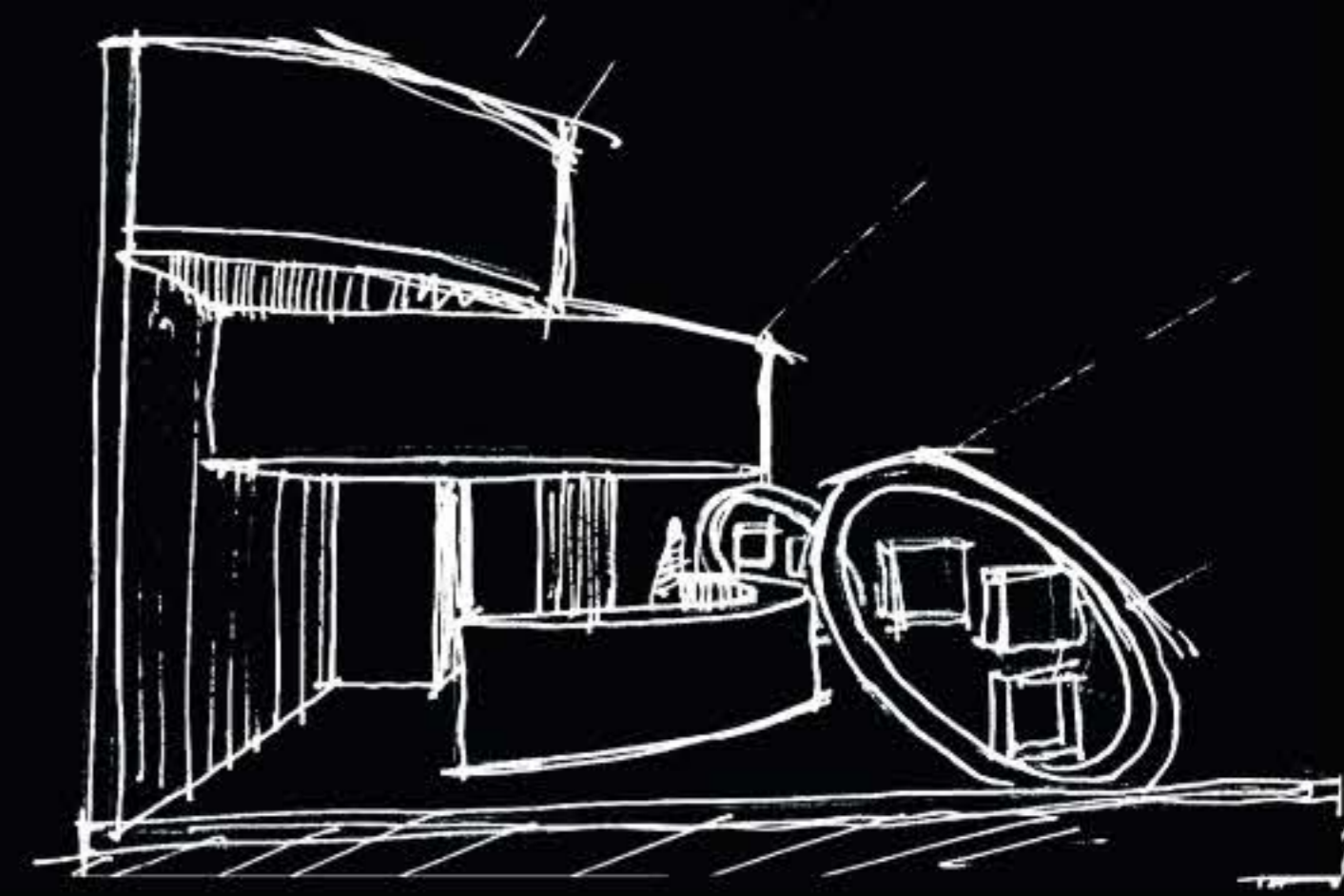
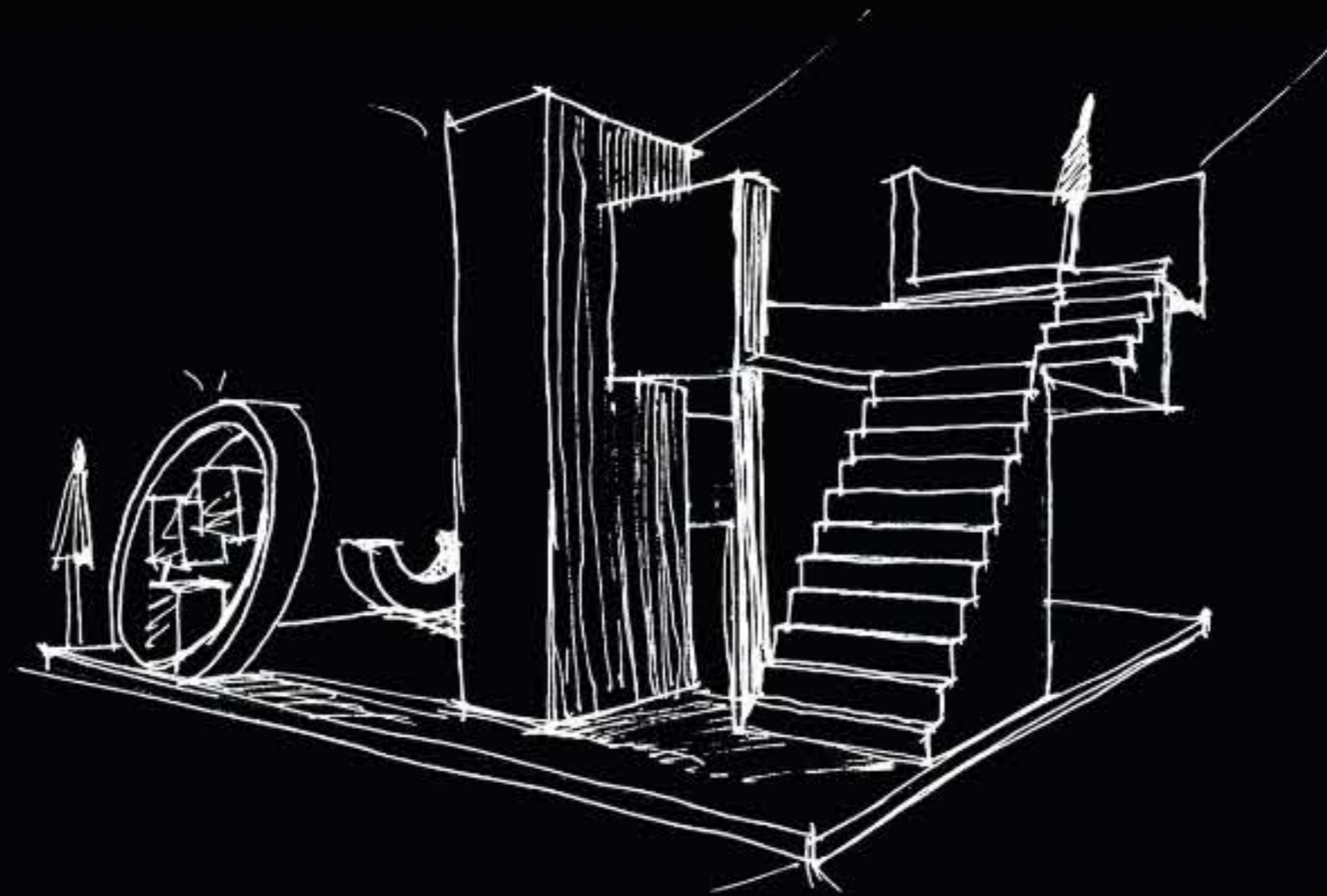
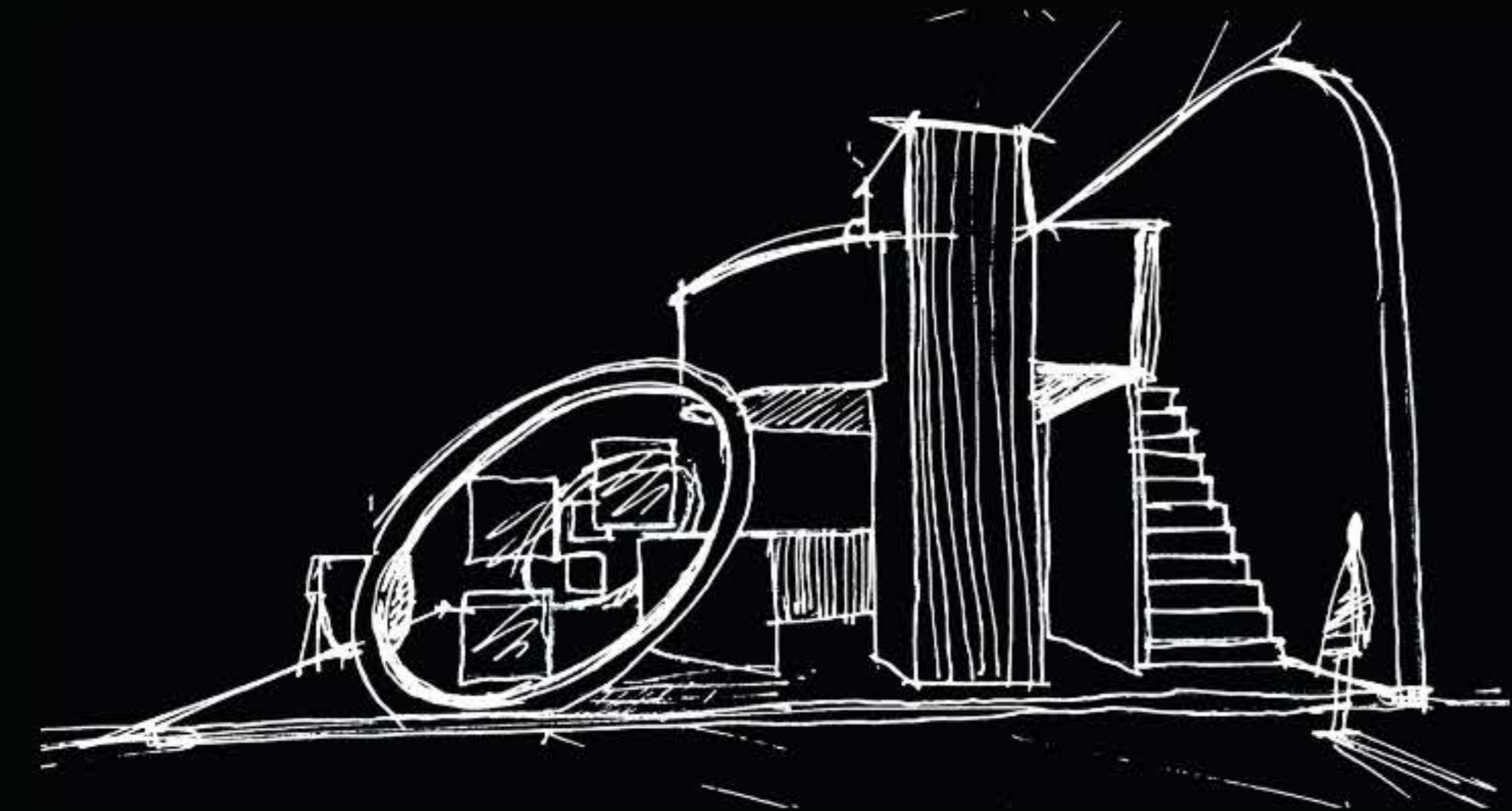


