PAX Booth Design

Selena Krivoruchko | Trade Show Design | Summer 2018

CLIENT

CLIENT
The Art Institute of Seattle (AiS)
Director of Campus Relations - *Sam King*
Class Instructor - *Roark Congdon*

WHAT IS PAX?
Each year AiS has a booth at PAX - *which is a video game convention held at the Seattle Convention Center.* The purpose of this booth is to showcase work from current students and recent graduates. As well as provide an opportunity for those interested in pursuing a degree in the arts to learn about what is offered at AiS. The booth also has students featuring live demos of their skills throughout the event.

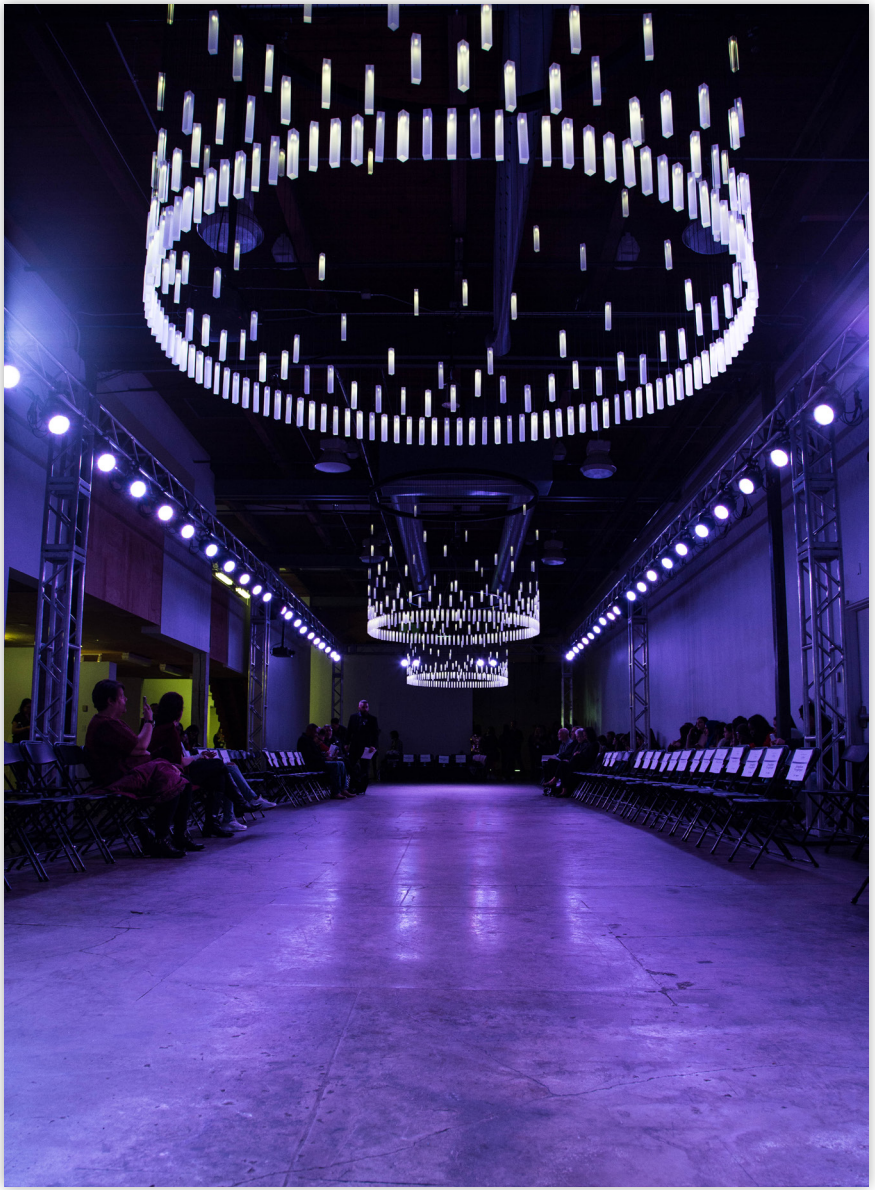
CHALLENGE

CHALLENGE
For this year's PAX Booth, AiS asked the 'Exhibit + Trade Show Design' Class create possible booth designs to be taken to PAX. However, for the design we were given these requirements:

