

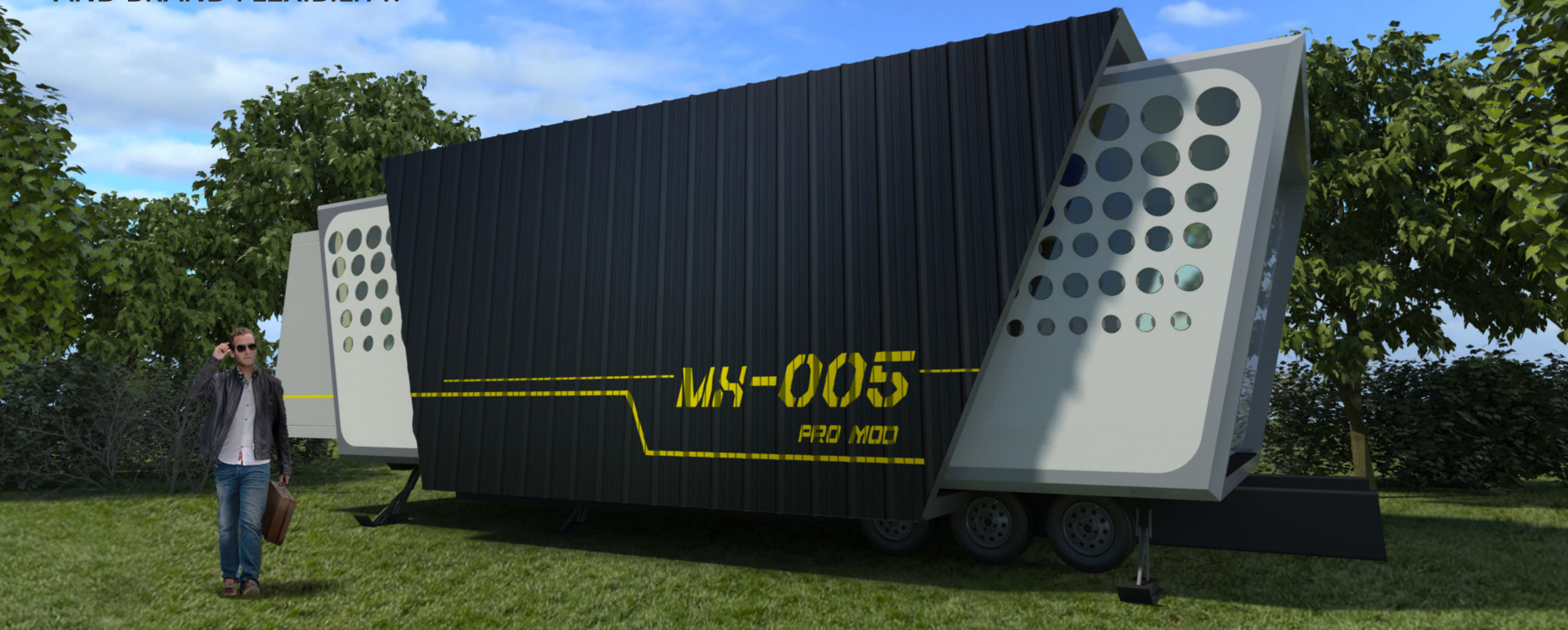


MIK-005

PRO MOD

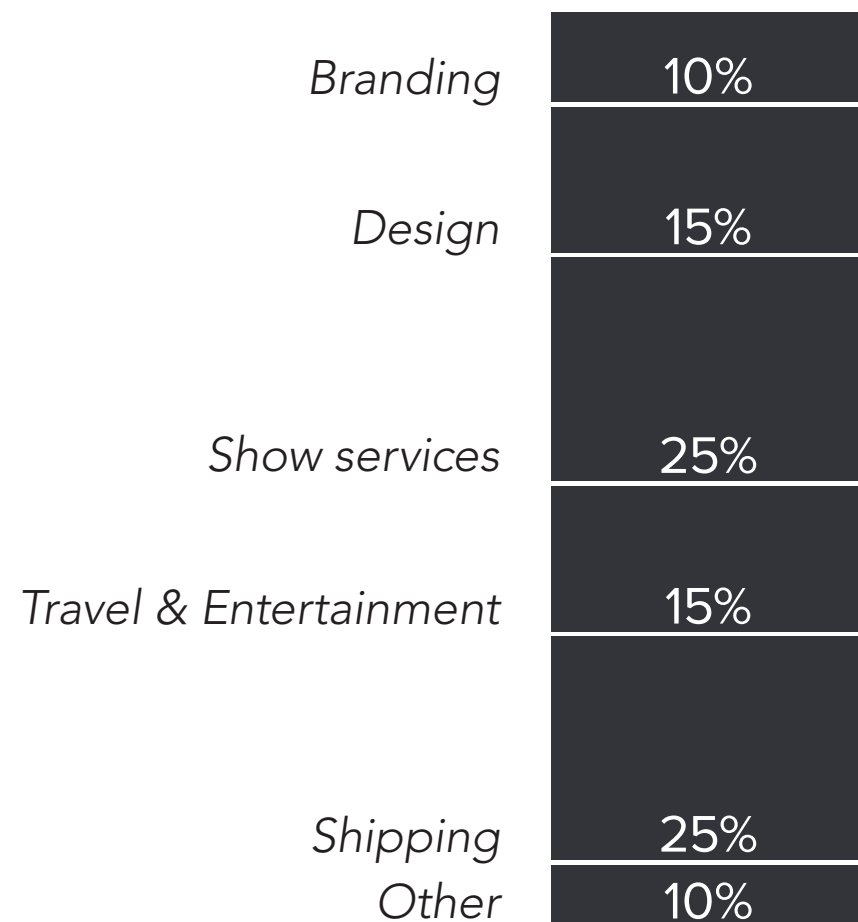
DEREK LEE

*REINVENTING THE EXHIBITION LIFE CYCLE MODEL
BY REFOCUSING THE PROCESS TOWARDS DESIGN
AND BRAND FLEXIBILITY.*

