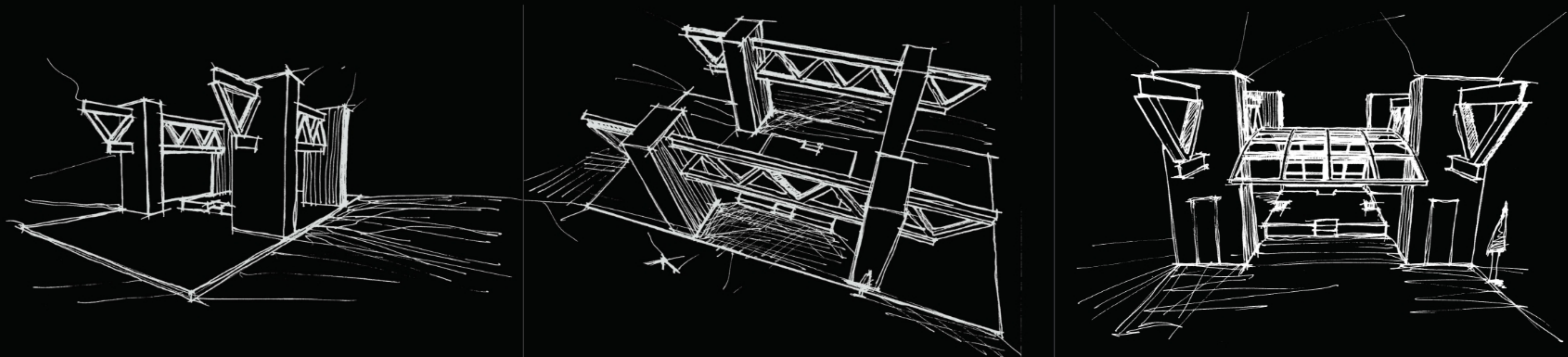


Tehran International Oil Show

PEDEX

2006/2007



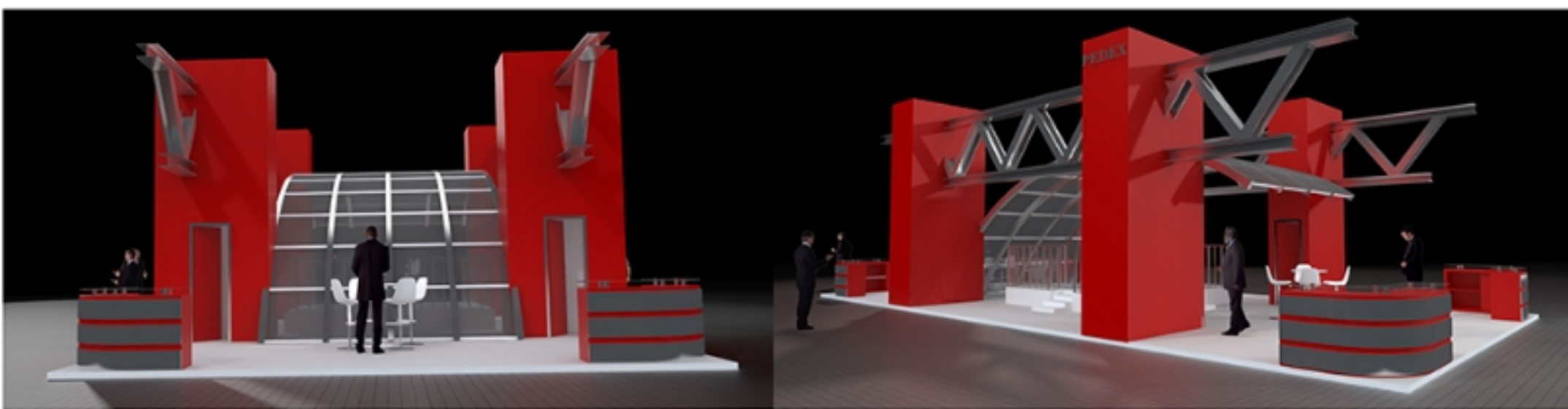
Description

This project was designed and constructed for an oil and gas mother company named MF ENERGY GROUP, and its subsidiary companies at the International Exhibition of Oil and Gas Show (Iran Oil Show, Tehran, Iran 2009).

