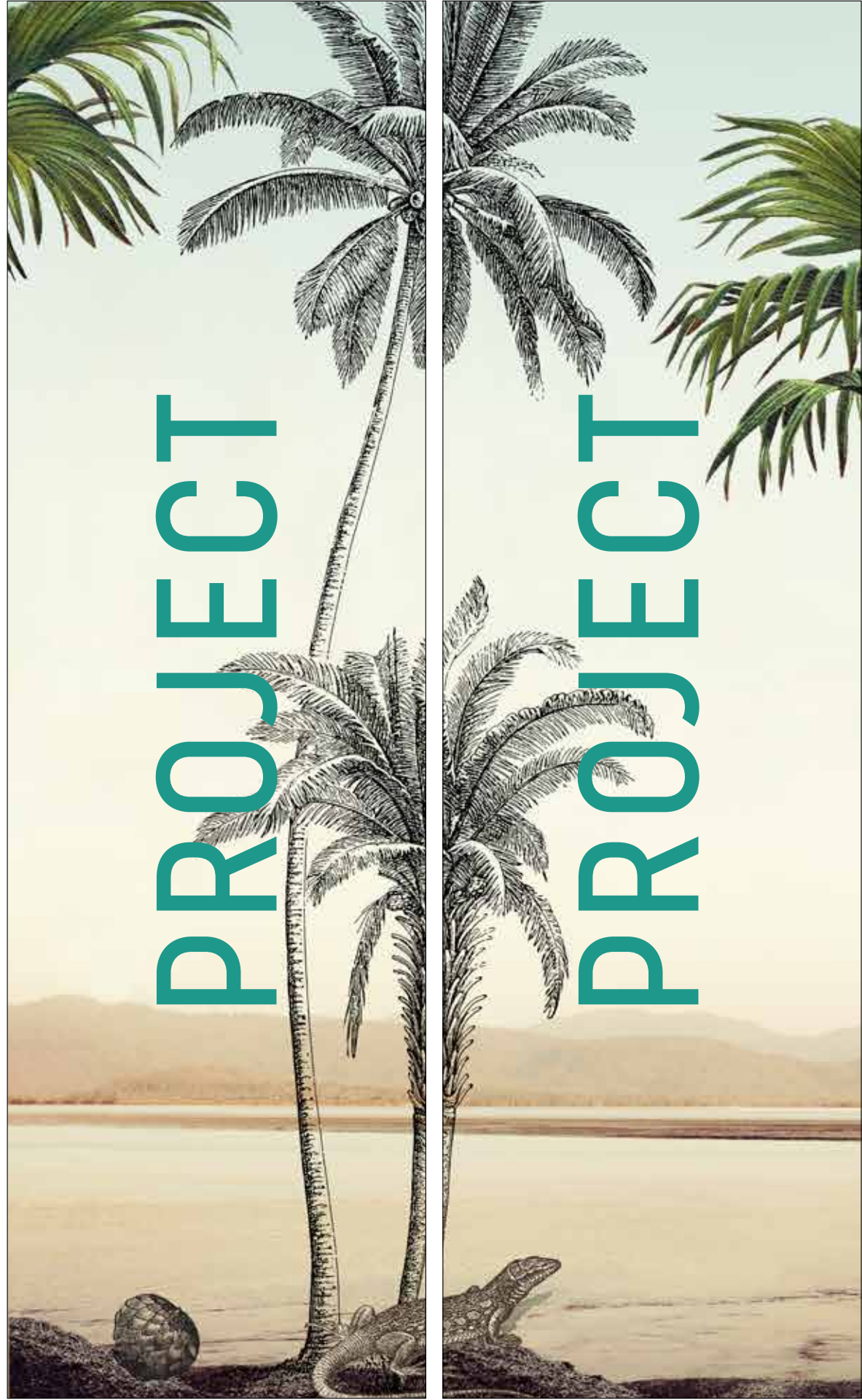
THE TENTS

MEN'S

← SOUTH CONVENTION CENTER
→ NORTH CONVENTION A CENTER
FOYER A-D - SUITES A&B

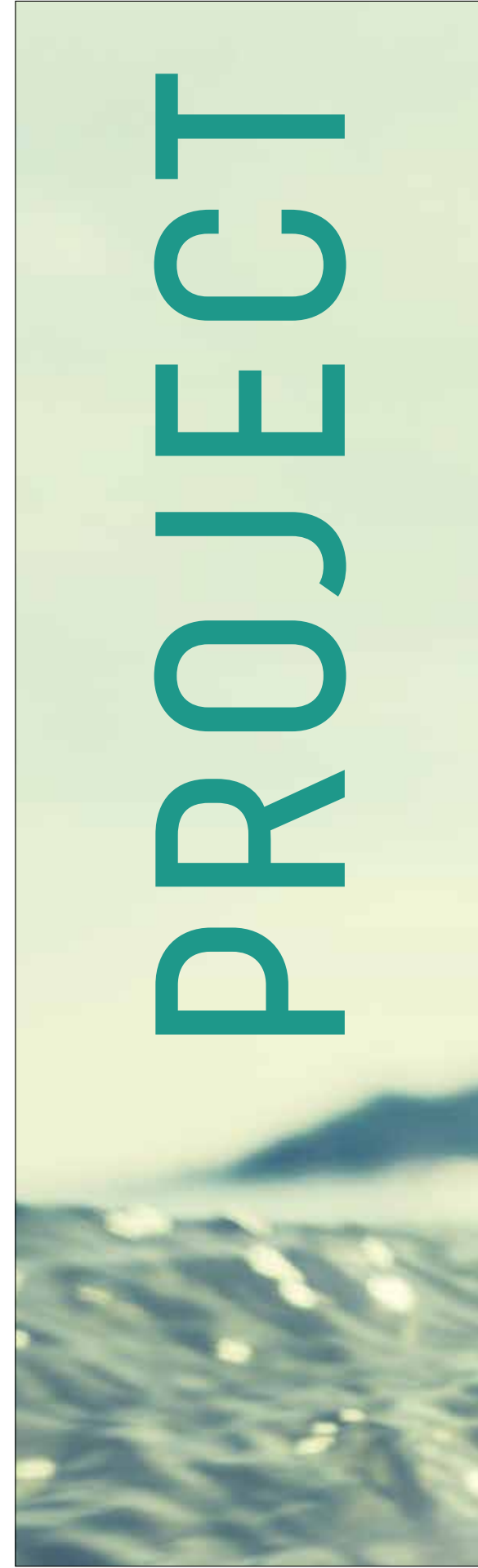
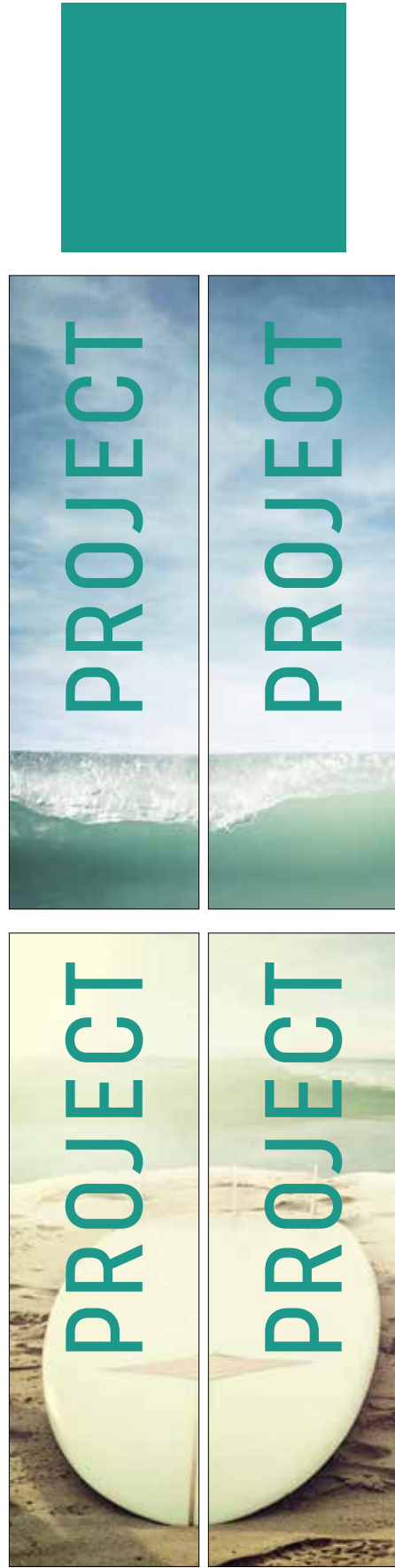
PROJECT
MENS

W



A

PROJECT WRAP AROUND BANNERS