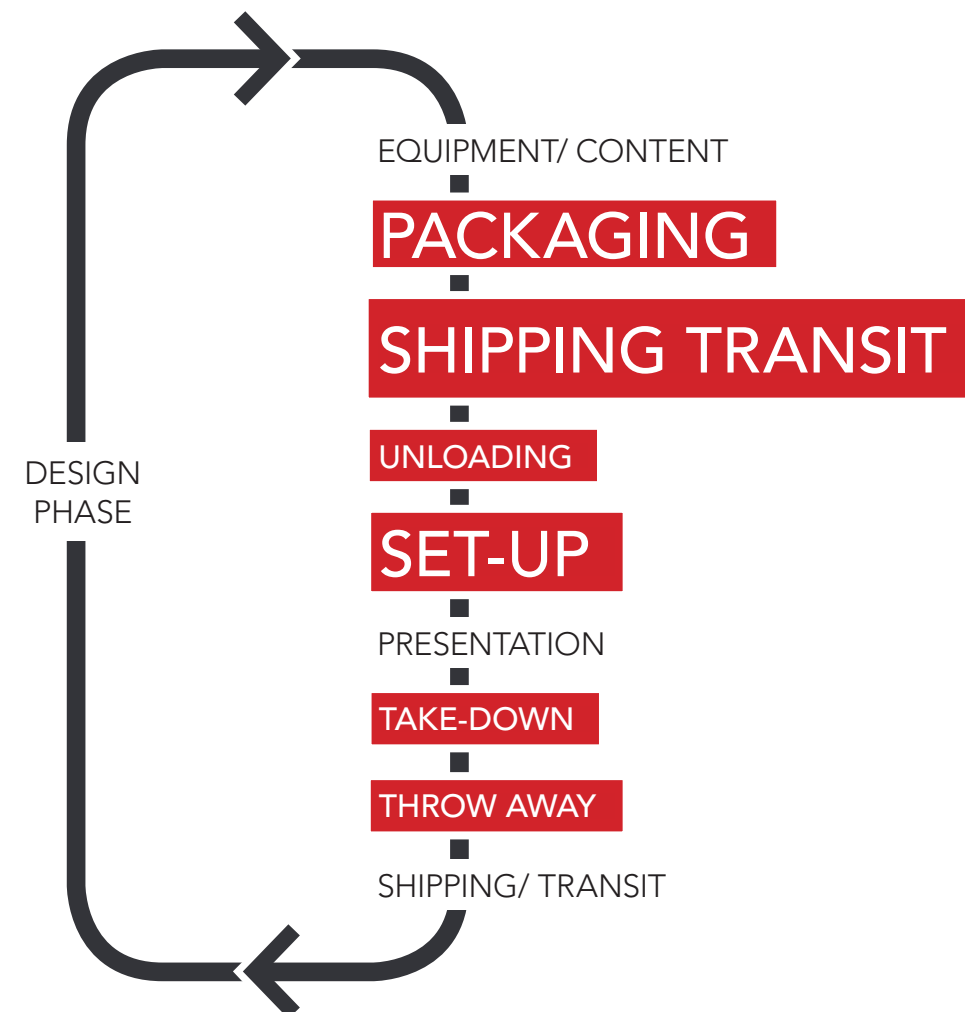


CURRENT MODEL

A LOT OF TIME IS USED FOR SHIPPING AND TRANSIT INSTEAD OF BRANDING AND DESIGN.

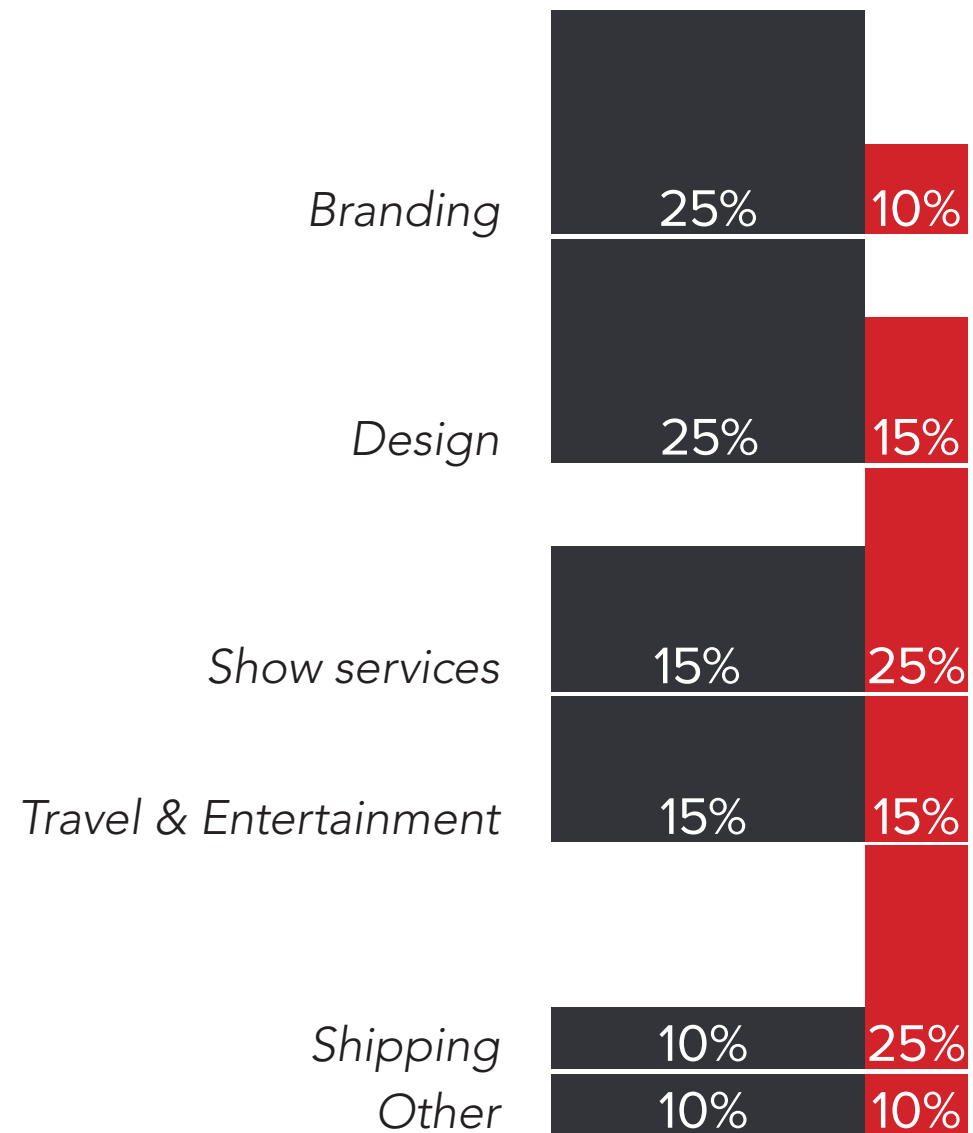


THERE IS A LOT OF WASTED TIME ON SET-UP AND TRANSIT.