Tehran International Electronic and Computer Show

AYESH

2005/2006

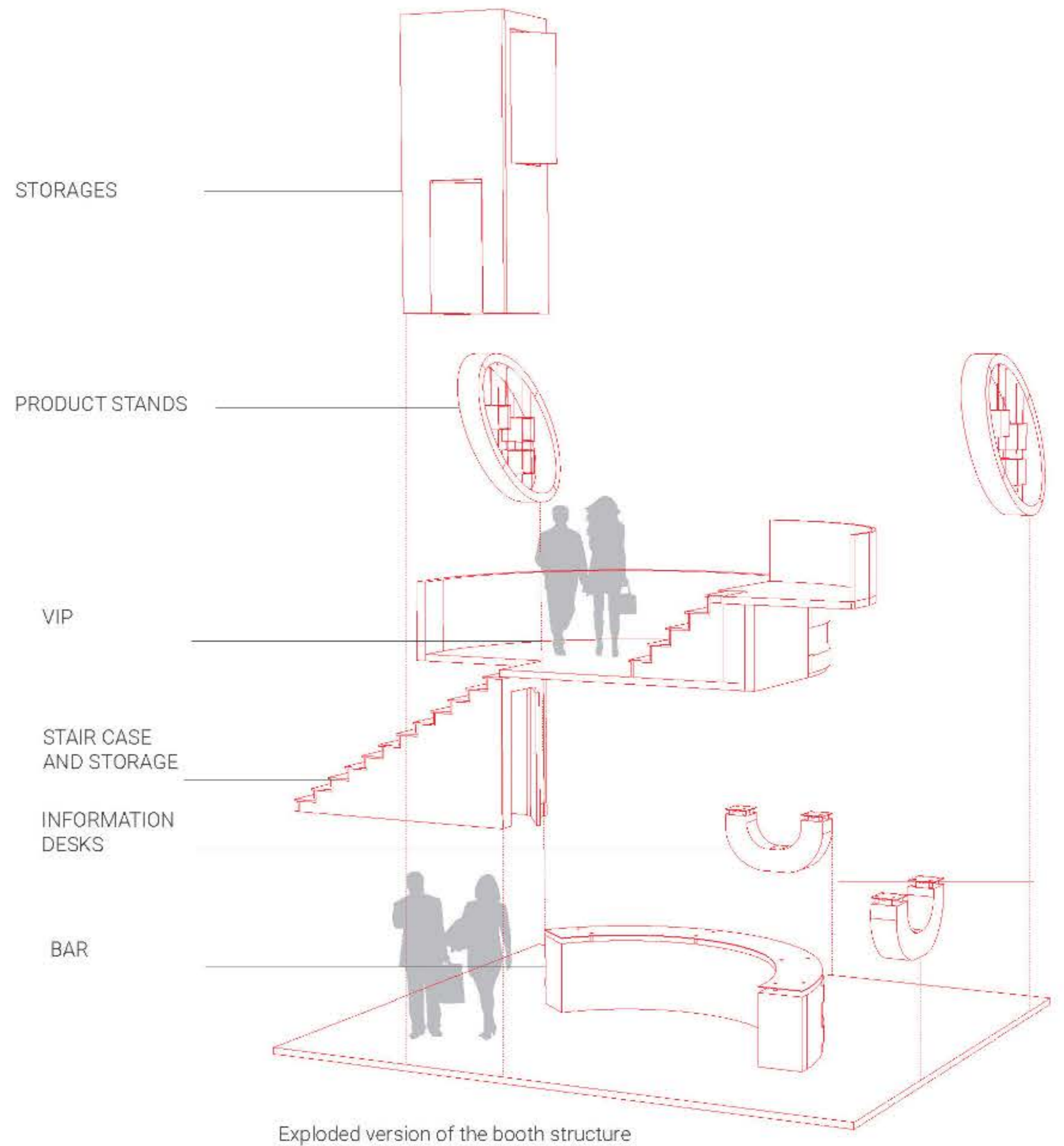


Description

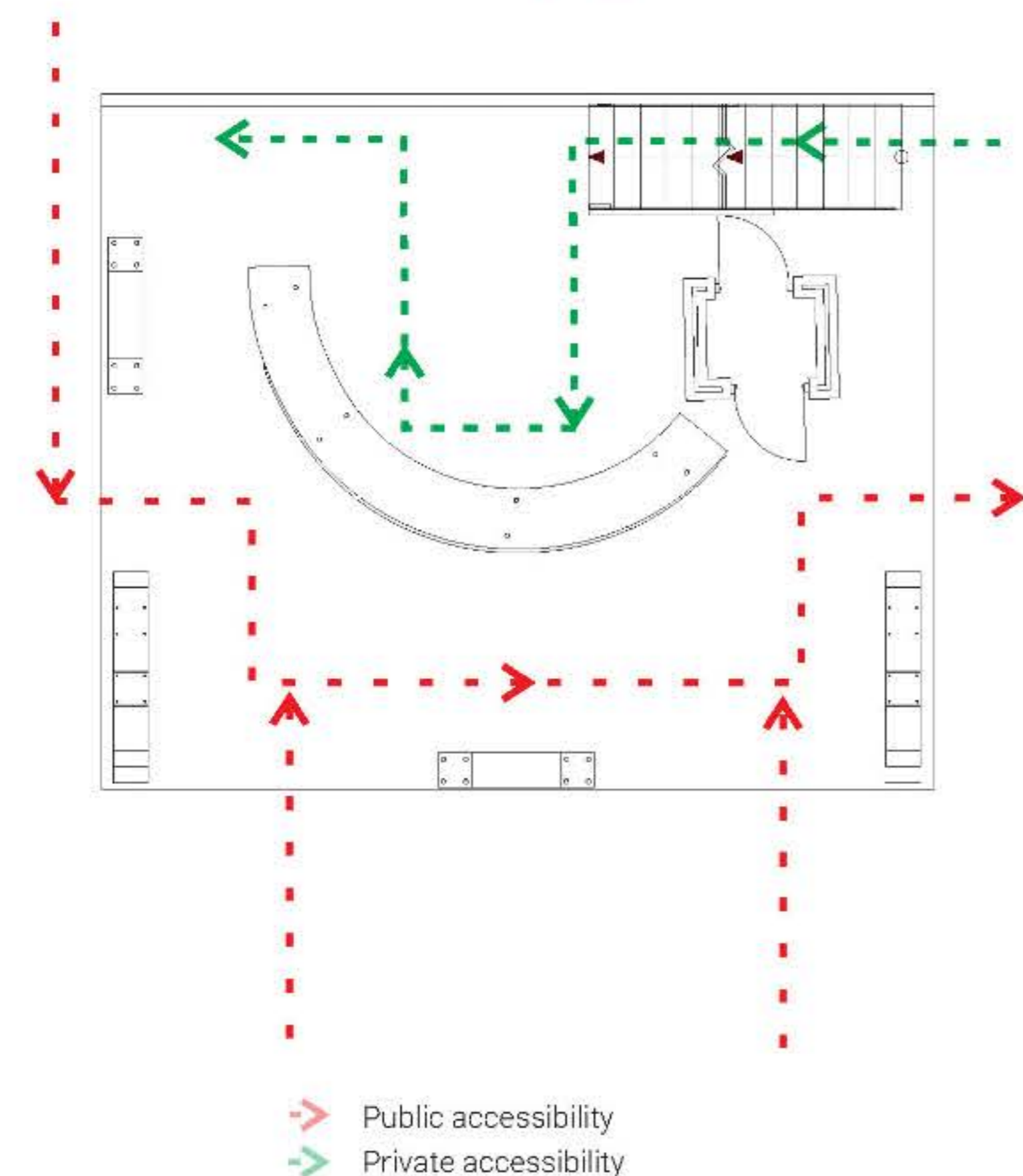
This booth was designed for the Ayes Network Company. The Ayes Network Company is licensed on behalf of Hes Kablo, a German telecommunications company, to sell its products within Iran.

The Ayes Network is also responsible for a large amount of telecommunication tower constructions within Iran. My initial design included many rectangular and sharp angles, which seemed befitting for an industrial company to demonstrate its industrial and more serious nature. However, Ayes rejected this proposal, and instead, informed me that they desired a smooth design to attempt to represent the company's networking background. This culminated in a 110m², 3-story design, making this booth the tallest one at the International Exhibition of Electronics and Computer Products Tradeshow (ELECOMP 2008, Tehran, Iran).

