

# Exhibit Design - Ideation



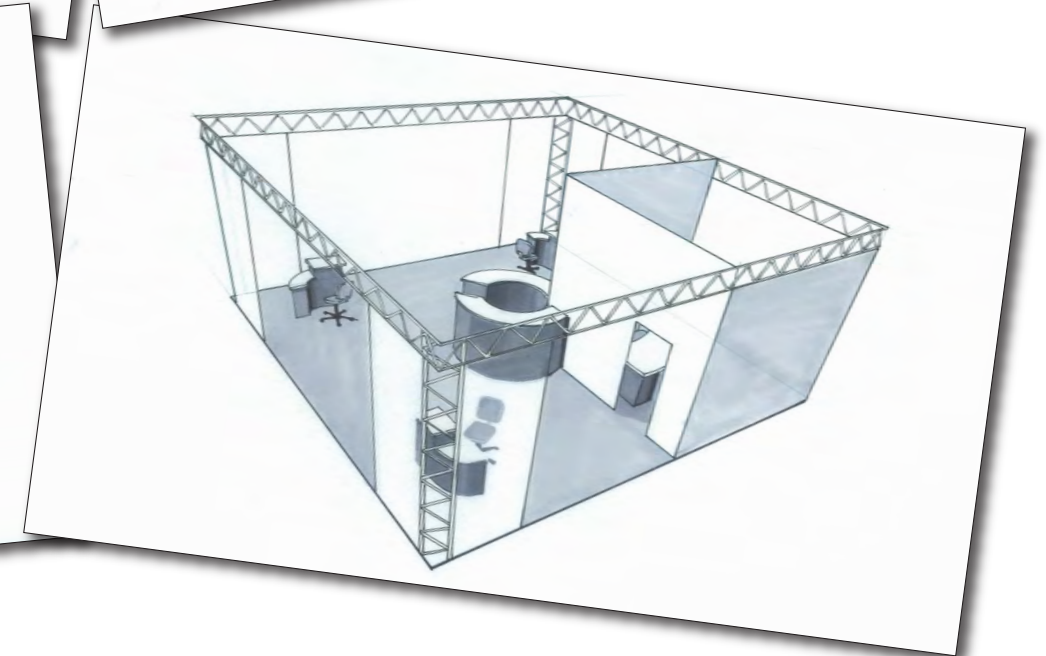
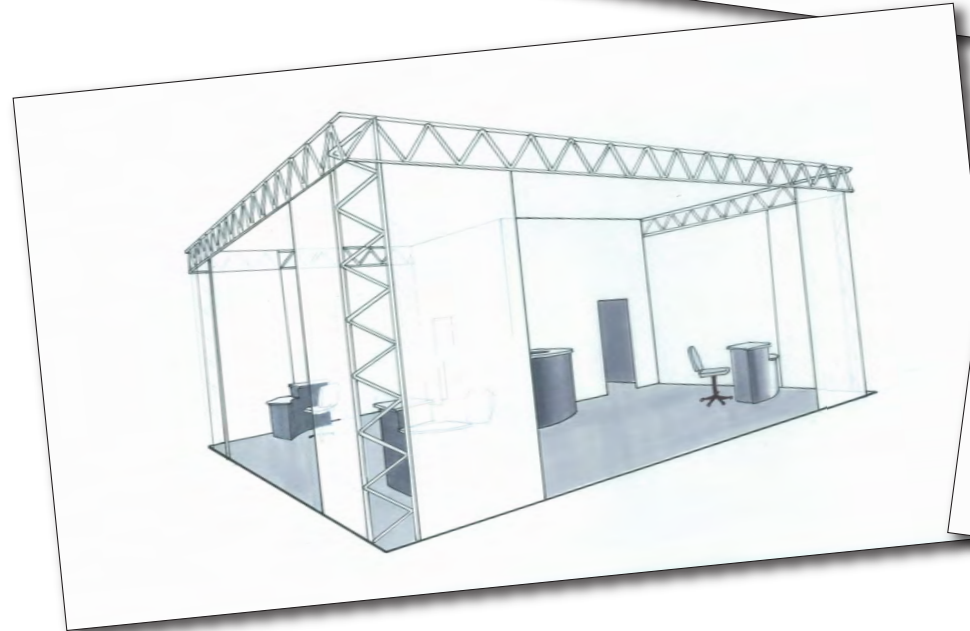