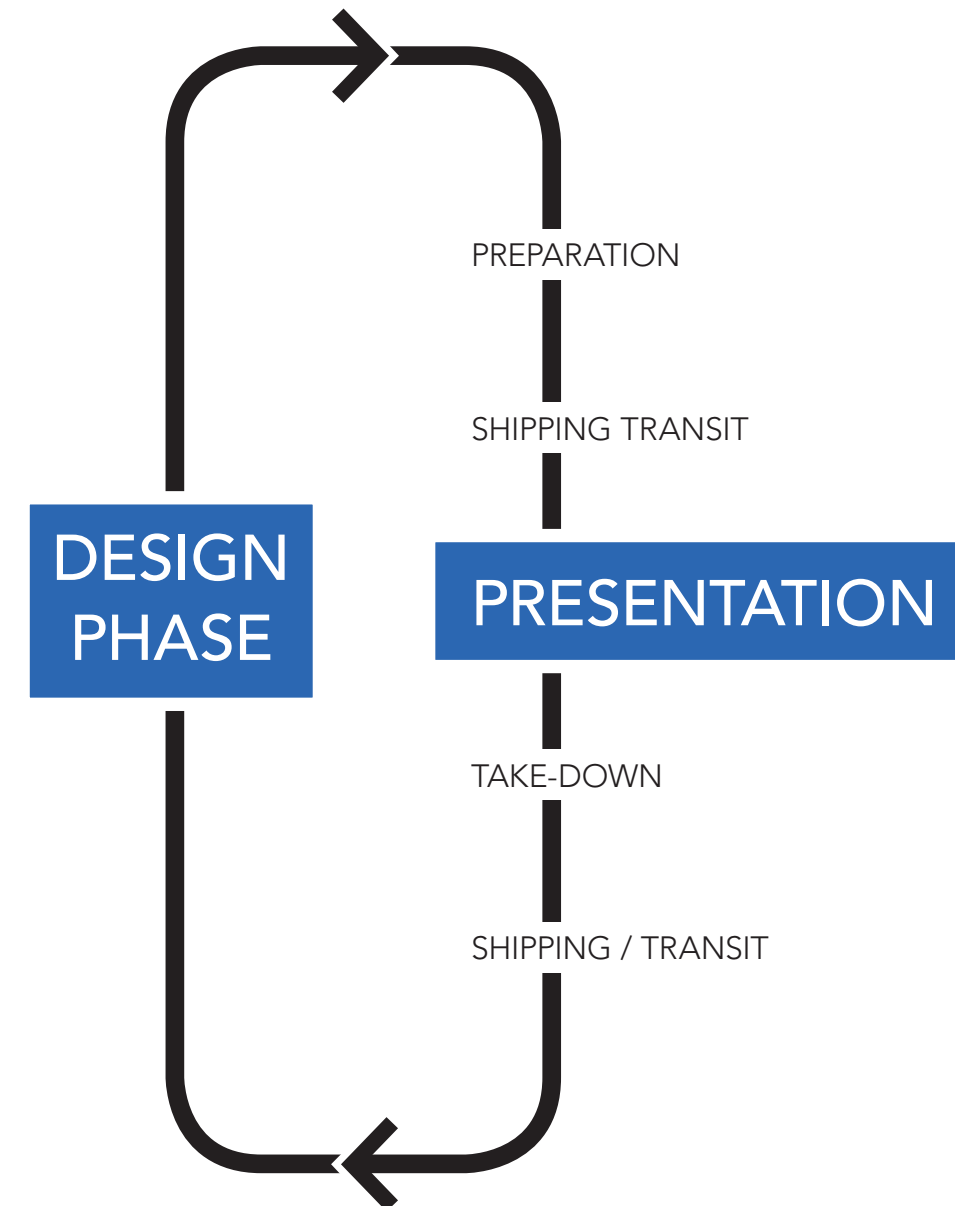
FUTURE MODEL

DECREASED TIME ON SHIPPING AND SHOW SERVICES.
ALLOWS THE ALLOTTED TIME TO BE FOCUSED ON
BRANDING AND OVERALL DESIGN.



IMPACT

BY CREATING A PACK-AND-GO SYSTEM, IT
ALLOWS MORE EMPHASIS ON BRANDING
AND PRESENTATION.



F.M. C.M. Time Increase

Creating a modular booth that can adapt to the various business types that allows them to present their products how it was intended. Providing a space that is suitable for what they do.

TAMIYA

Created to offer premium quality hobby products to models of all skill level.

ANKER

Giving people the power and freedom to enjoy life's adventures through accessories that get the most out of mobile devices.

RAZER

Bringing gaming lifestyle brand that connects with all gamers, regardless of age, gaming genre, and console.

MILWAUKEE

Industry-leading manufacturer of heavy-duty power tools, accessories, and hand tools for professional users worldwide.

toys
plastic models
figurines
action figures

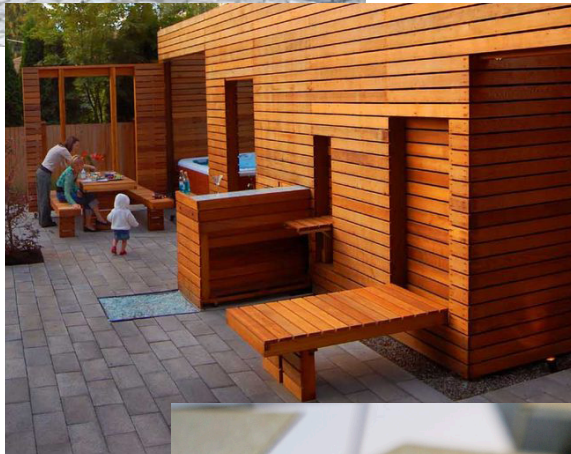
PRODUCT PERSONA: COLLECTOR

Their collection is not for the display case but as way to modify, play, and create an environments and worlds.



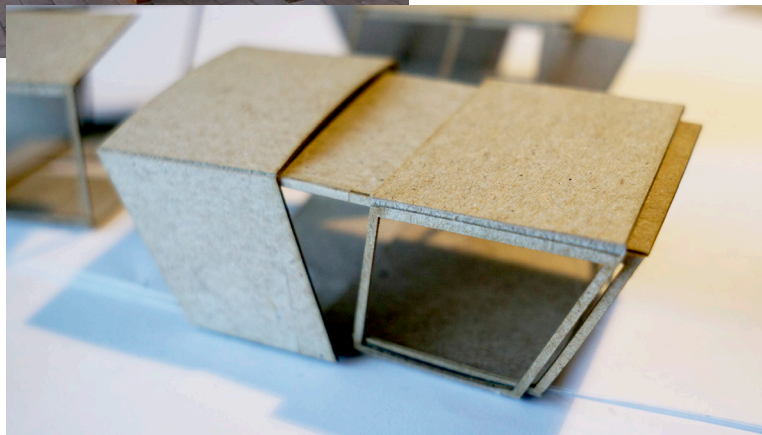
TELESCOPING

Provides added space when necessary.



NESTING

Grants the opportunity to hide components use them when needed.



Nesting structures into each other that can be telescoped to provide additional space.

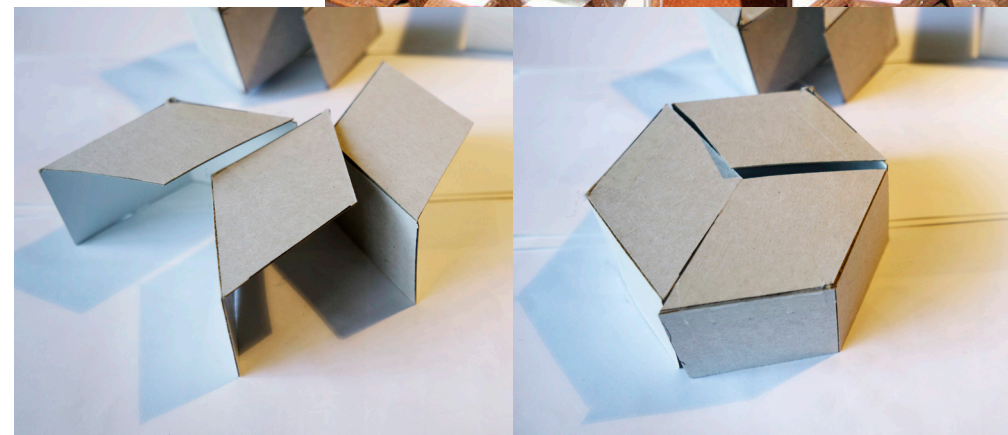
INTERLOCKING

Engagement of objects that could alter the overall shape and design.