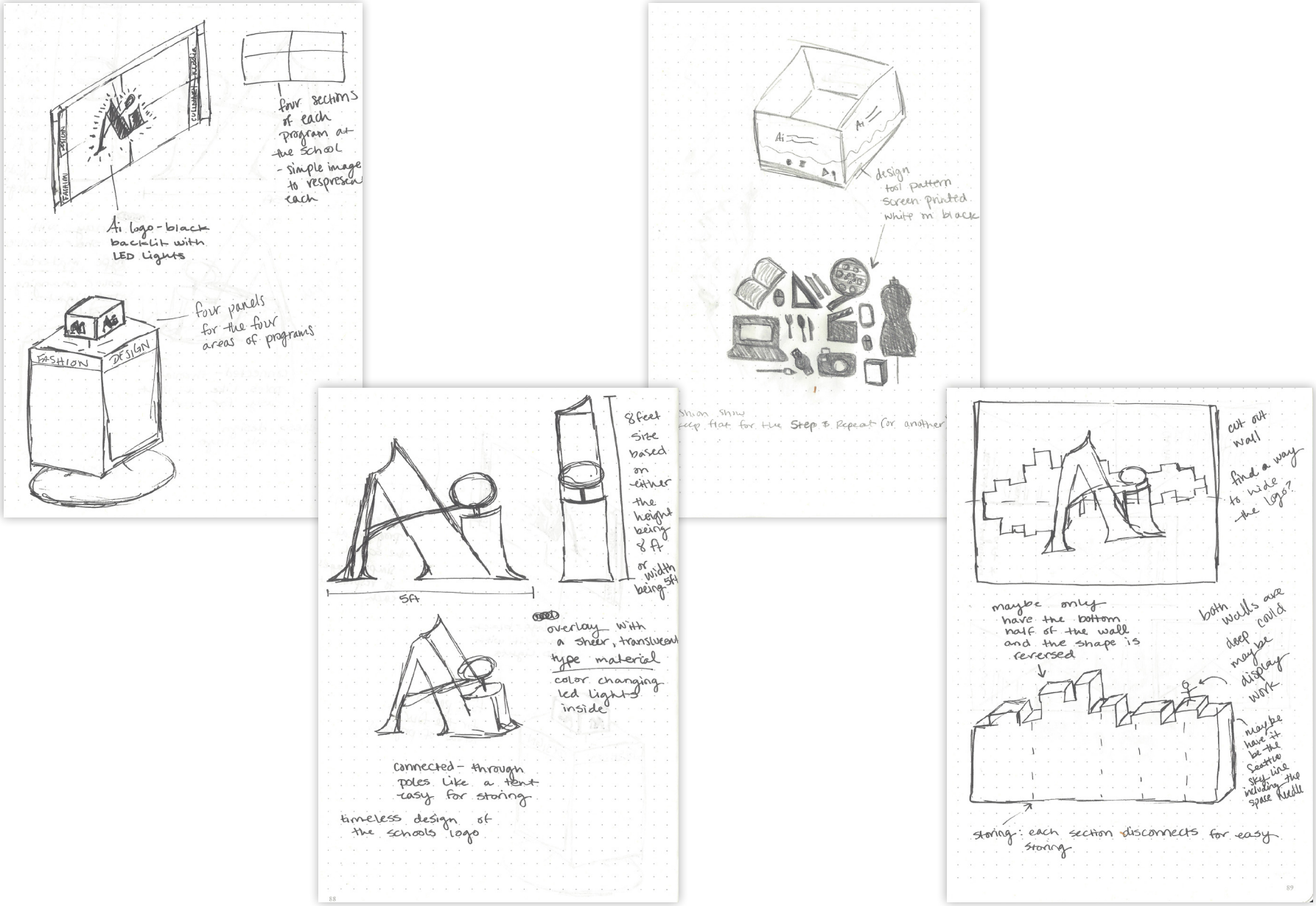
- Compactable
- Size: 8"tall X 5"wide X 5"deep
- Simple
- Timeless Design
- Including all 4 programs of AiS
- Statement Piece
- Can be used for future events besides PAX - *Comicon + AiS Fashion Show*

BUDGET
$1,500-$2,000

AUDIENCE
Those that attend Pax, Comicon, and AiS Fashion Show includes people interested in all areas of design - media, fashion, graphic, game, film, etc.