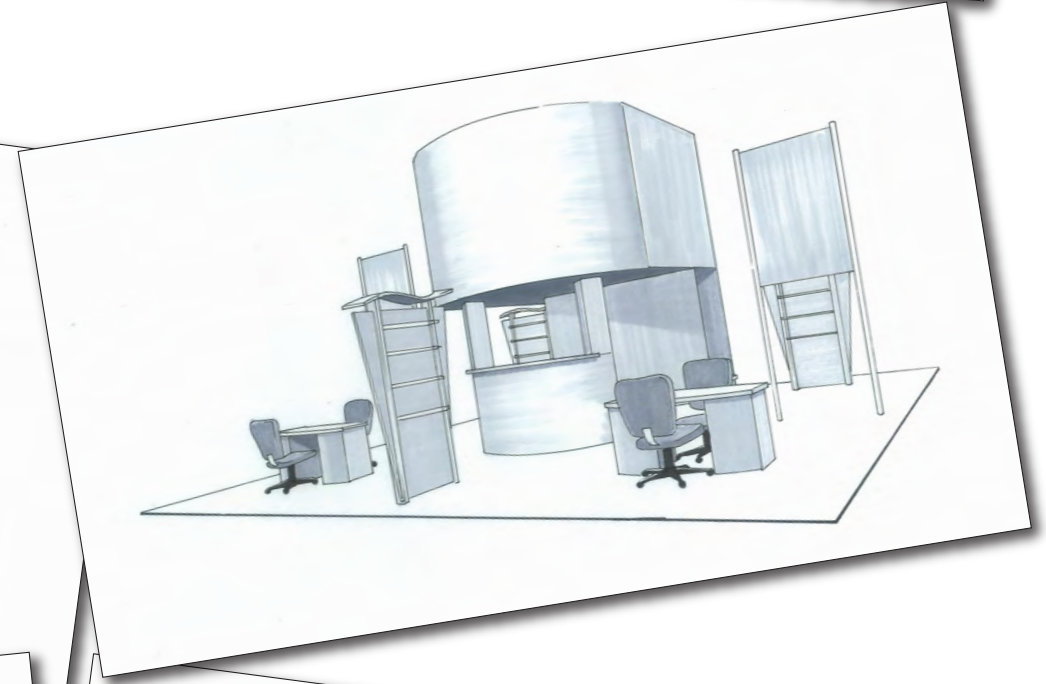
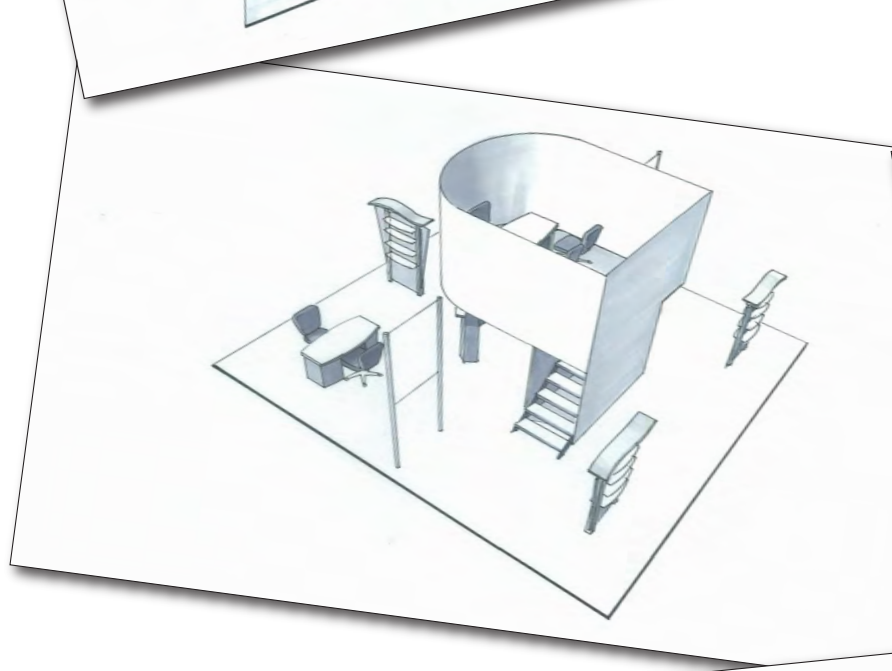