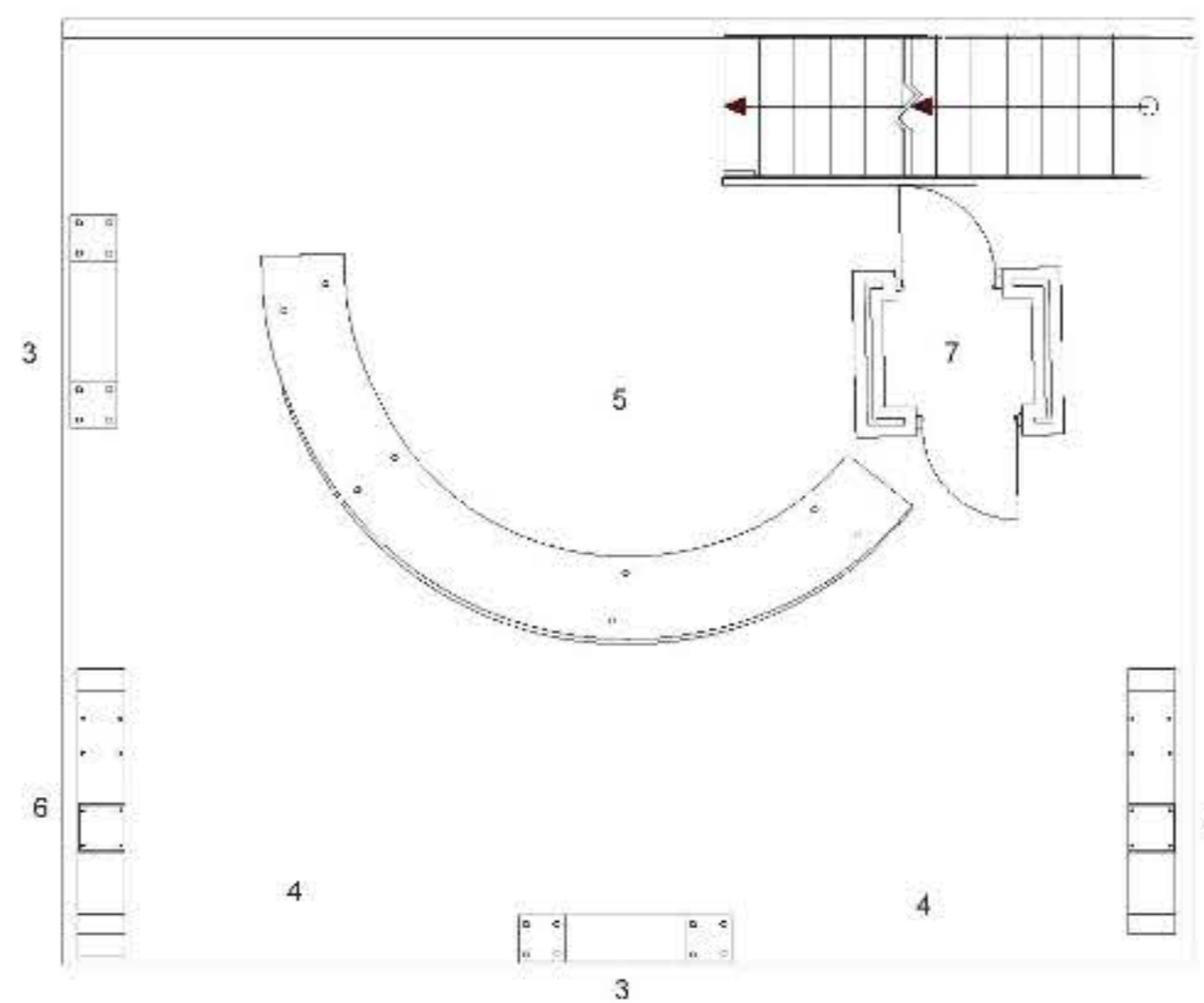
The height of the booth emphasized the company's desire to be "above" its competitors, in both a literal and figurative sense. This allowed for V.I.P. clients, who joined a representative on the top floor, to be able to view the entire tradeshow below and gain an impression of grandeur with Ayes Network. Materials used to create the booth included steel beams, particle board, parquet (HDF), steel pipe, acrylic paint, glass, and halogen and projector lamps for lighting. The design process included hand sketching, digital rendering, client-critique, and final construction.