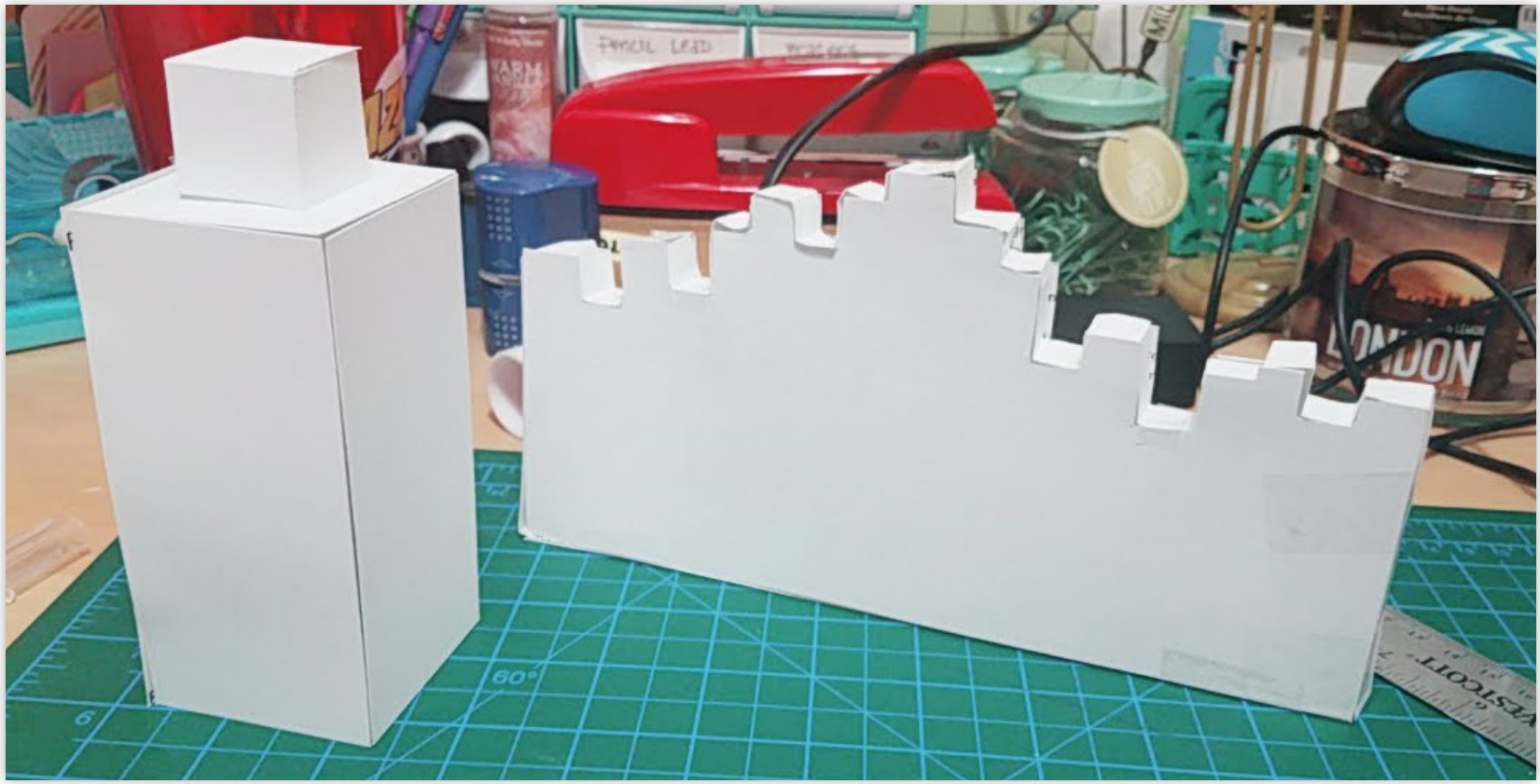


SKETCHES

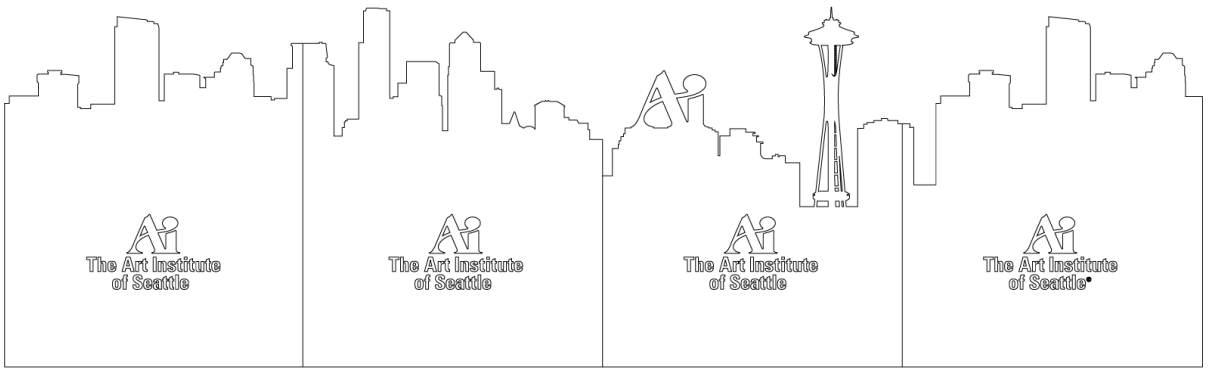

four sections of each program at the school - simple image to respresent each
Ai logo - black backlit with LED Lights
four panels for the four areas of programs
FASHION
DESIGN
design tool pattern screen printed white on black
5ft
8 feet size based on either the height being 8 ft or width being 8ft
overlay with a sheer, translucent type material
color changing led lights inside
connected - through poles like a tent easy for storing
timeless design of the schools logo
cut out wall
find a way to wide the logo?
maybe only have the bottom half of the wall and the shape is reversed
both walls are deep could maybe display work
maybe have it be the Seattle skyline including the space needle
storing: each section disconnects for easy storing

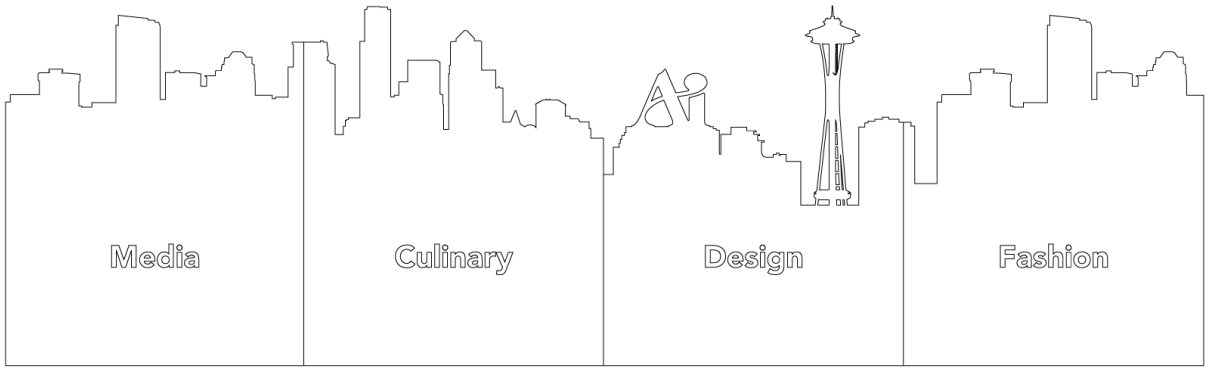
FIRST PROTOTYPES

After meeting with the client, showing them my initial sketches and prototypes. We decided to push farther the idea on the right. The client did not say much at this stage of specifics leaving me to use more of my imagination. The only request was to try playing with having the wall become more of square shape.