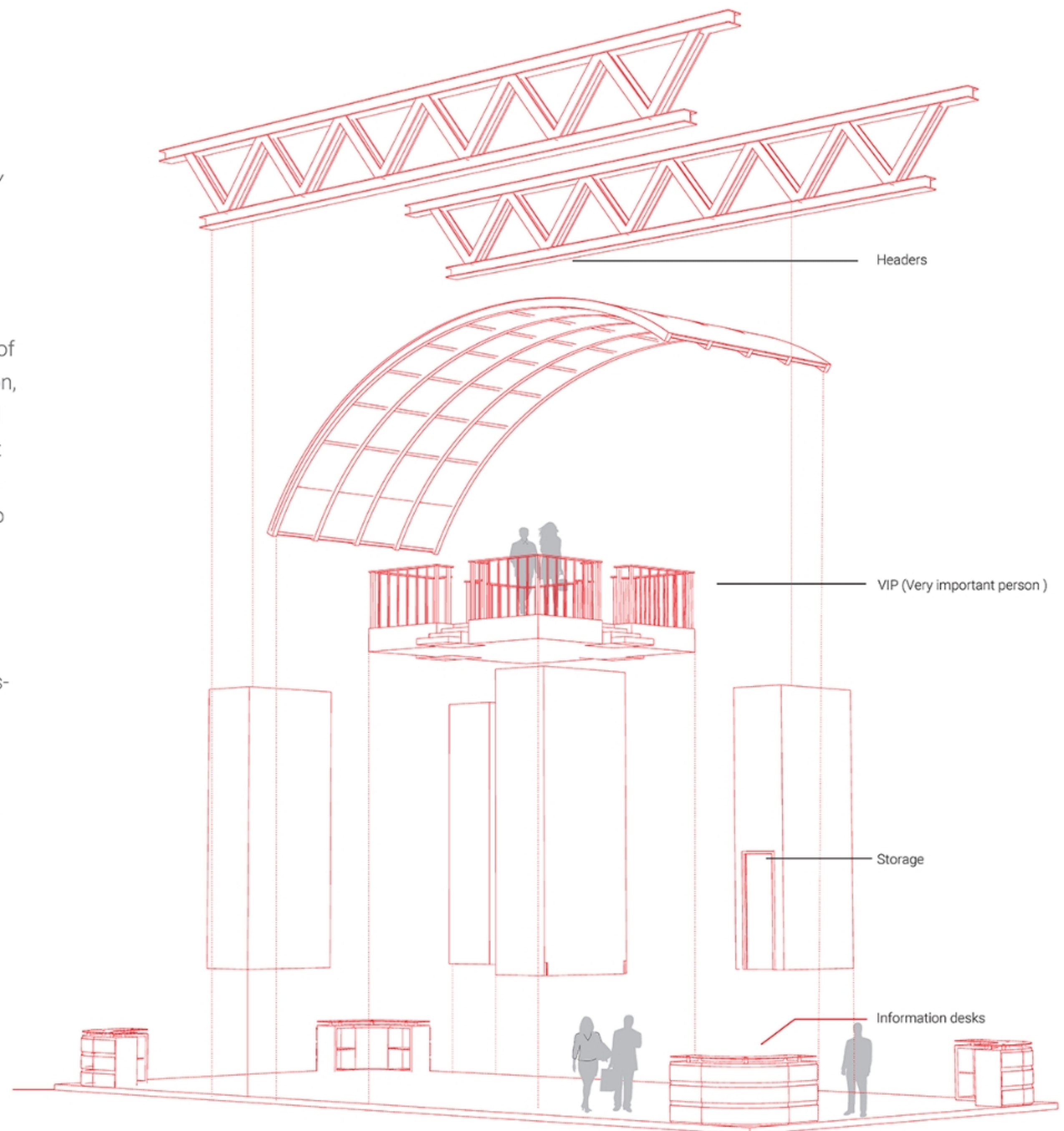
Inspiration for the design of this project was derived from the stage of construction refinery of the clients' company. The clients asked for a design that represents their collaboration, and the design of the stand must symbolize their power and expansion when compared to their opponents. In addition, they wanted me to use the forms of their refinery structures in the design of their stand. The official colors of the company are red, blue, and white. The booth was constructed to be 180m², with client access on 3 sides. Due to the fact that these four companies need to have equal spaces to interact with their own clients, I decided to split the stand into four equal parts, so I dedicated one column to each company.

Inside the columns were spacious enough to be used as their storage, and the exterior walls were used for advertising purposes such as TV stands, logo headers, and posters.