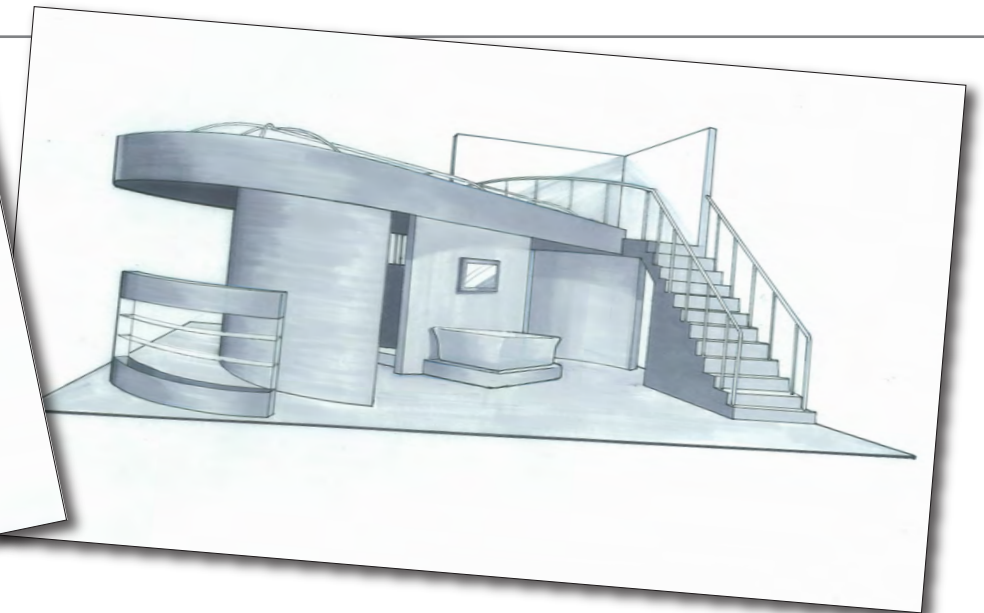
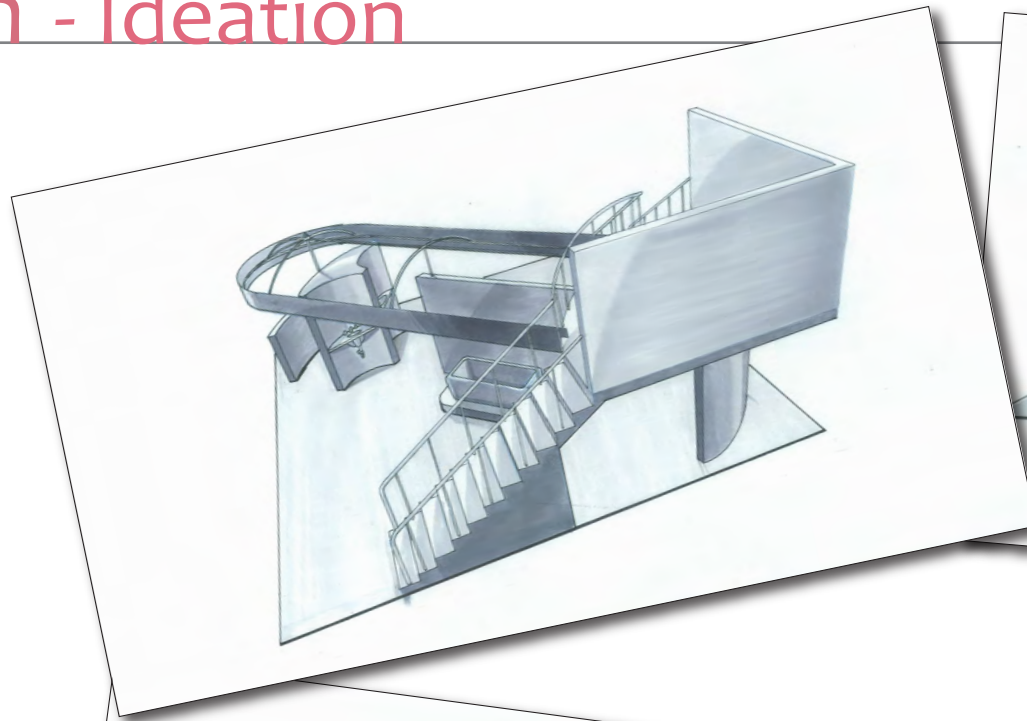
*bath & body*