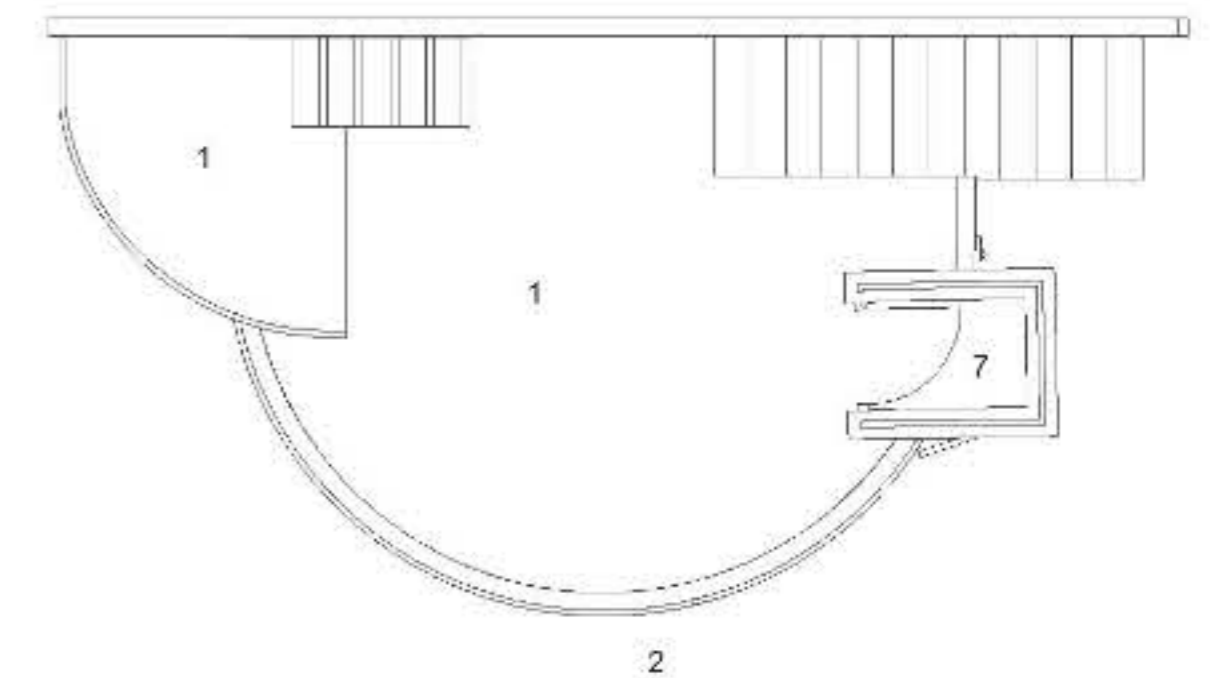
Circulation and Accessibility Diagram



First floor



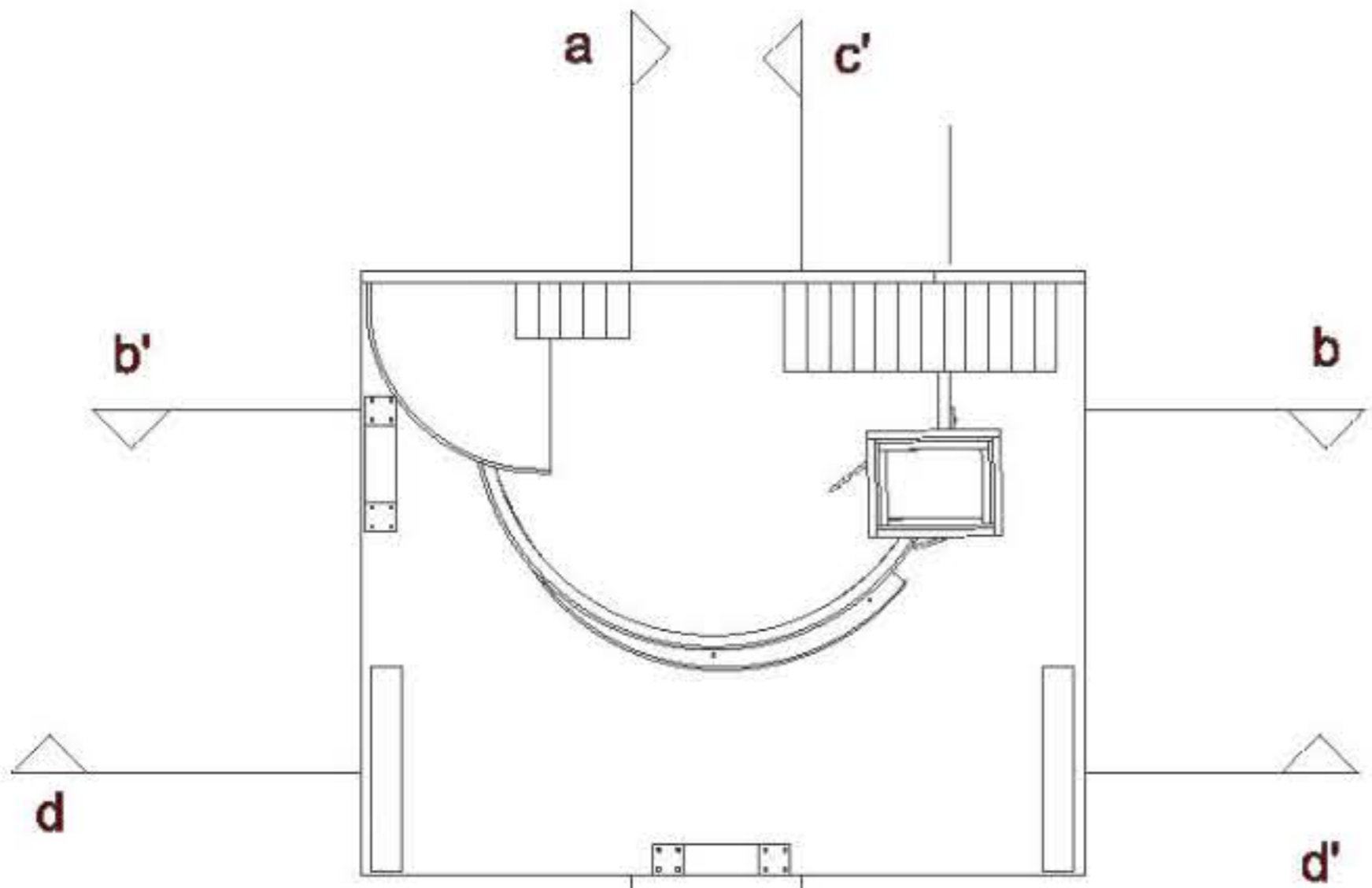
Second and Third floor



1. Vip (very important person)
2. Booth header
3. Information desk
4. Entrance
5. Cip
6. Product stands
7. Storage
8. Public bar