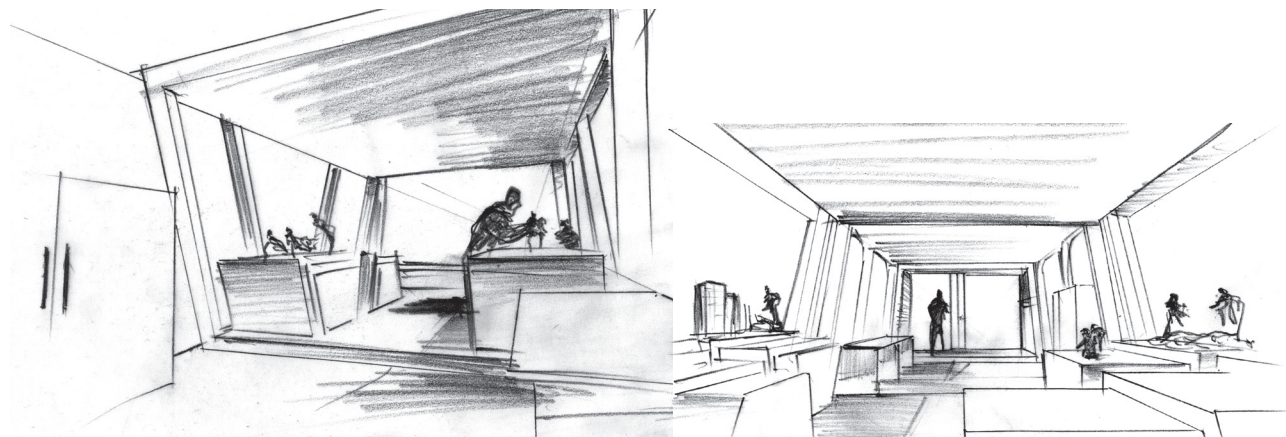


MODULAR

Creating series of parts that can act as structure.



Using a modular structure can interlock to create multiple arrangements.



Have the structure roll up on wheels.
Where are other opportunities of exploration.
Have the furnishing follow the design language.

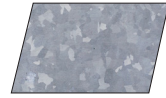
STRUCTURAL MOCK-UP

*How does one navigate the
space and see it as a whole.*



STANDARD

EXTERIOR



galvanized steel



PV Cells

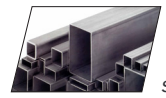
STRUCTURAL



SIPs panel



aluminum siding

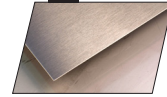


steel tubing

INTERIOR



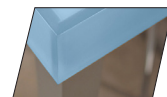
colored PV cell (windows)



steel cladding



corian



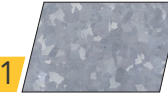
3form chroma

CUSTOMIZABLE: BRANDING OPPORTUNITIES

EXTERIOR

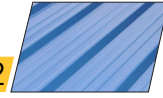
10 color options

1



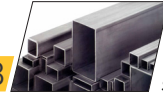
galvanized steel
(outer skin)

2



aluminum siding
(outer skin)

3



steel tubing

STRUCTURAL

10 color options

INTERIOR

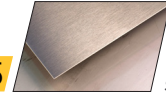
10 color options

4



colored PV cell (windows)

5



steel cladding

6

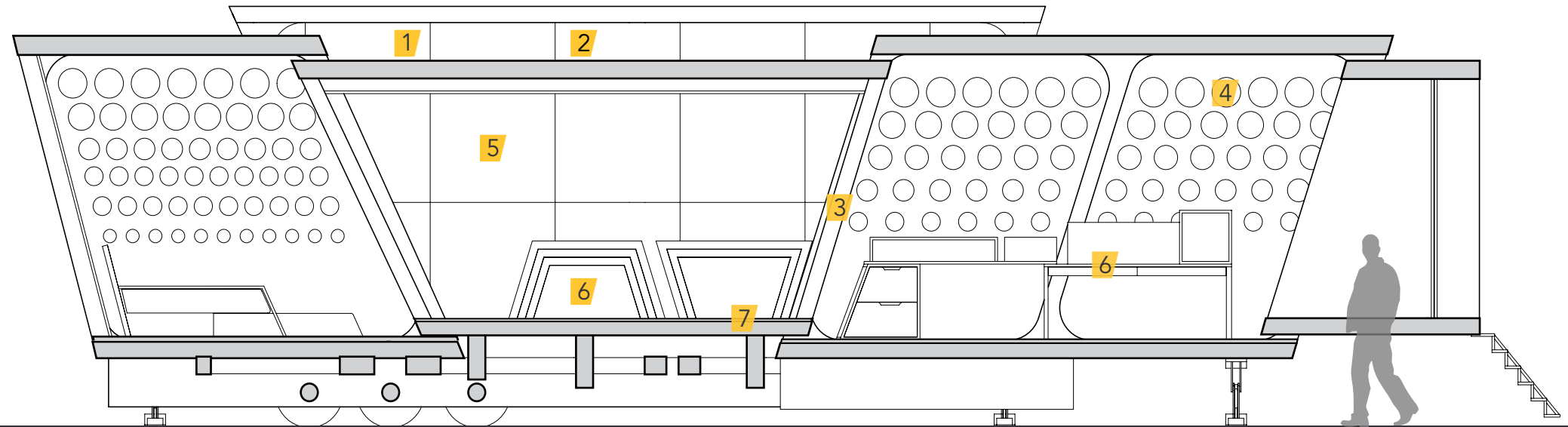


corian

7



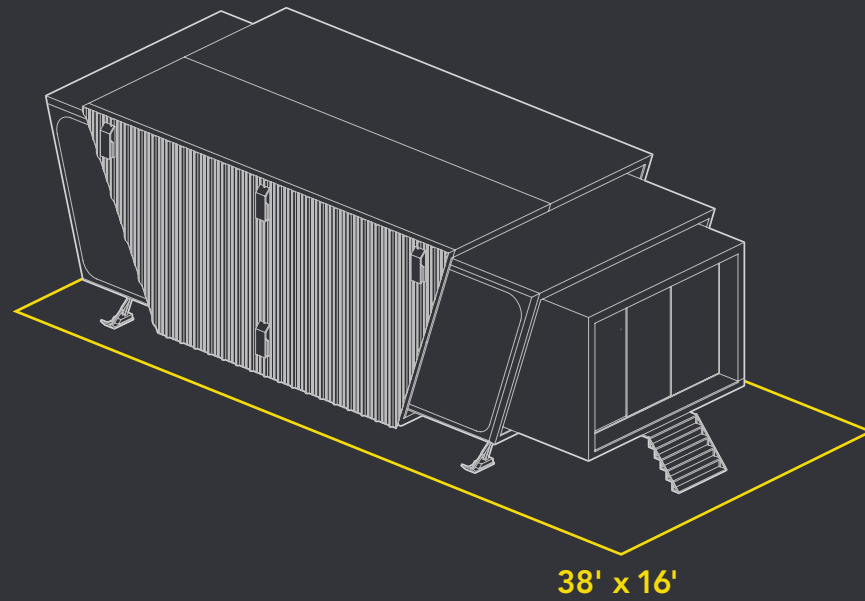
3form chroma (flooring)