Materials used included steel beams, particle boards, parquet (HDF), steel pipes, acrylic paint, Glass-halogen and projector lamps for lighting, and a laser show apparatus to compliment lighting. The design process I used began with gathering information from the company and its needs, hand sketching, client input and critique, computerization of the new draft, and finally construction. The computer medium used for the computerization phase included Auto Desk 3D Studio Max + V-Ray (GI-Plug-In) for 3d Studio Max + Auto Cad + Adobe Photoshop.



Two digital renderings show the exhibition booth from the west and south sides

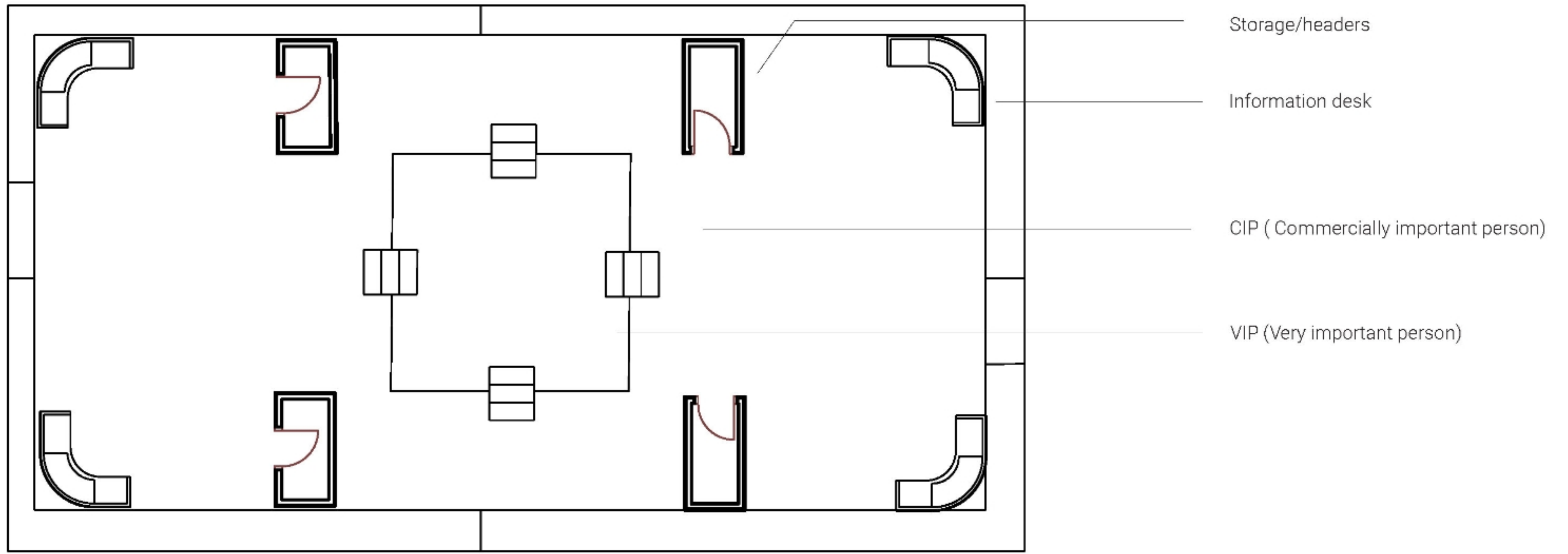


This drawing shows the architectural space in more detail.