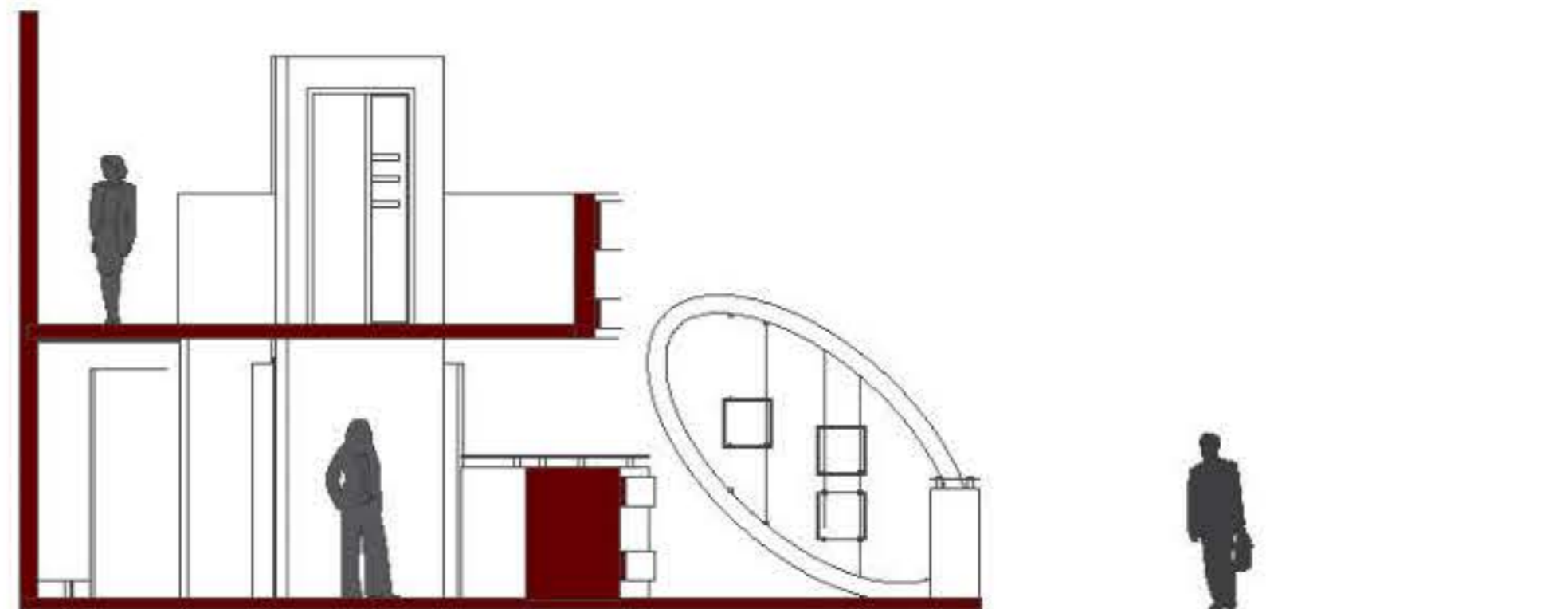


Floor Plan and Details

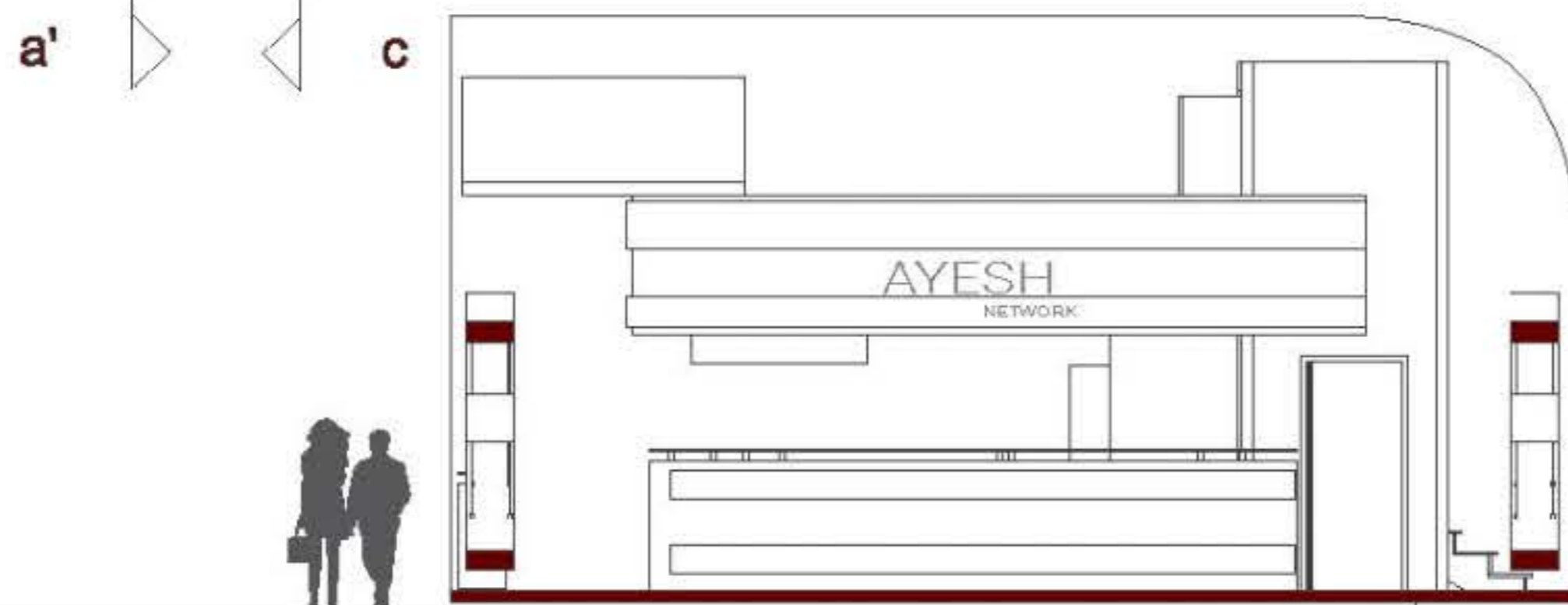