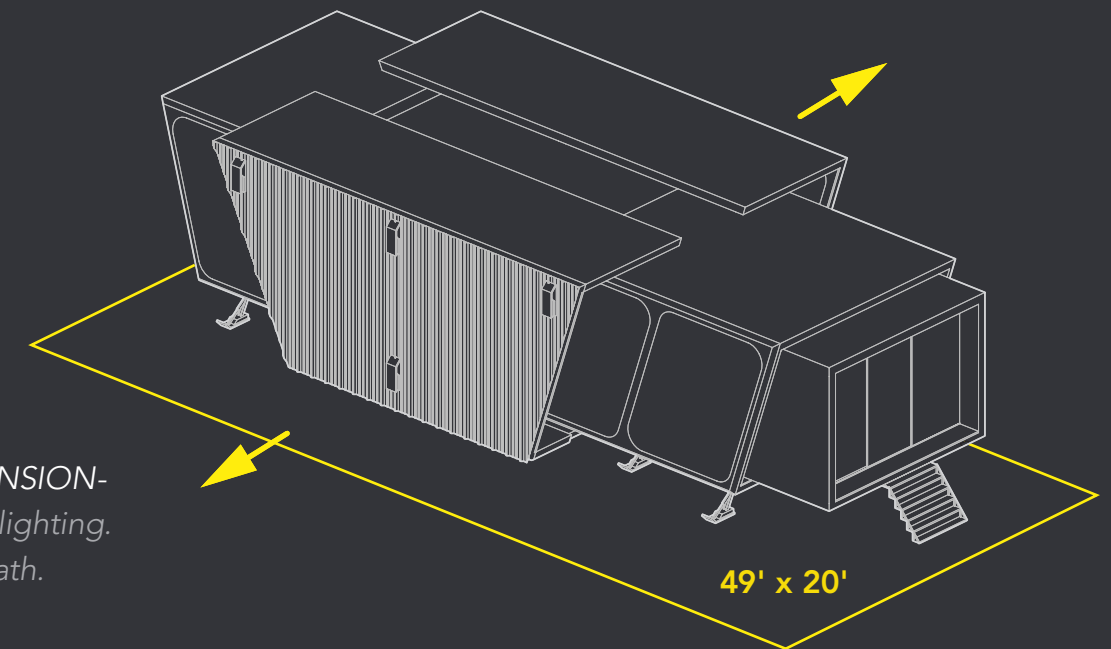
All materials chosen to use for this mobile space all have the characteristics of durability. The Materials also have weather proofing coating as well as reducing the heat in the interior. Colored Transparent PV cells are used as windows which are operable to allow natural air flow.

4 TYPES OF USAGE

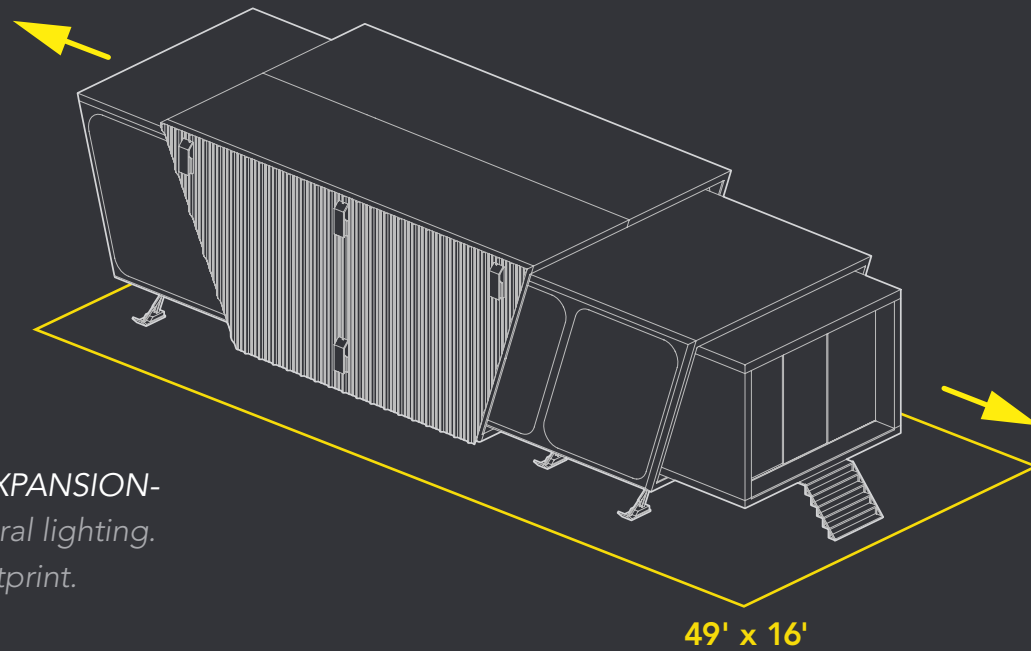
BASE-
No set-up time.
Small footprint.



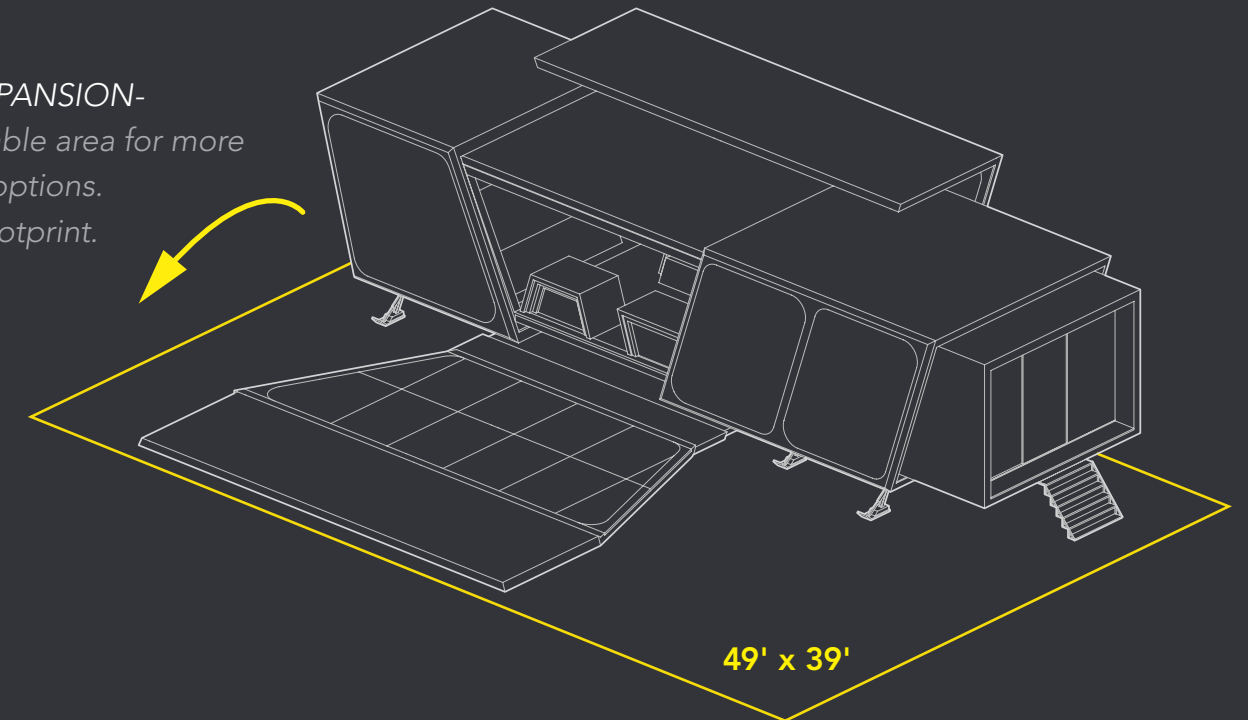
WIDTH EXPANSION-
More natural lighting.
Wider walk path.