Construction process

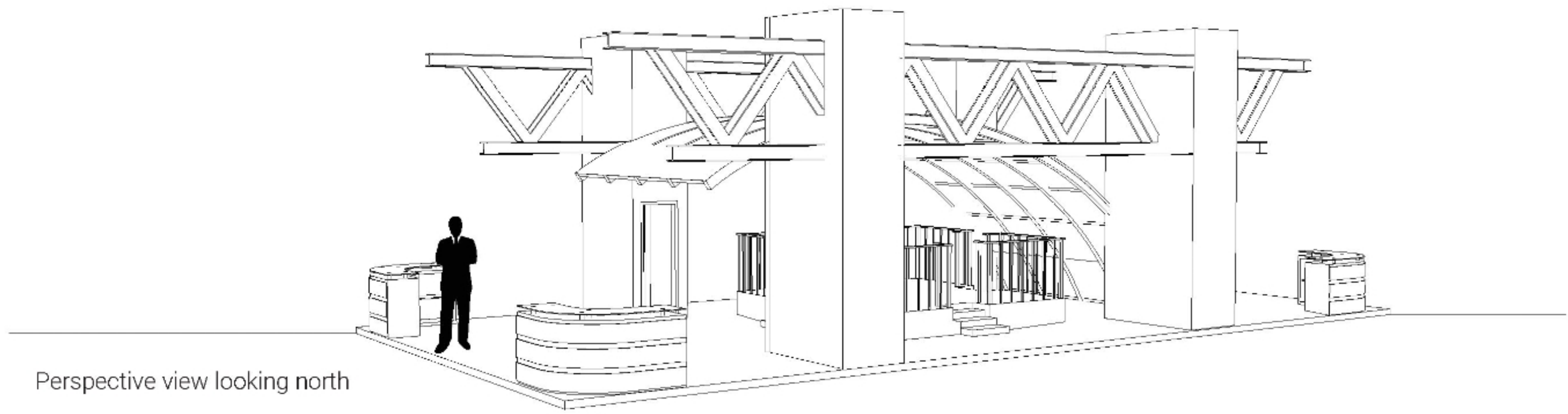


The pictures above represent the construction process at the convention center hall.