VECTORS





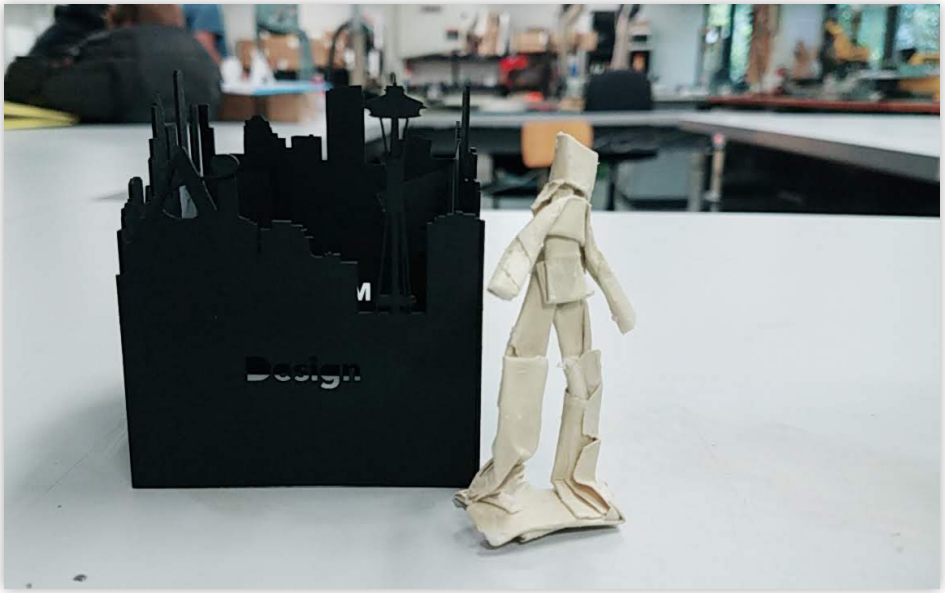
I came up with three different treatments using the Seattle skyline which was an idea I originally considered when sketching concepts.

Throughout my process, I kept in mind other uses of the design, considering an option of putting the walls in a straight line.

This idea was mainly for the AiS Fashion Show, thinking this could be used as the backdrop for their "Step + Repeat" where guests come in and take pictures before the start of event.

I also considered the finish of the wall, matte or gloss, I even considered having it be a chalkboard finish allowing people to draw on the wall.