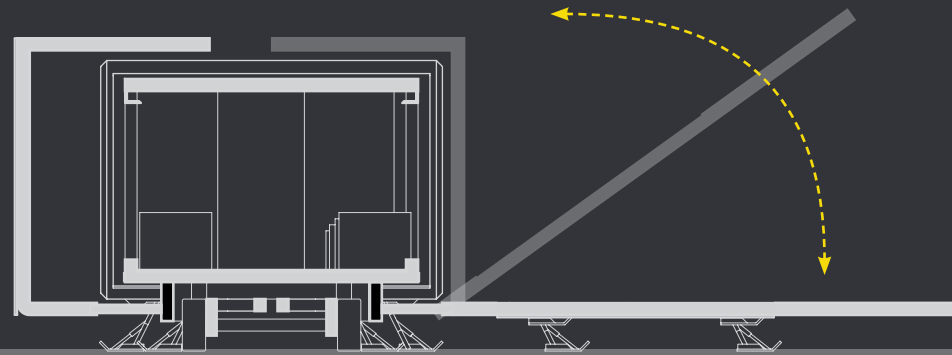
LINEAR EXPANSION-
More natural lighting.
Linear footprint.



FULL EXPANSION-
Expandable area for more
Display options.
Open footprint.



PROGRAMMING



SECTION VIEW : Unfolding Exterior
SCALE: NTS

1 WHEELS

Allows for easy transportation.

2 LIGHTING

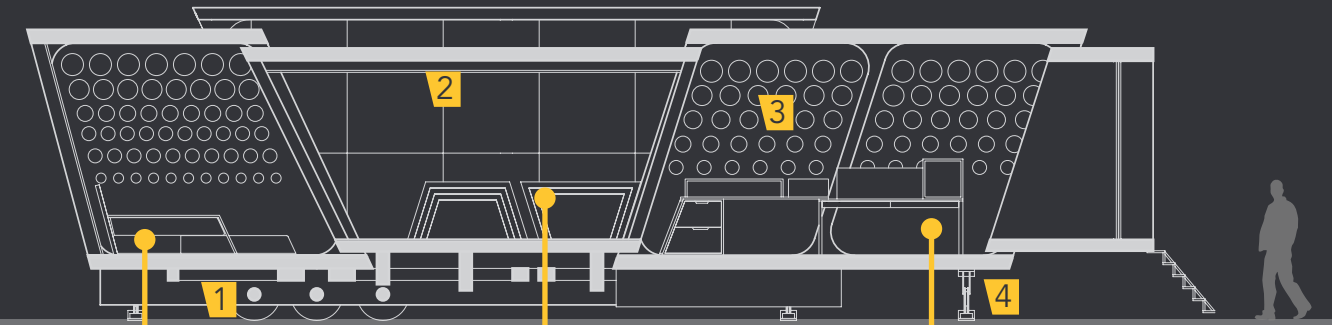
Expandable lighting fixture.

3 PV WINDOW

Ability to store energy to use when needed.

4 STABILIZERS

Stability when fully open.



LOUNGE

Allowing the chance to provide seating for demos that can also showcase how the seating can work.

