

CASE STUDY

Client Green Living Enterprises
Event Green Living Show 2009

Objectives

- § Establish presence at Green Living Show 2009 by conveying a green philosophy using the “greenest” materials available
- § Create a 40' x 50' exhibit that is visually consistent with the corporate image
- § Align design with budgetary considerations
- § Highlight information and promote products
- § Incorporate discussion forum, lounge area and media space

Strategy Conceptualize a custom EcoChoice exhibit with strong identity, multi-functional space and environmentally responsible materials

Solution Design a turnkey custom exhibit with electronic information kiosks, multiple directories, magazine zone, and informal discussion forum/lounge/media space fabricated using green materials and FSC Certified Wood

Rendering 1 EcoChoice Elements

EcoCarpet that is 100% recyclable and manufactured using sustainable practices

Hanging fabric signage water-based printed on 100% recyclable EcoFabric

Interactive touch screen information kiosks strategically located at key perimeters

FSC Certified wood showcases for literature and products



Rendering 2 EcoChoice Elements

FSC Certified wood counters, tables and structural elements
EcoFabric tri-colour sky cubes
Eco seating fabricated with FSC wood and recycled cushions
Living trees



Rendering 3 EcoChoice Elements

All signage imaged using water-based direct to substrate printing
EcoPlastic graphic boards and 100% biodegradable info panels



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