B



A



THE TENTS WRAP AROUND BANNERS



B





A



MEN'S WRAP AROUND BANNERS



B

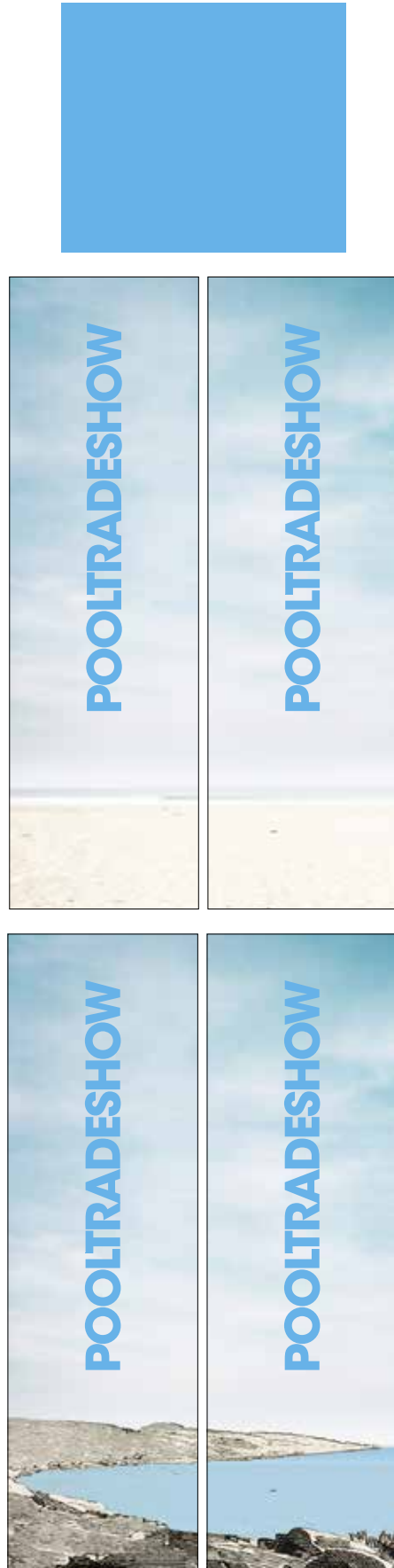




A



POOL WRAP AROUND BANNERS



B





A



ENKVEGAS/OASIS
WRAP AROUND COLUMN BANNERS



B

ALL SHOW WAYFINDER AISLE SIGNS