SECOND PROTOTYPE + ITERATIONS



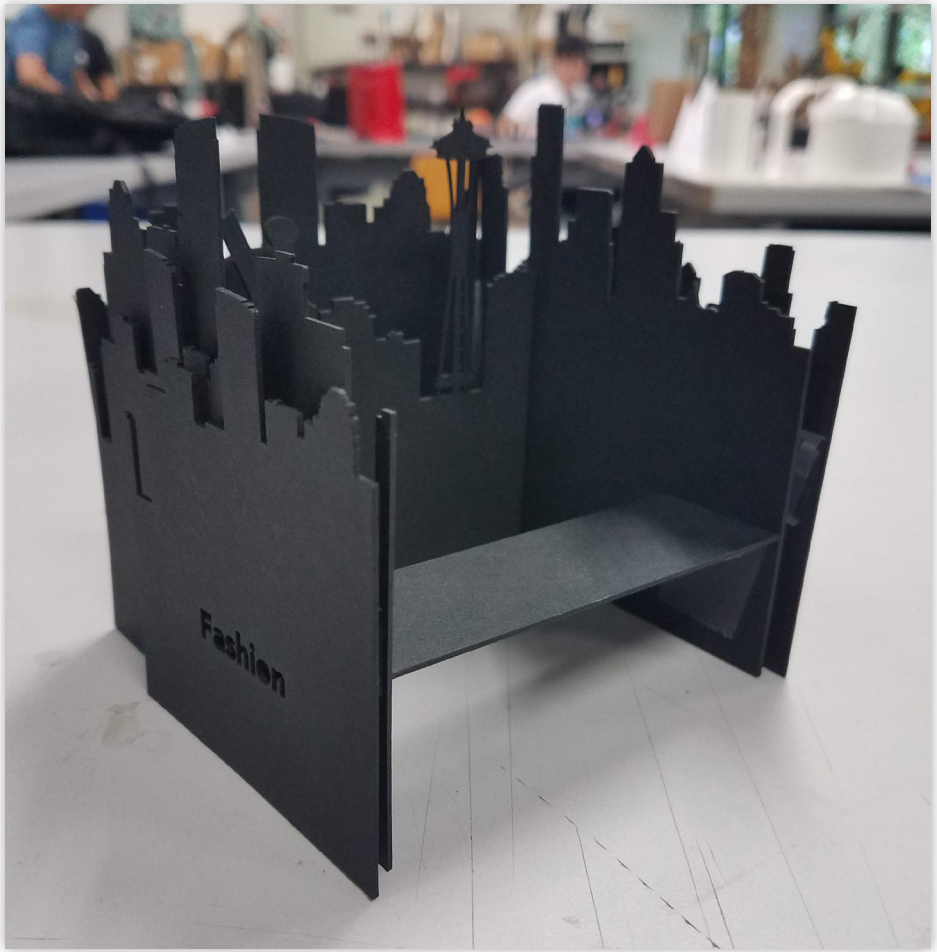
THIRD ITERATION

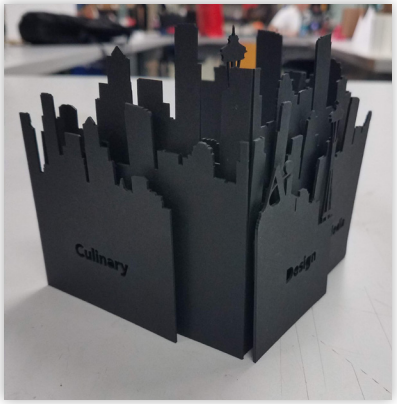
It was during this meeting that I had learned I misheard a suggestion from the client. Asking what if we turned it into the live demo station. So we quickly resolved this problem creating the third iteration of the pax booth (right picture).

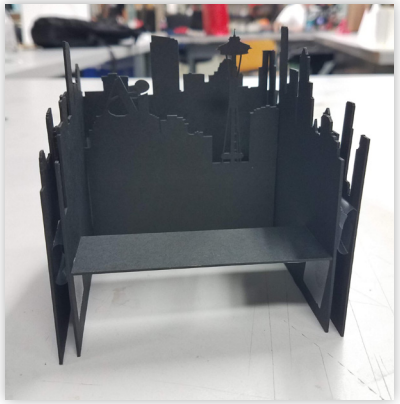
The live demo station, consists of a desk where a student or recent graduate comes and does a live demonstration of a drawing, animation, or some sort of display of their skills.

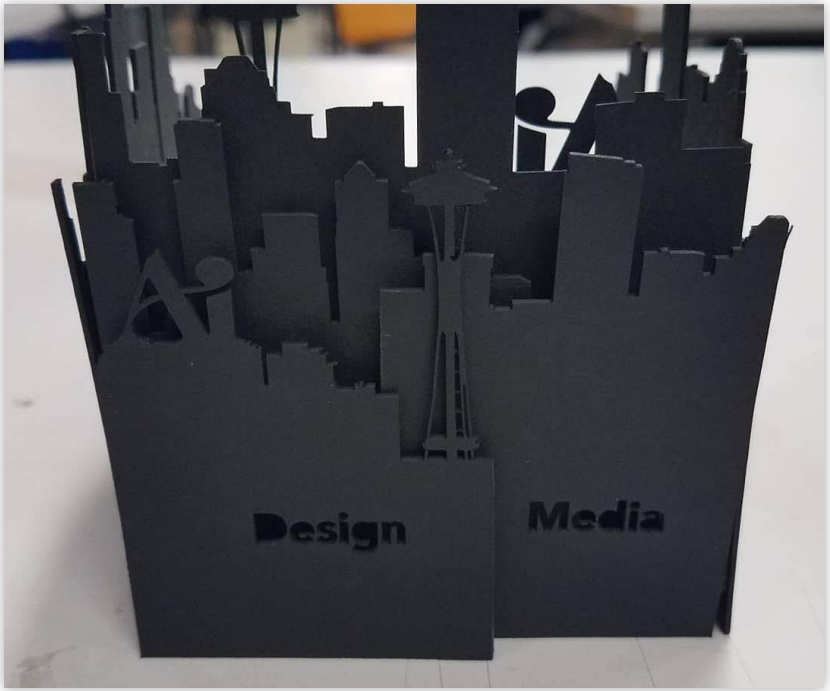
FOURTH ITERATION

While the client was meeting with other teams showcasing their ideas and prototypes, I decided to play with my prototype. Creating my fourth iteration and strongest booth design.