PLAY/ SETUP

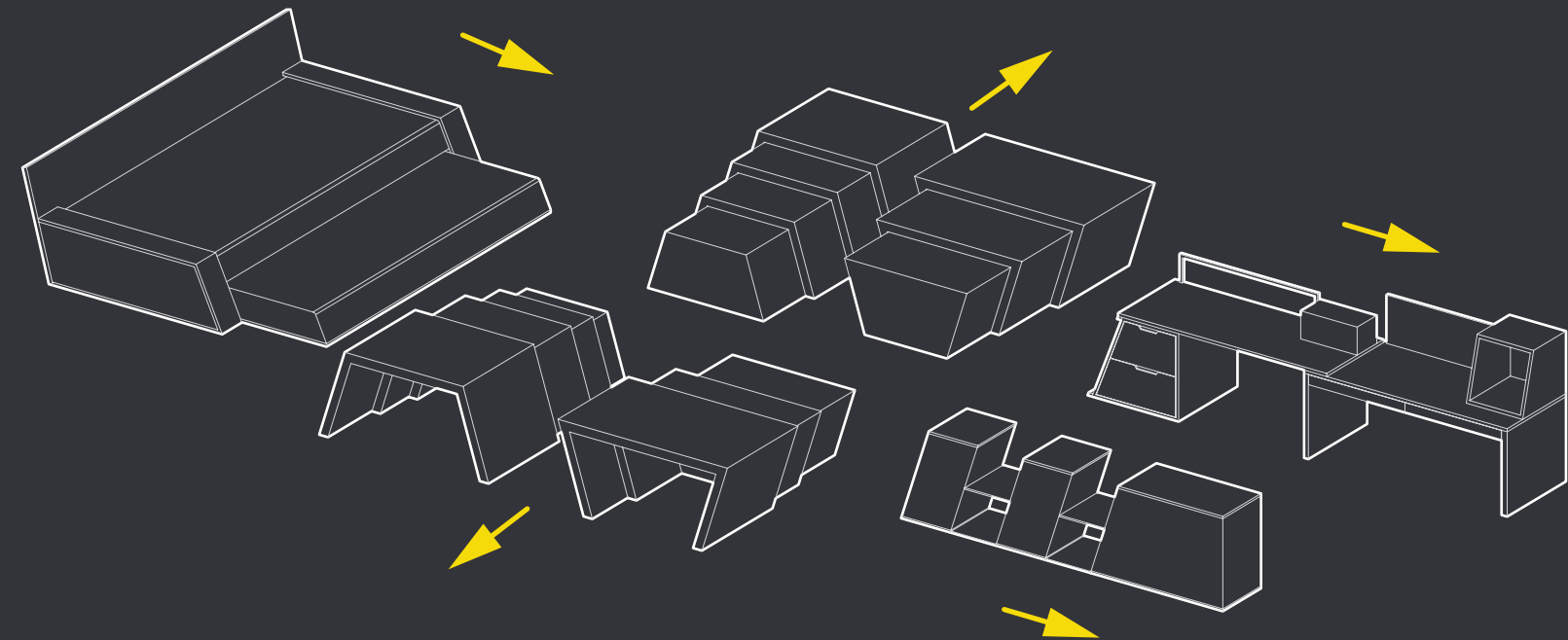
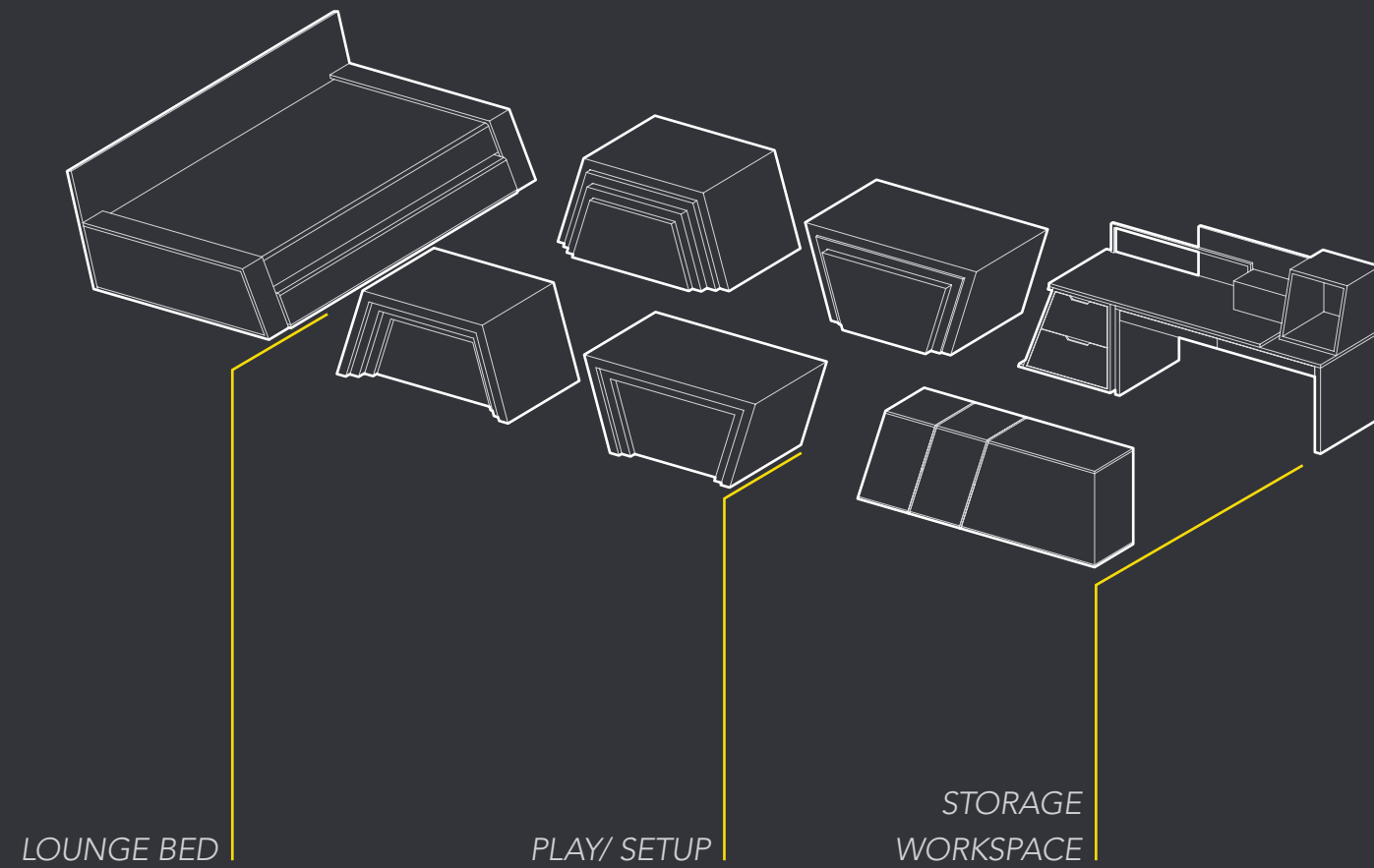
Giving the opportunity to display beyond the given space. It provides various lighting conditions to showcase the product.