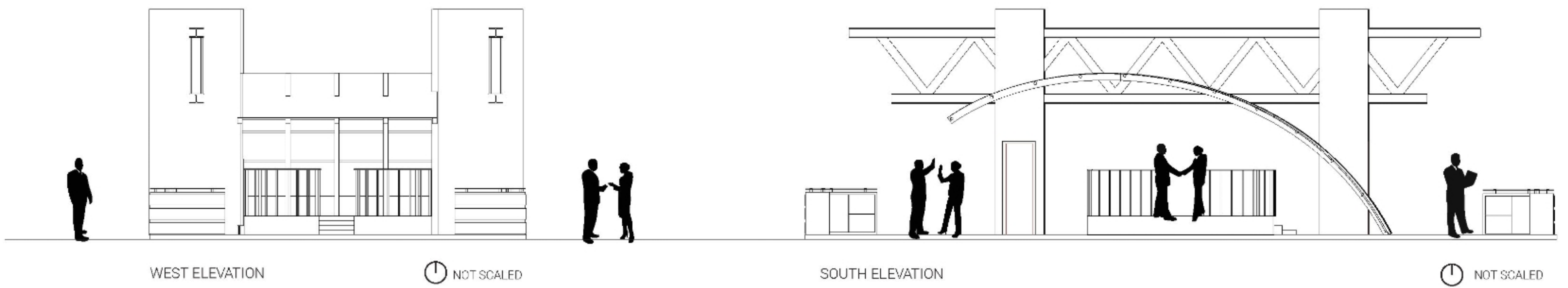


Floor plan

⌚ NOT SCALED



Perspective view looking north



WEST ELEVATION

⌚ NOT SCALED

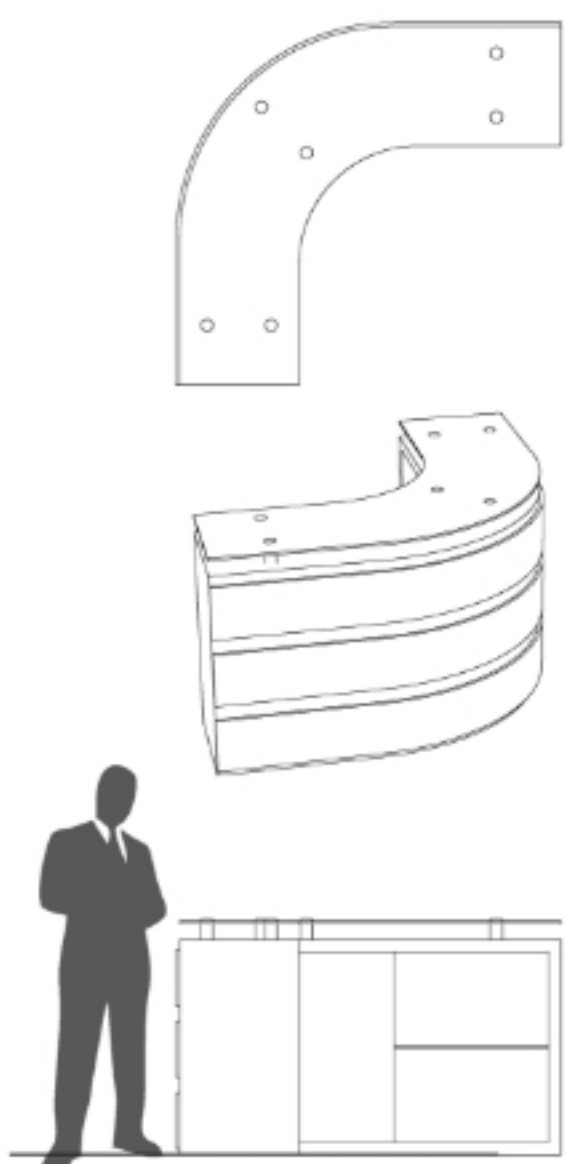
SOUTH ELEVATION

⌚ NOT SCALED

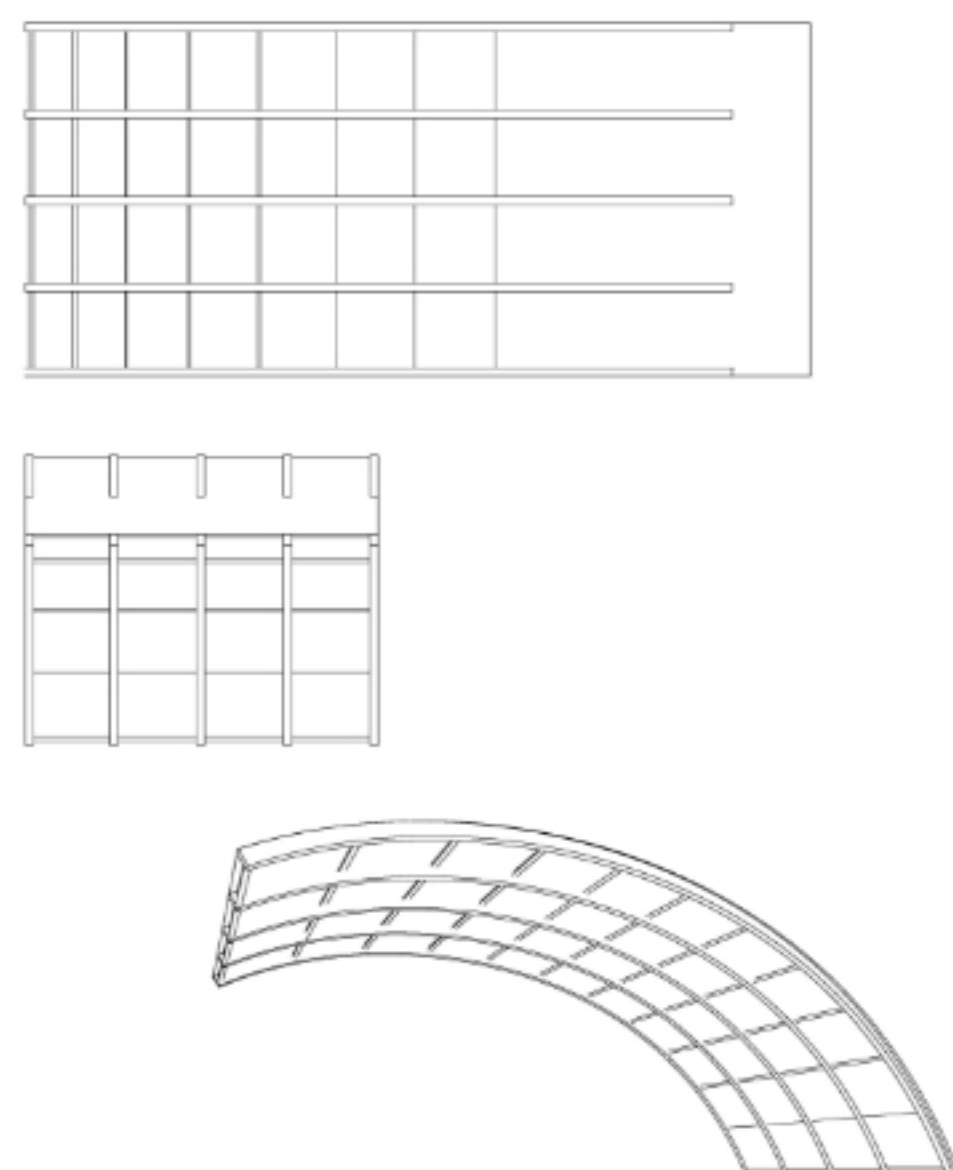


The pictures above show the constructed exhibition booth.