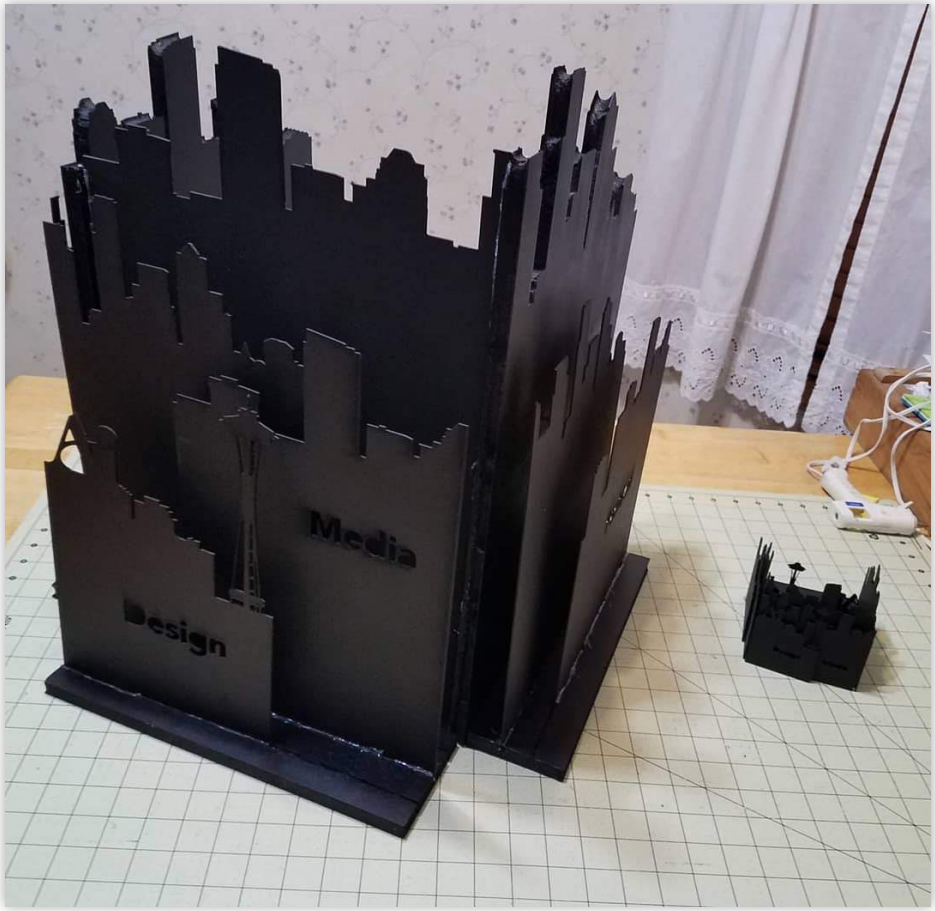


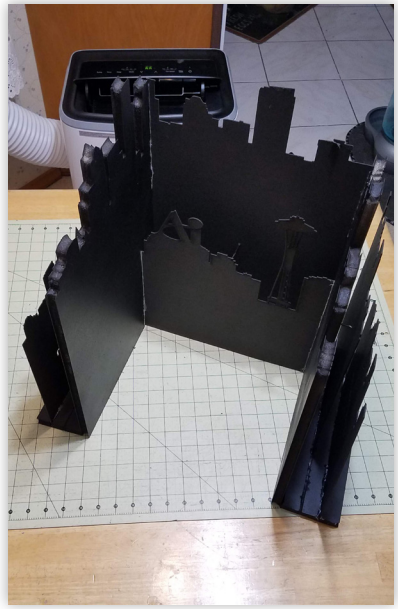




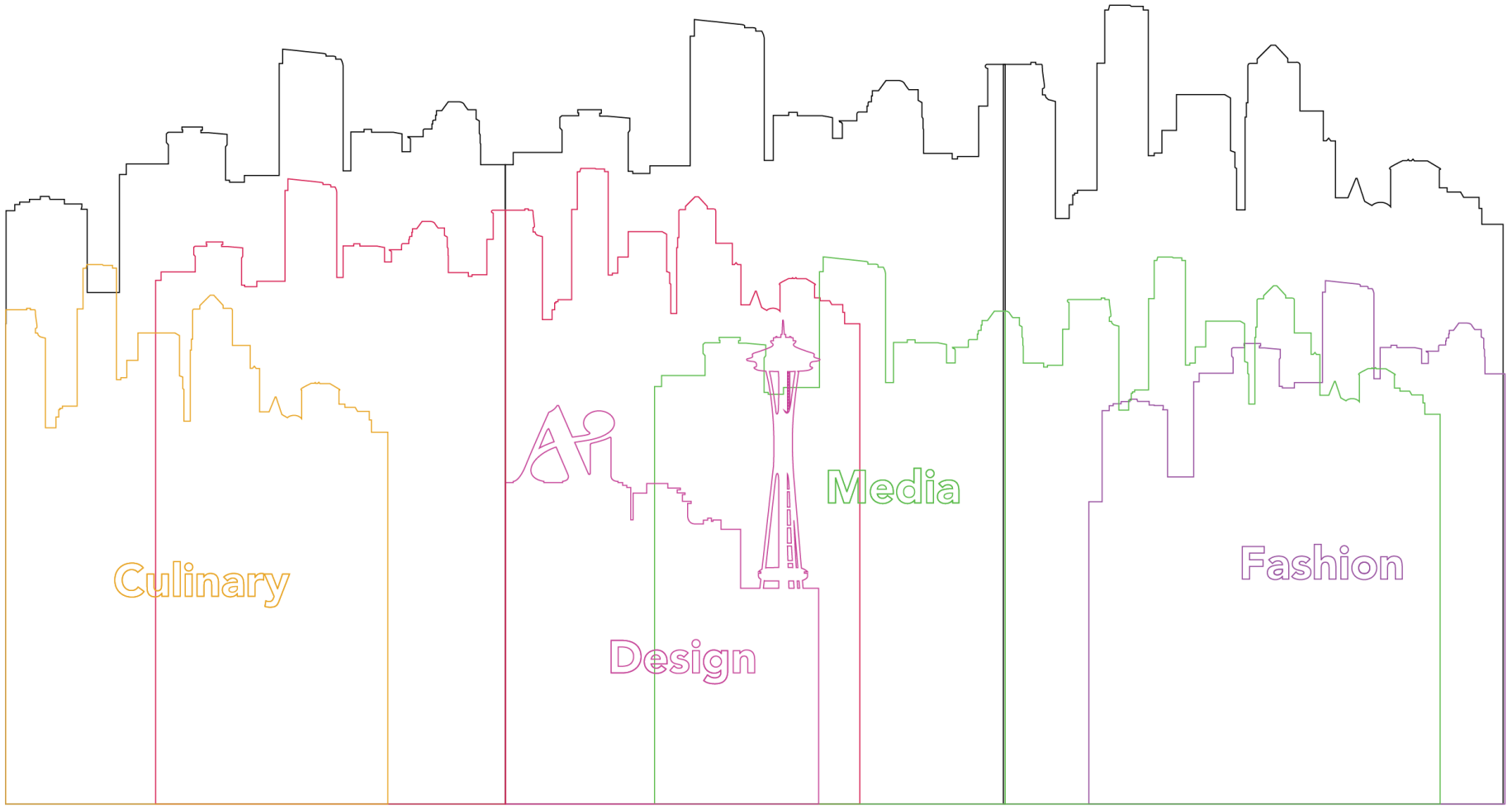
SCALE MODEL

It was after the fourth iteration, my design was picked to move on to the next round. With the help of an industrial design student, together we narrowed down the specifics of size and possible ways to put it together. Also including the ability to place a TV behind the wall inside. Creating my first scale model of the side and outer walls. This was made 1/5 of it's full scale.