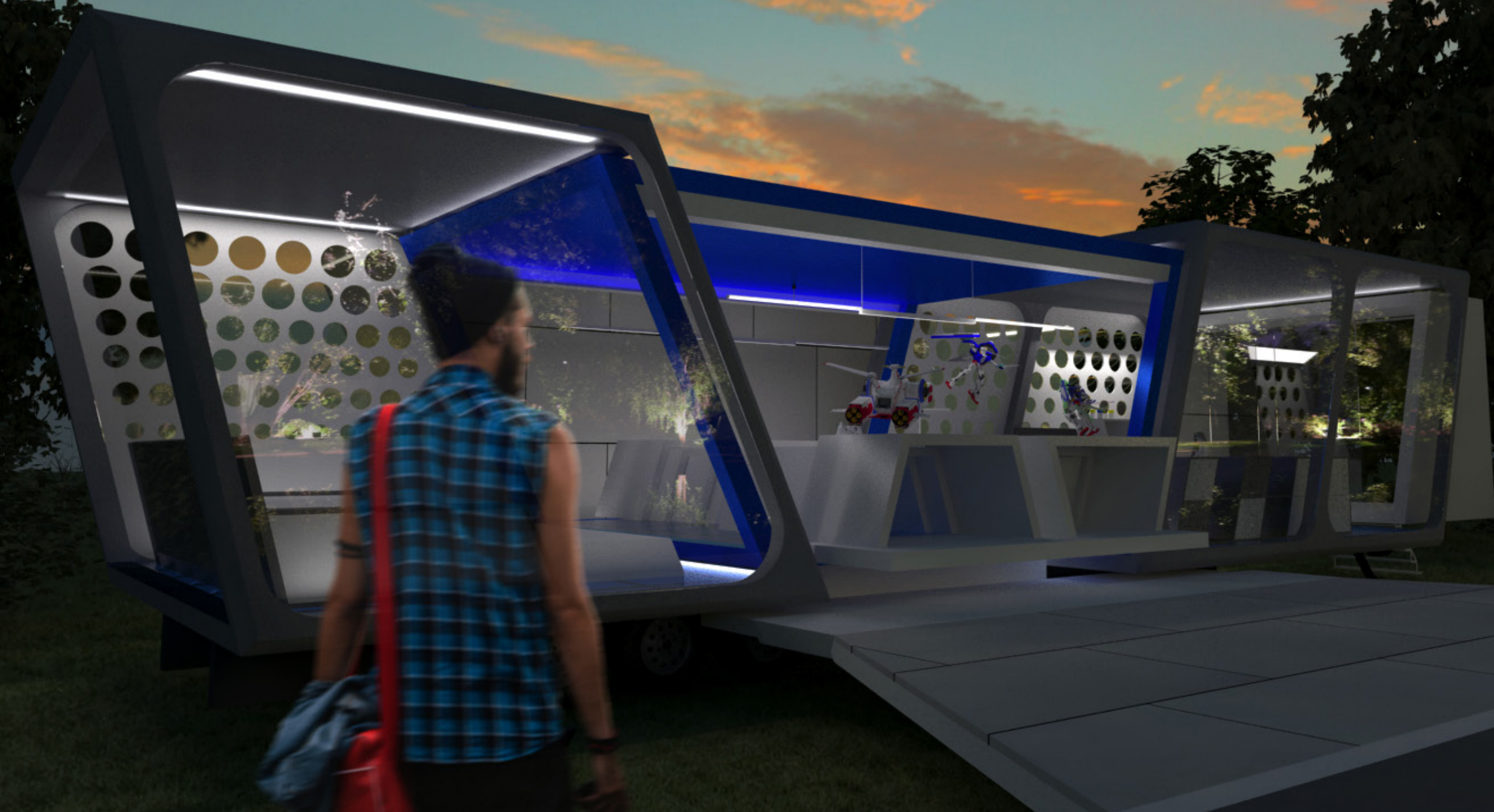
STORAGE /WORKSPACE

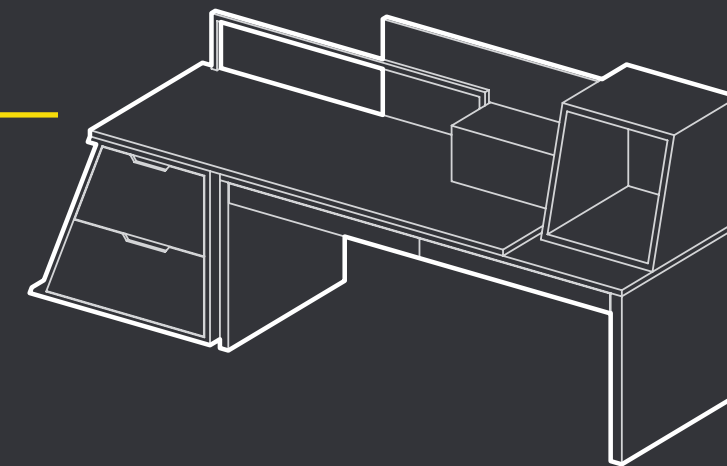
This space emulates a natural workstation with the necessary furnishing.

DESIGN PRINCIPLES

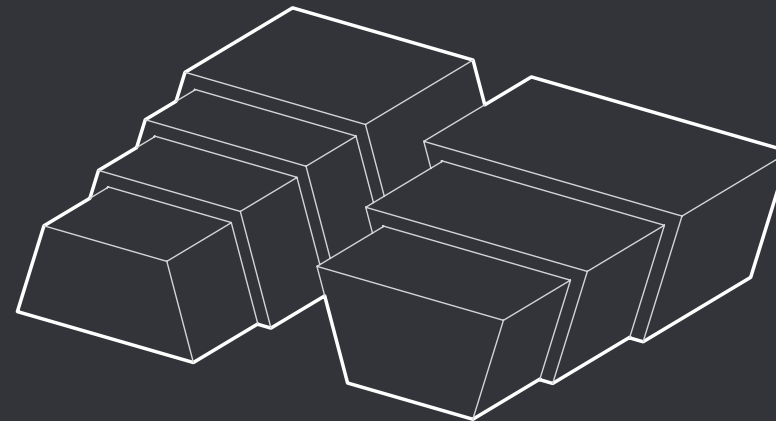
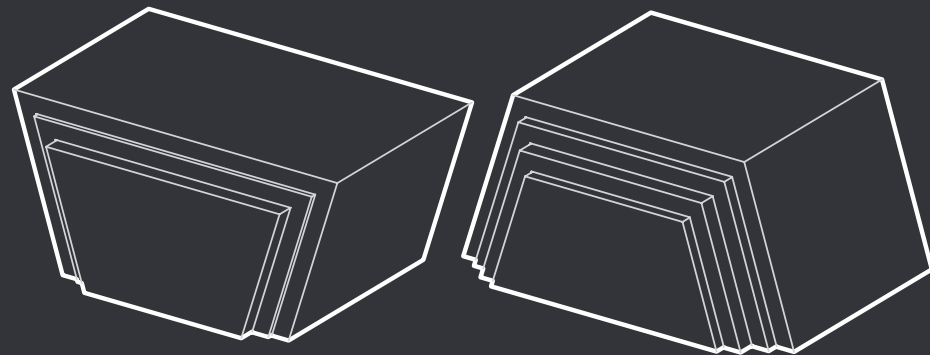
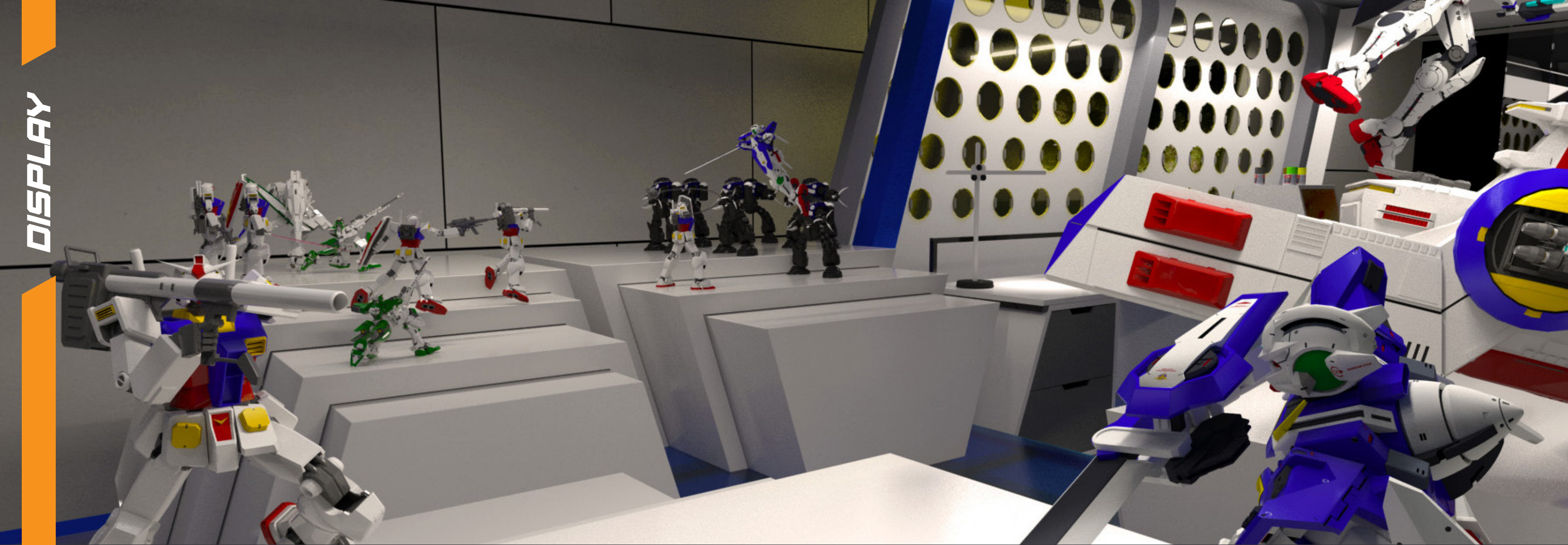
NESTED TELESCOPING







Workspace that can expand into the necessary work surface. Space at the end of the desk can adapt to other brand identity.



Nested display tables that can be used as a group or standalone.

CREATING A SYSTEM THAT ALLOWS FOR
FLEXIBLE BRANDING BUT ALSO HAVING
A FUN AND INTERACTIVE WAY OF
SHOWCASING PRODUCTS.