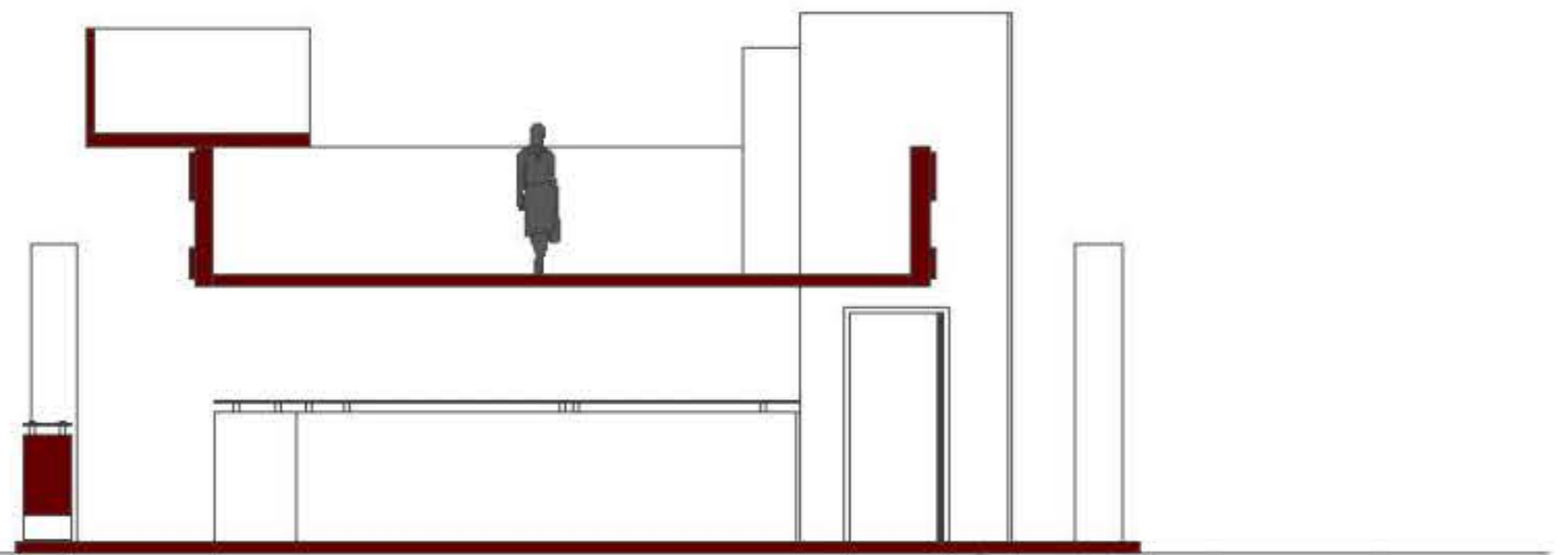


⌚ NOT SCALED

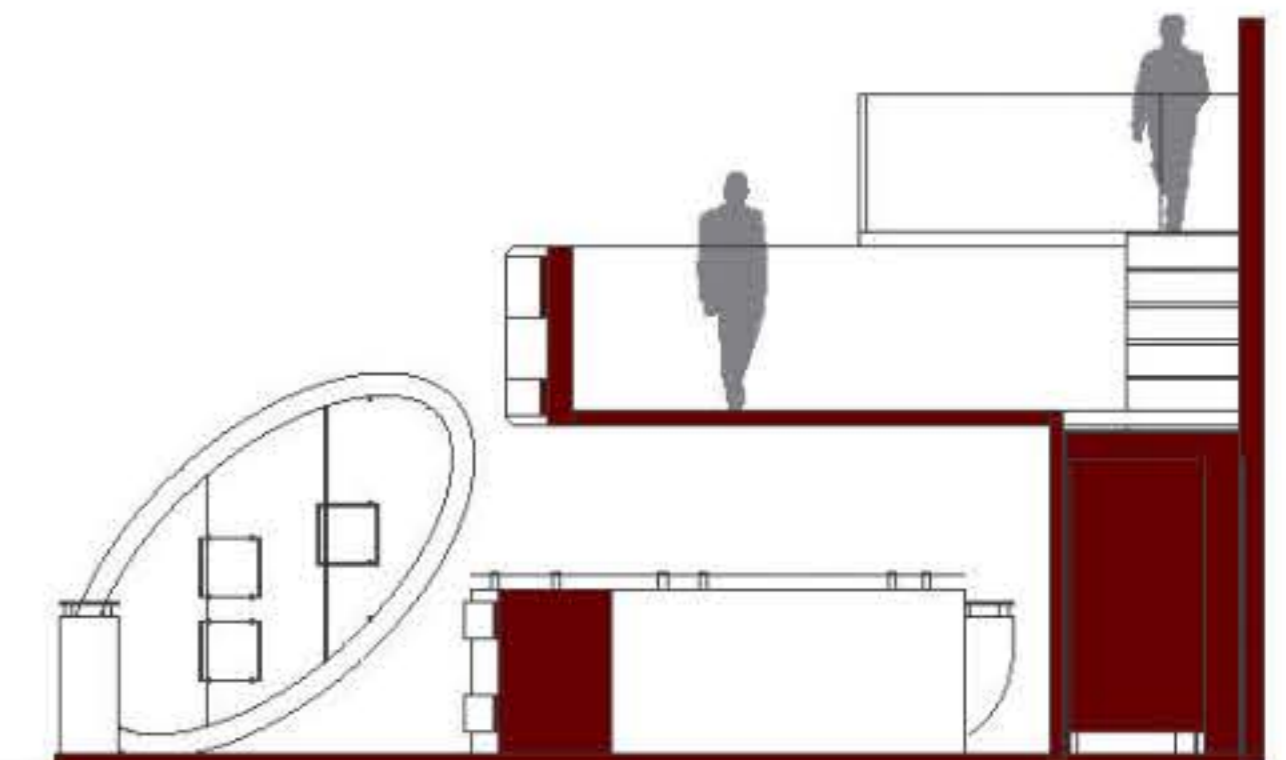
CROSS SECTION A-A'