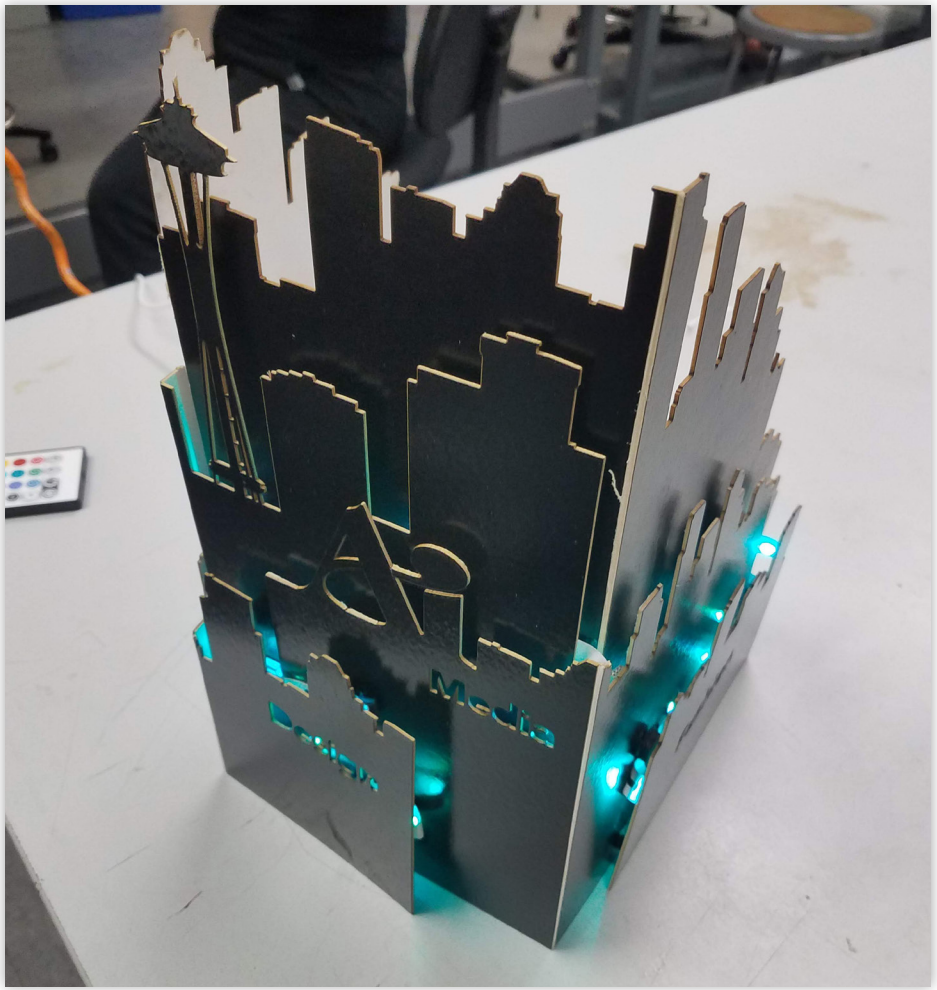


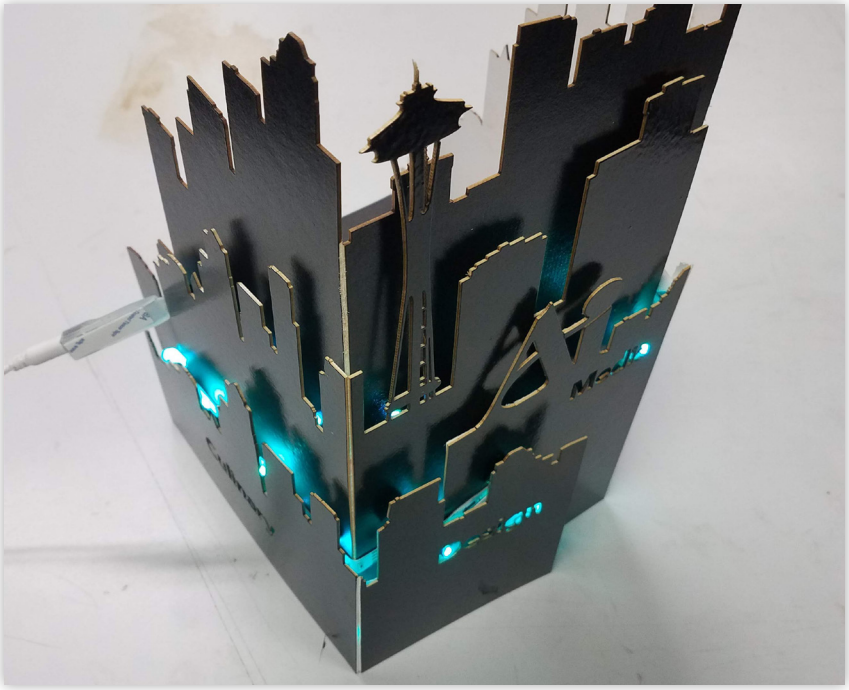
SCALE MODEL VECTORS



FINAL MODEL

After seeing my scale model, my design was one of three teams to continue on. I was assigned several more industrial students to further narrow down specifics on how to build it with materials bringing my idea to life. We even built one wall to full scale.

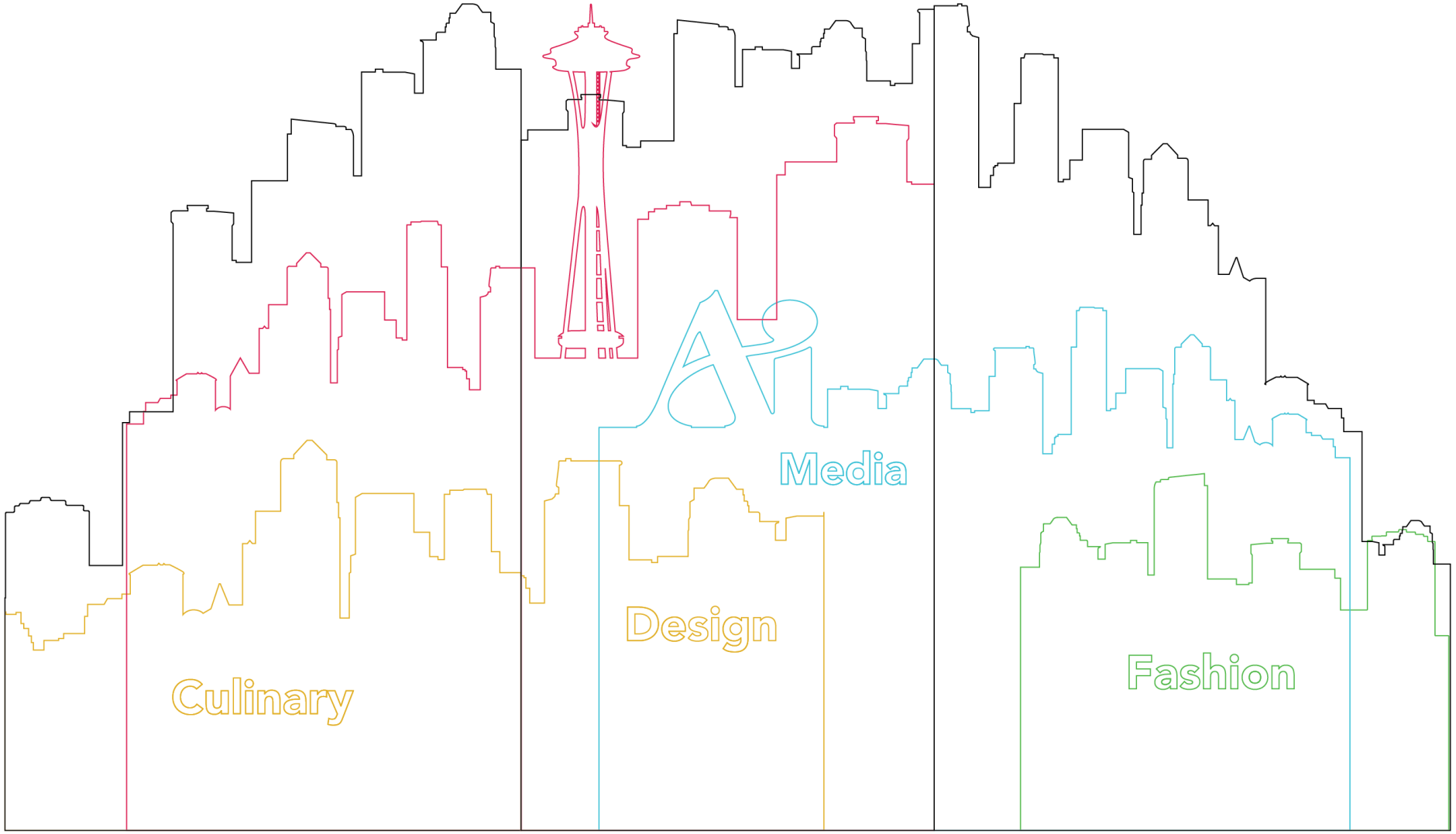




Together we built another scale model including lights and adjusted some of the walls for a better design. As well as fixing how the table would connect and move.

The full scale wall worked with the general mechanics of how to be put together. But did show us that we would need to find better light fixtures.

FINAL VECTORS



FINAL RENDERINGS

Here are final renderings, made by industrial design student, Garrett Tavernier. Showcasing the final design featuring the desk and how the TV would sit on the back wall. As well as how the LED lights provide us the ability to change colors.