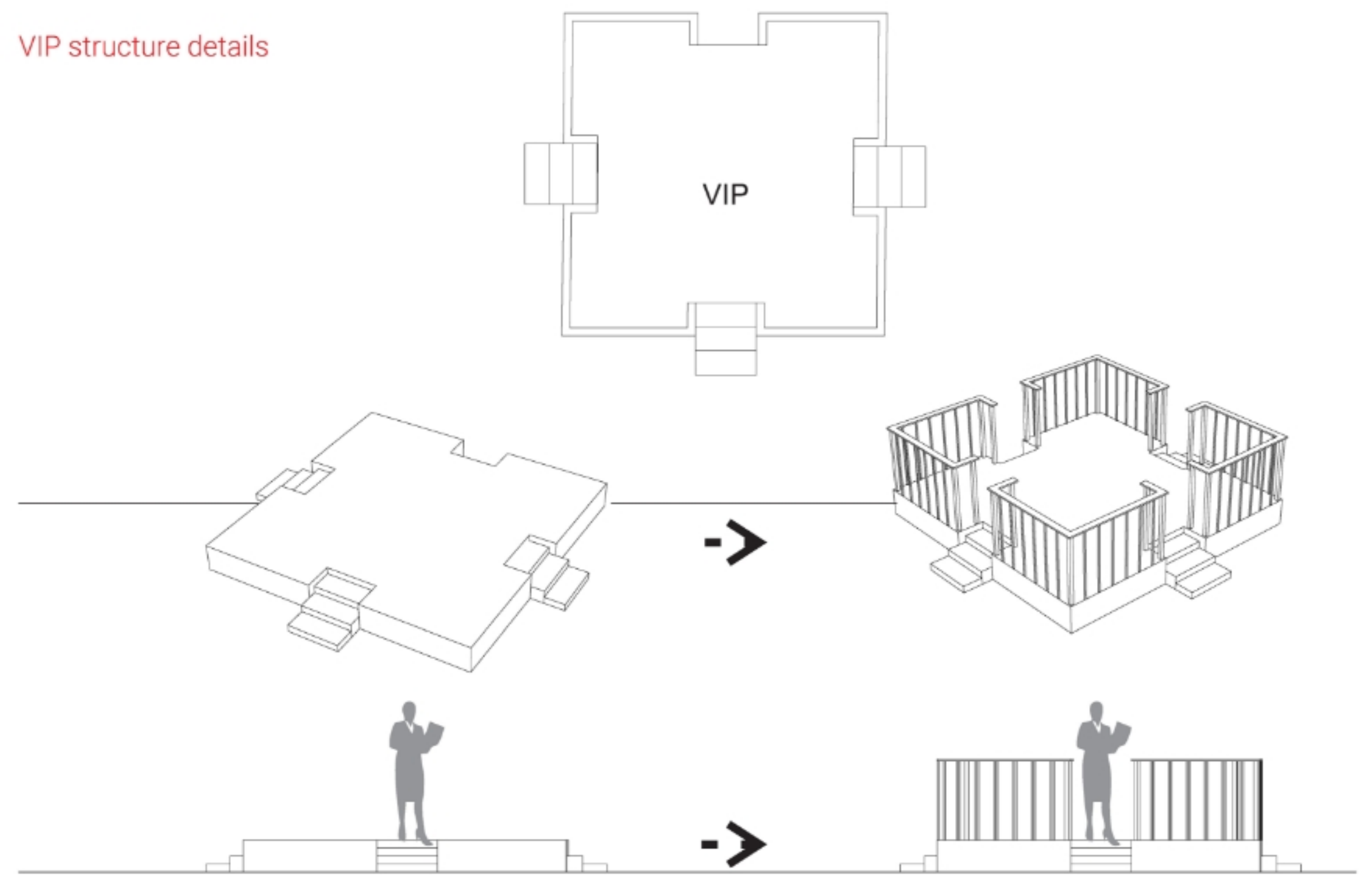
Information desks details



Roof structure details



VIP structure details



This figures represent some detailed drawings regarding the VIP, Roof structure and the information desks. The VIP has a capacity of 8 visitors at the event.