# SILIX

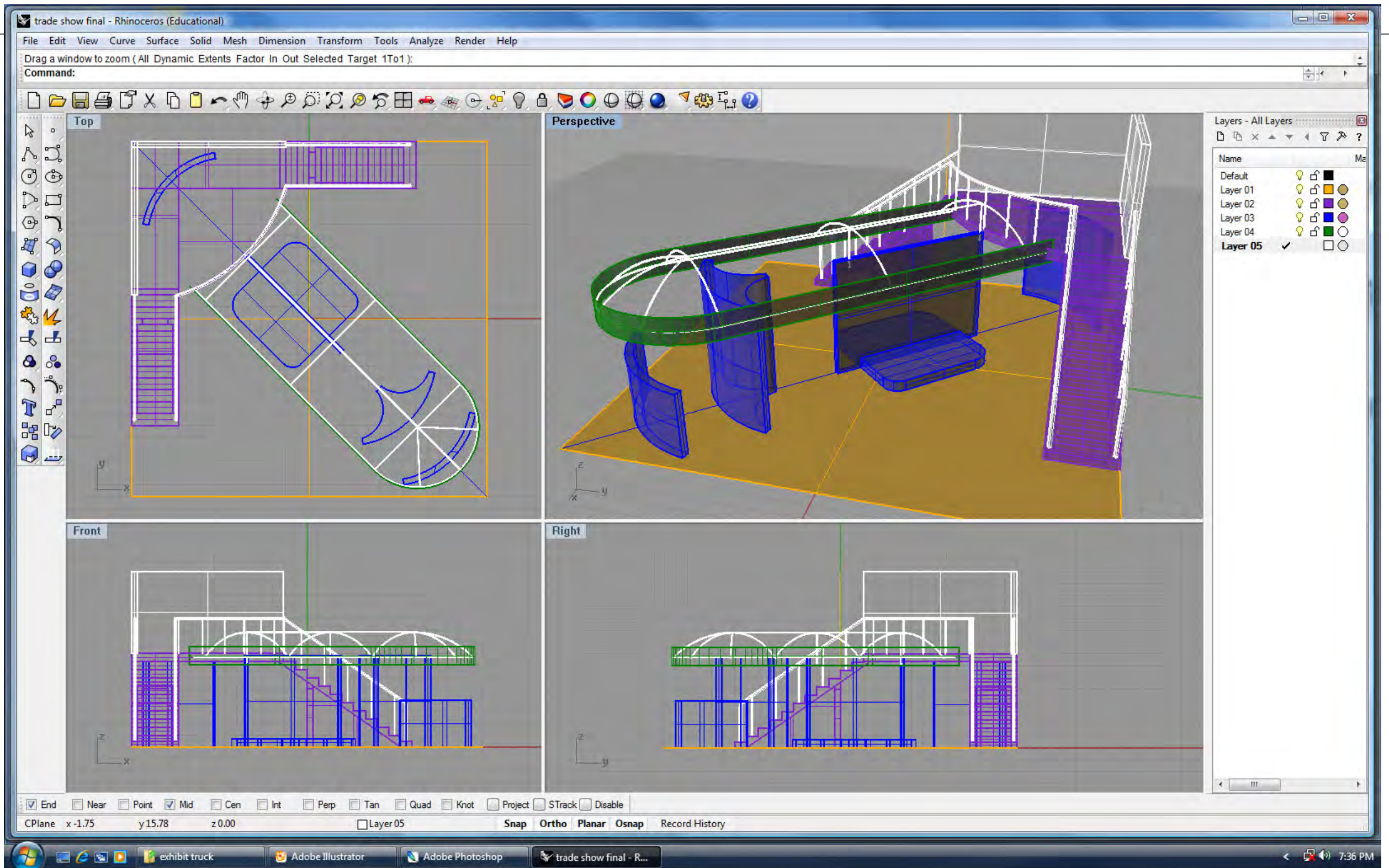
This exhibit design was requested by a small cosmetics company Silix.