CROSS SECTION D-D'



CROSS SECTION C-C'



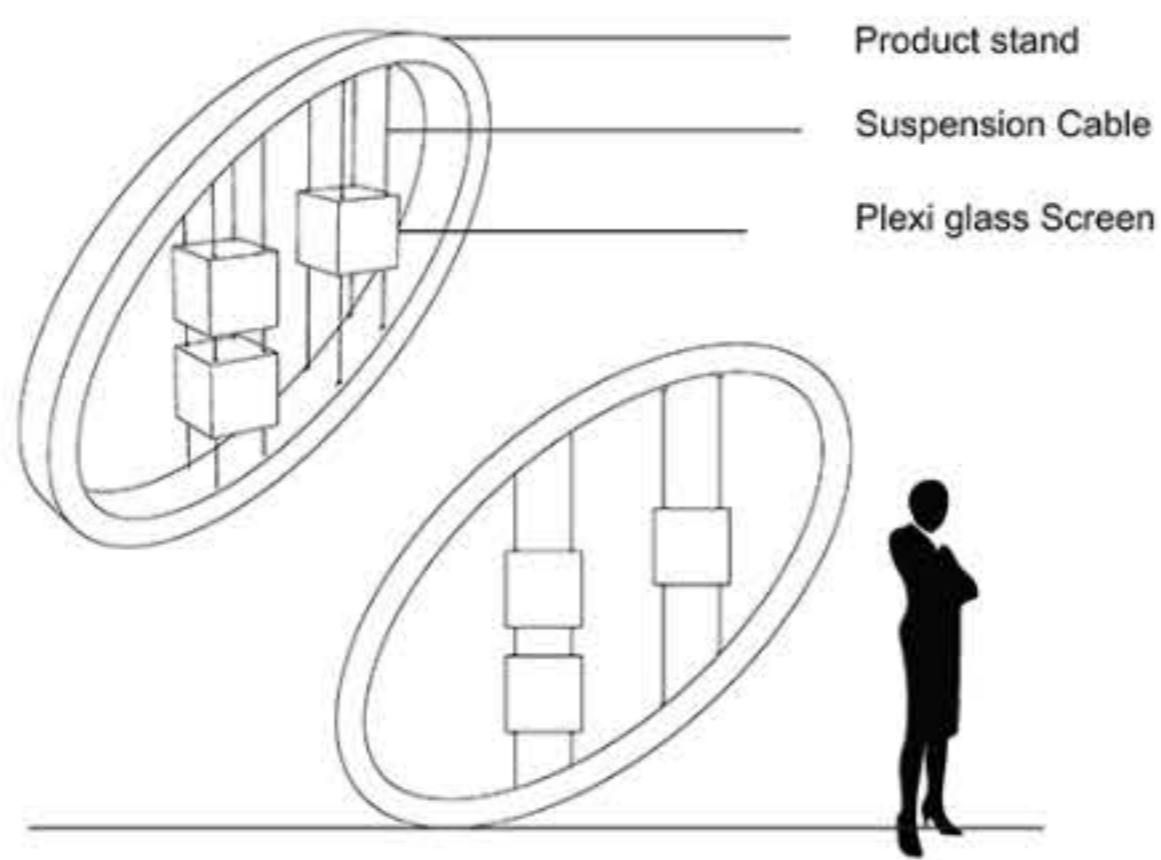
CROSS SECTION C-C'