The brand identity of the company was one of mixing opposing themes (hard with soft, modern with classic, etc.)

A number of concept sketches were done to explore different design directions. Next, a 3-D model was generated to finalize the design, and to guide the construction of the final deliverable.









# Trade Show Exhibit - Scale Prototype

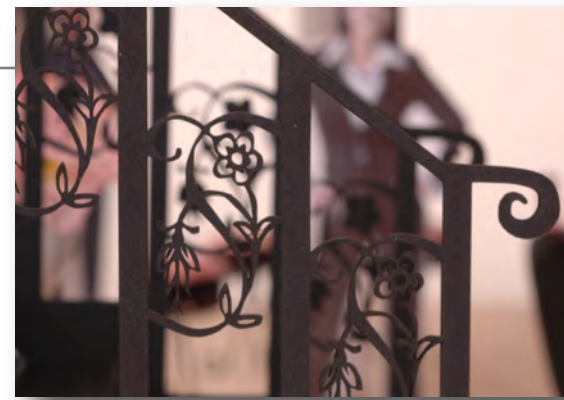
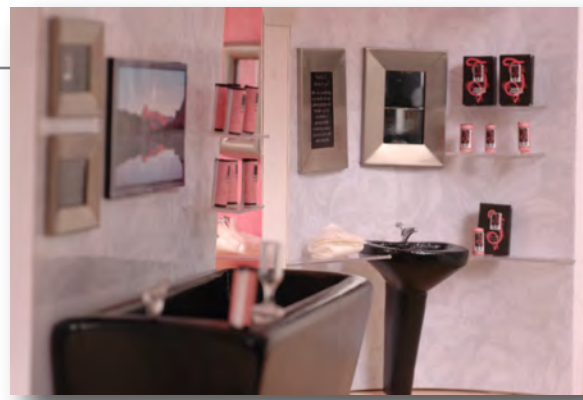
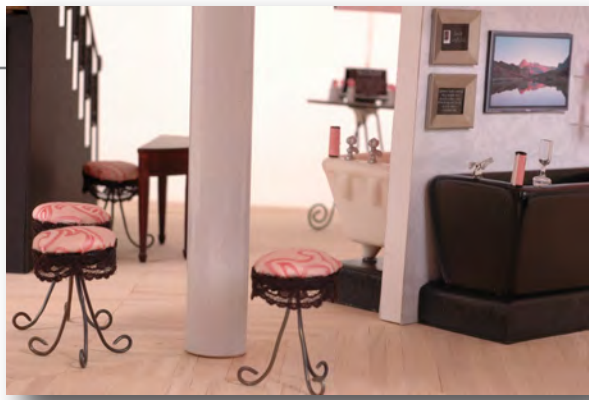


Final deliverable was a 1"=1' scale model.

The model was assembled using a mixture of hand-shaped parts, laser-cut parts, and some parts purchased from a hobby store.







The solution was to show how the brand style fit into a modern home on one half of the exhibit, and a classic home on the other side of the exhibit.

Prior to the event, guests would receive some flowers along with their invitation.

On the top floor guests would be given champagne and pampered by massage chairs and foot soaking tubs.

The frills and lace were juxtaposed against the intricate ironwork on the hand-rails.