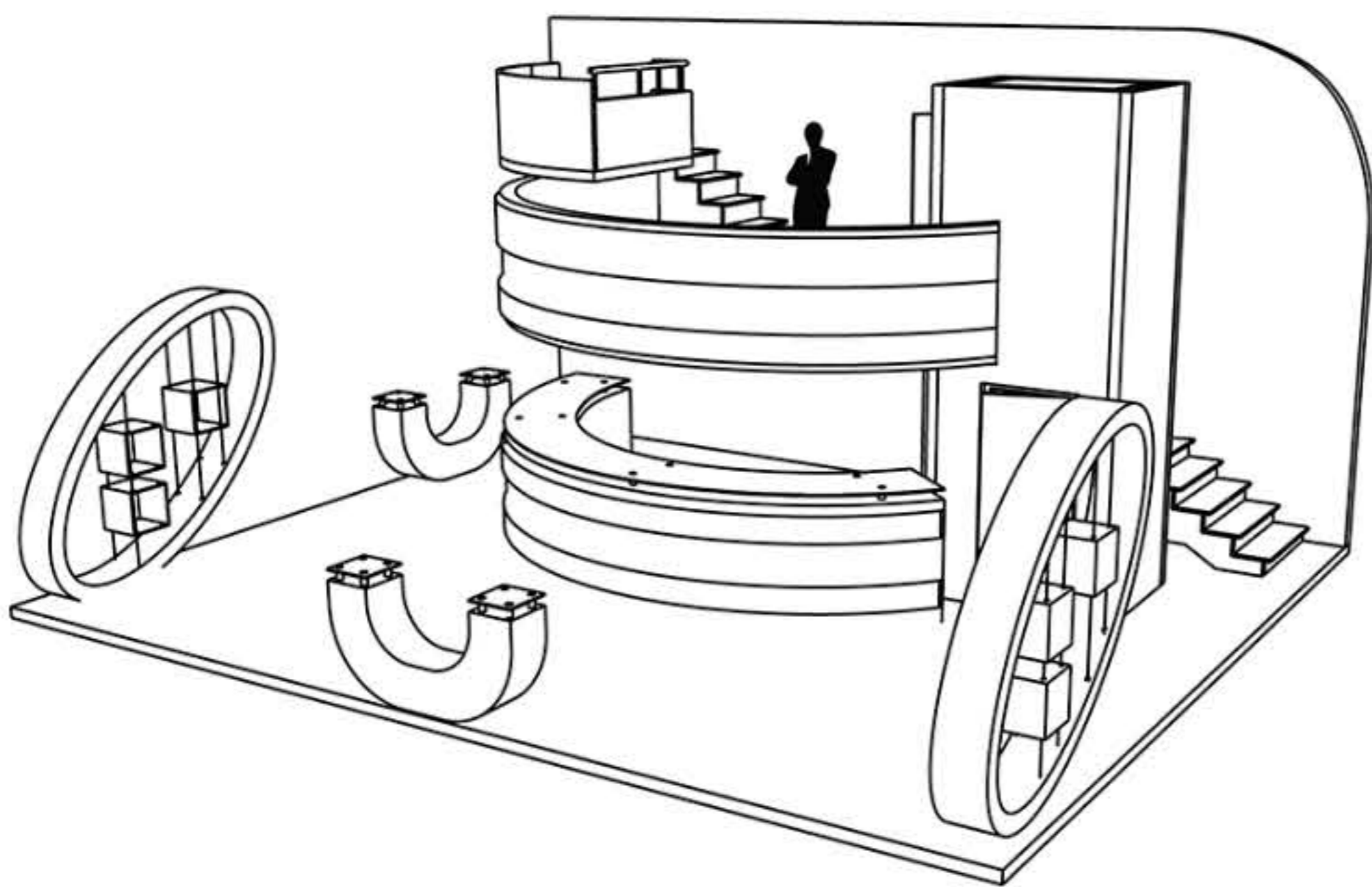
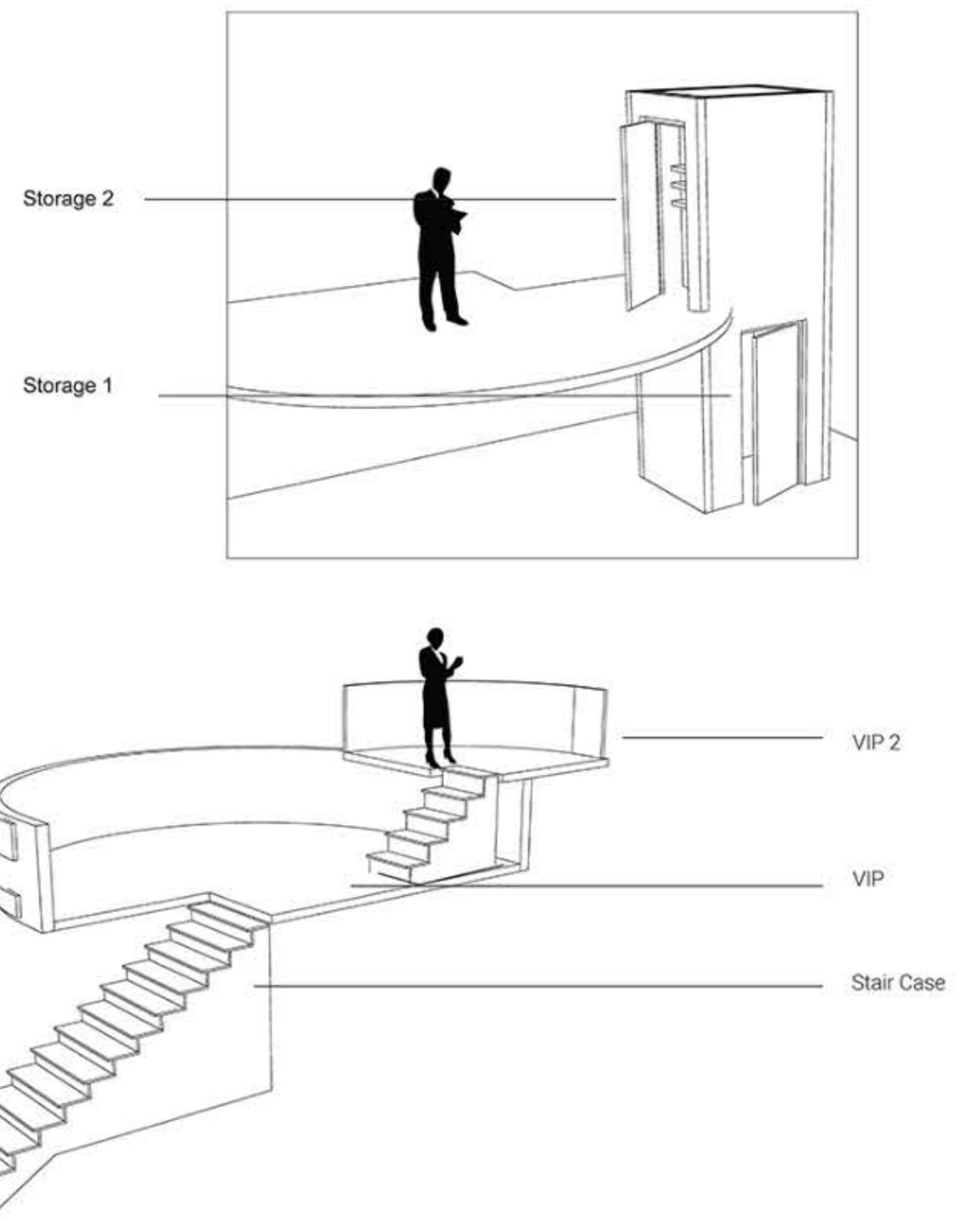
Material Details

	Floor Reclaimed wood Various sources Main Flooring
	Walls and Headers Finish Colored MDF
	Walls and Headers Finish Colored MDF
	Stands and Info Desks Clear Glass
	Supportive Columns High-strength low-alloy steel

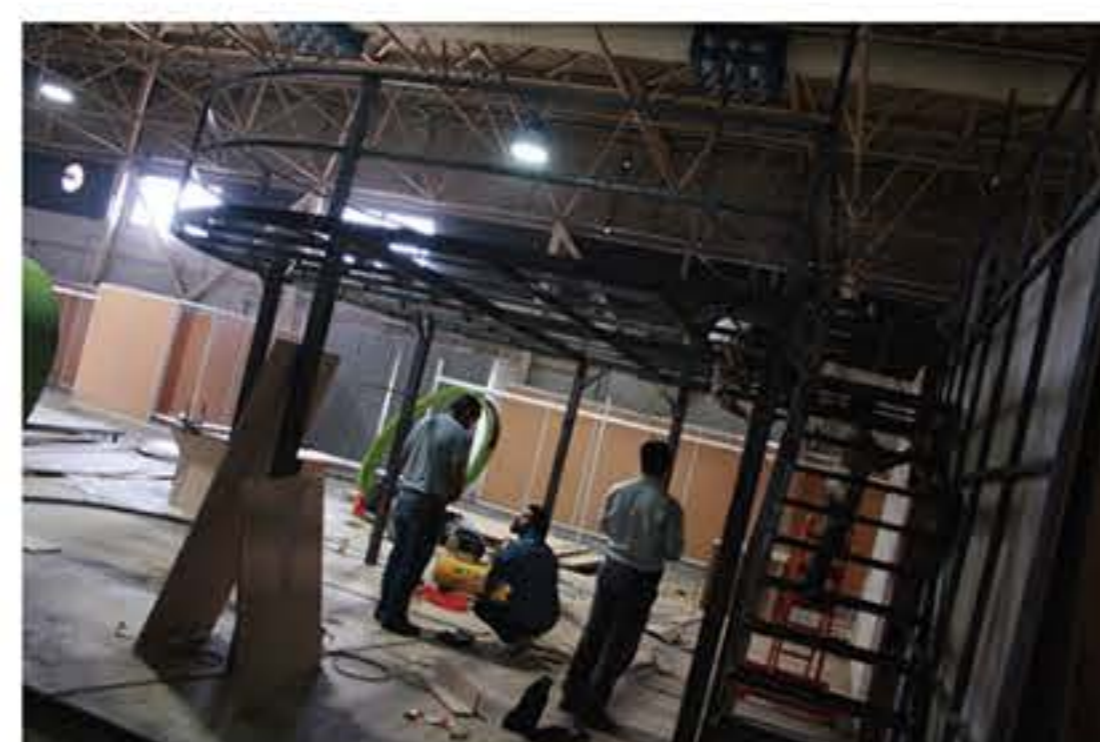
VIP Structure Details



VIP Structure Details



Isometric View



Exhibition Booth under construction