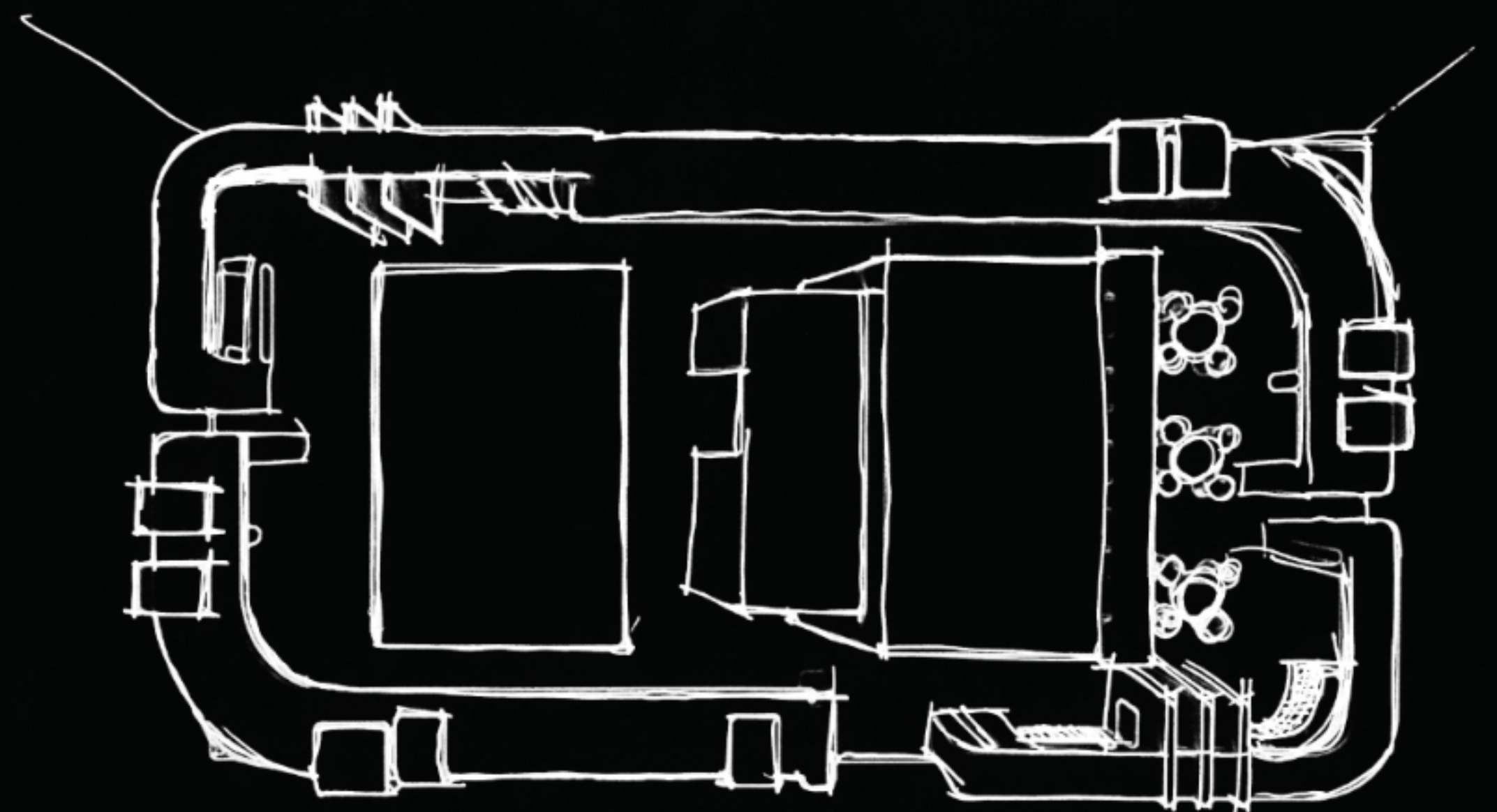
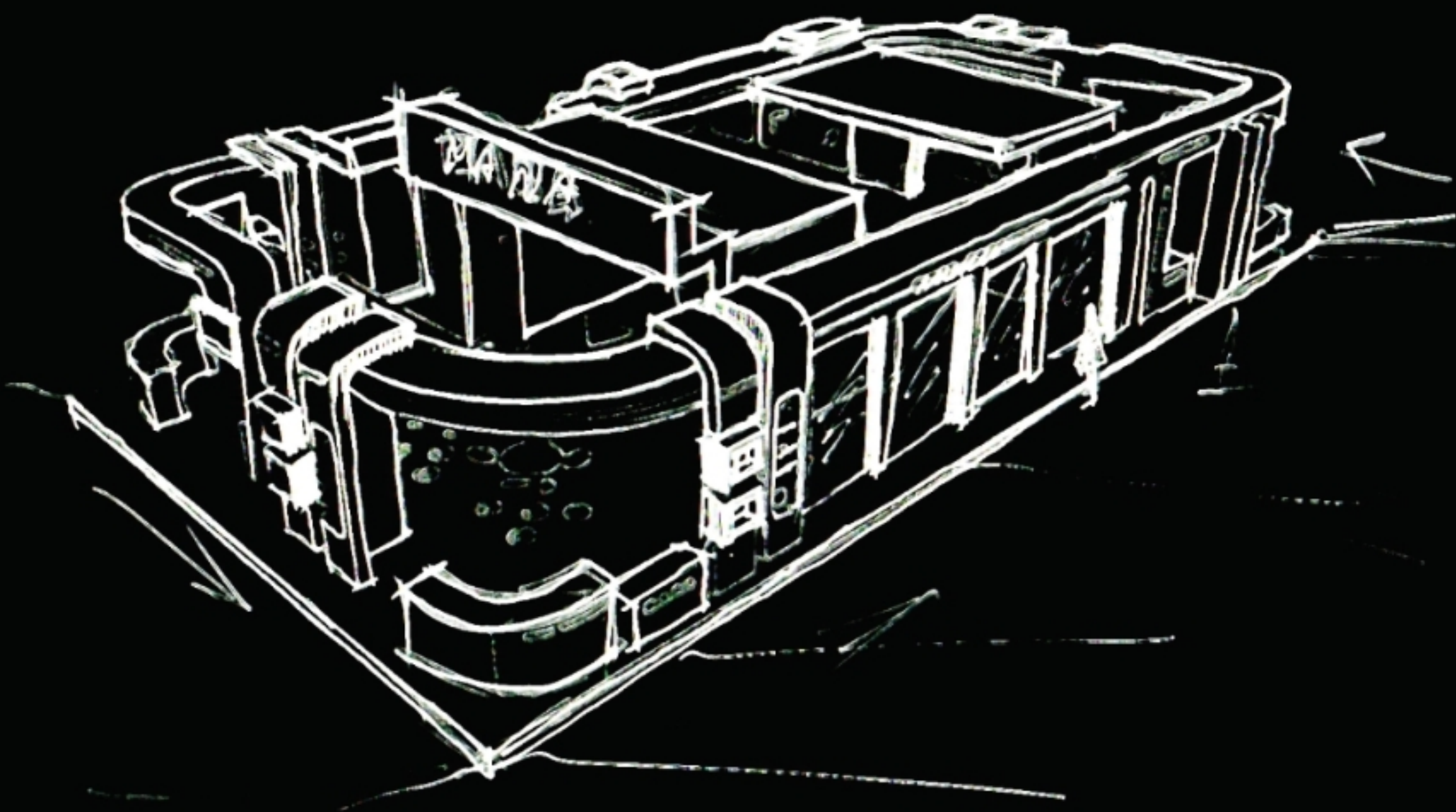
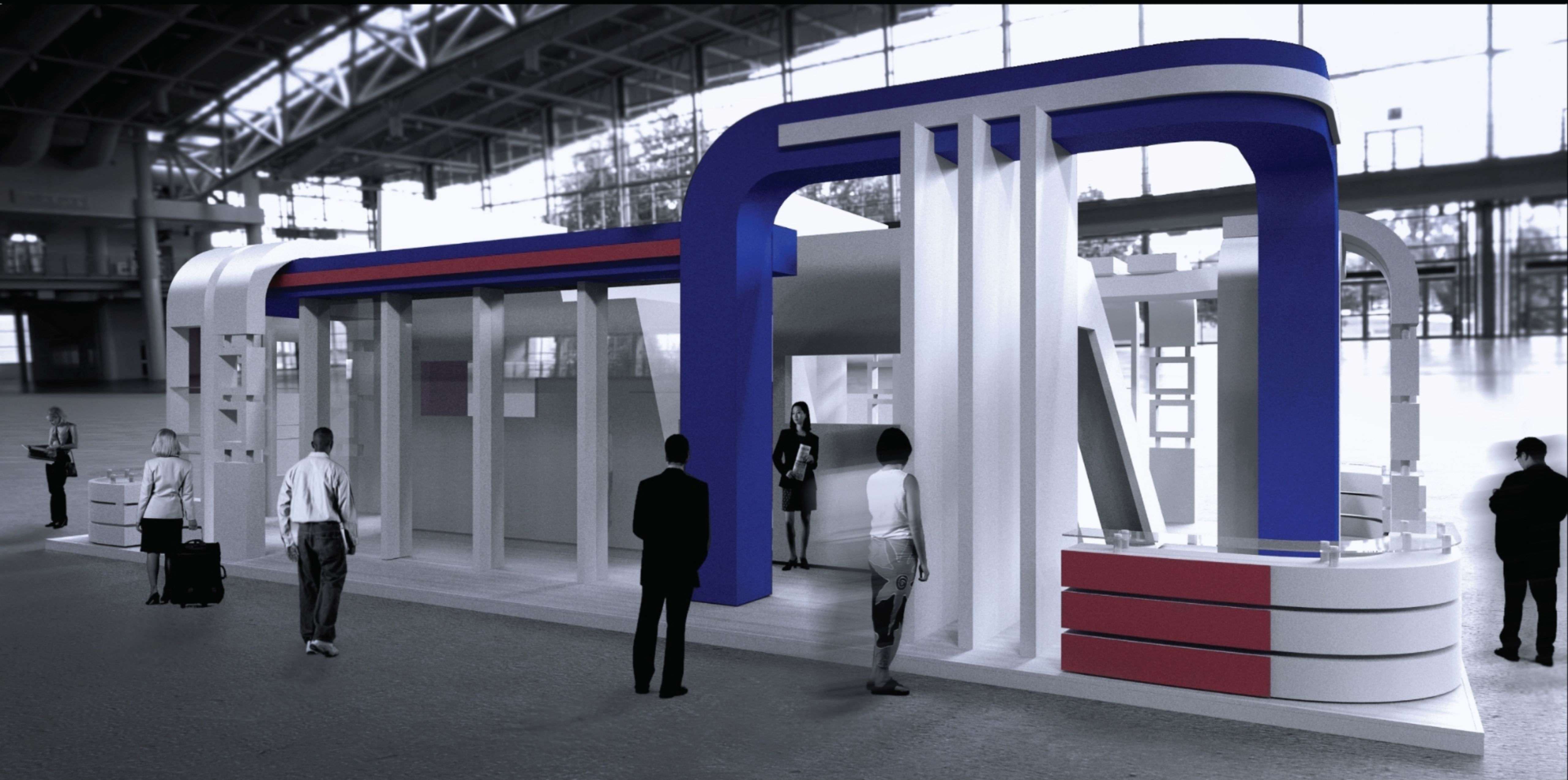


Tehran International Agrofood Show

MANA

2007/2008



Description

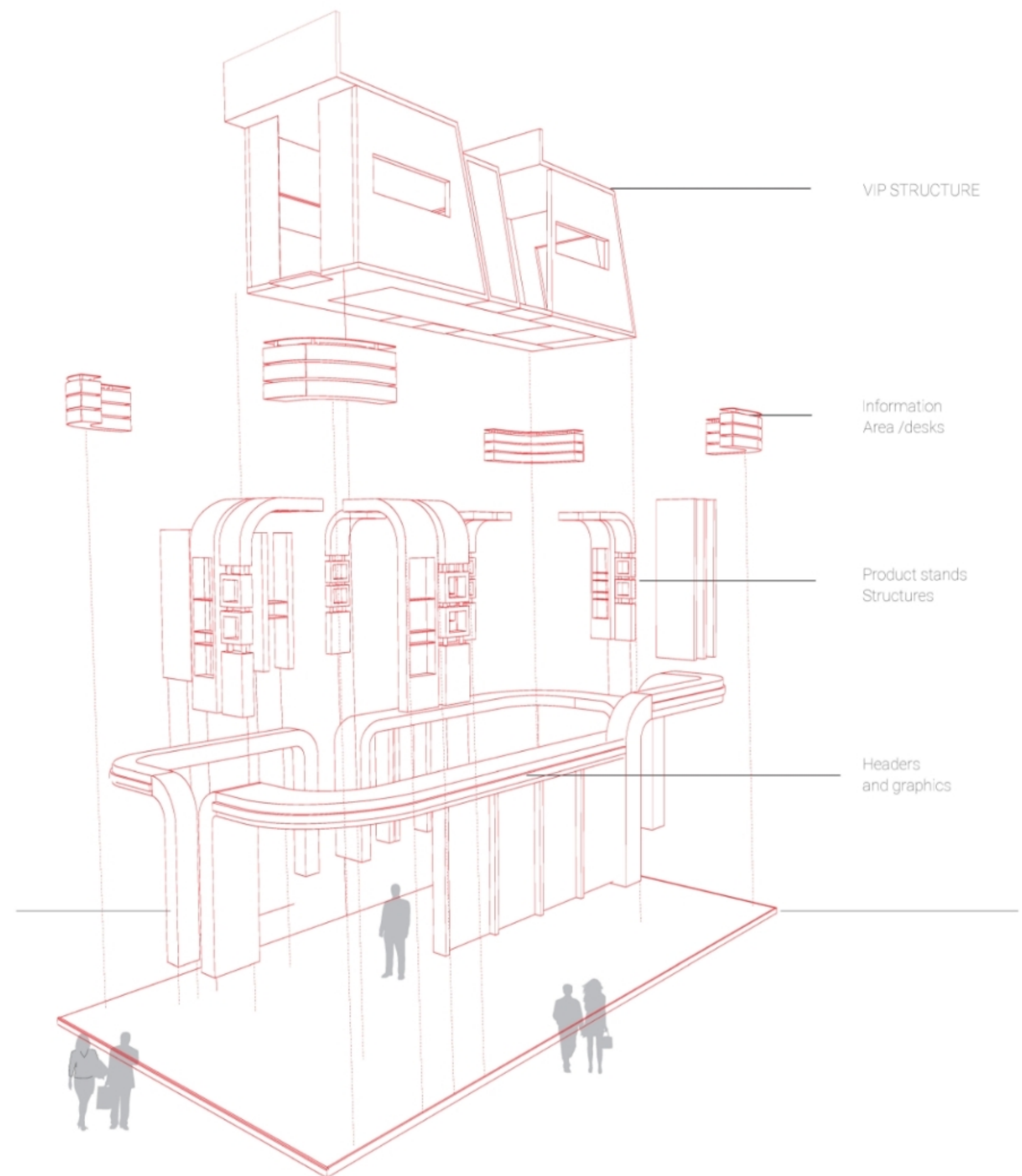
This project was designed and constructed for the Mana Company in 2008. The Mana Company is based in Tehran, Iran and is one of the largest agricultural companies in the Middle Eastern region. This trade show in particular was the 2008 International Exhibition of Food and Agricultural Products (AGRO FOODS 2008, Tehran, Iran).

My inspiration for the design of this project was derived from the smoothness and shape of spaghetti, which was the main agricultural product of the company. The official colors of the Mana Company are blue, red, and white. The booth was constructed to be 260m², with client access on 4 sides; this included 4 entranceways, and upon entry, clients considered C.I.P. were taken to one of six tables for further product information. Clients considered serious buyers were then directed to the V.I.P. section located at the center of the booth.

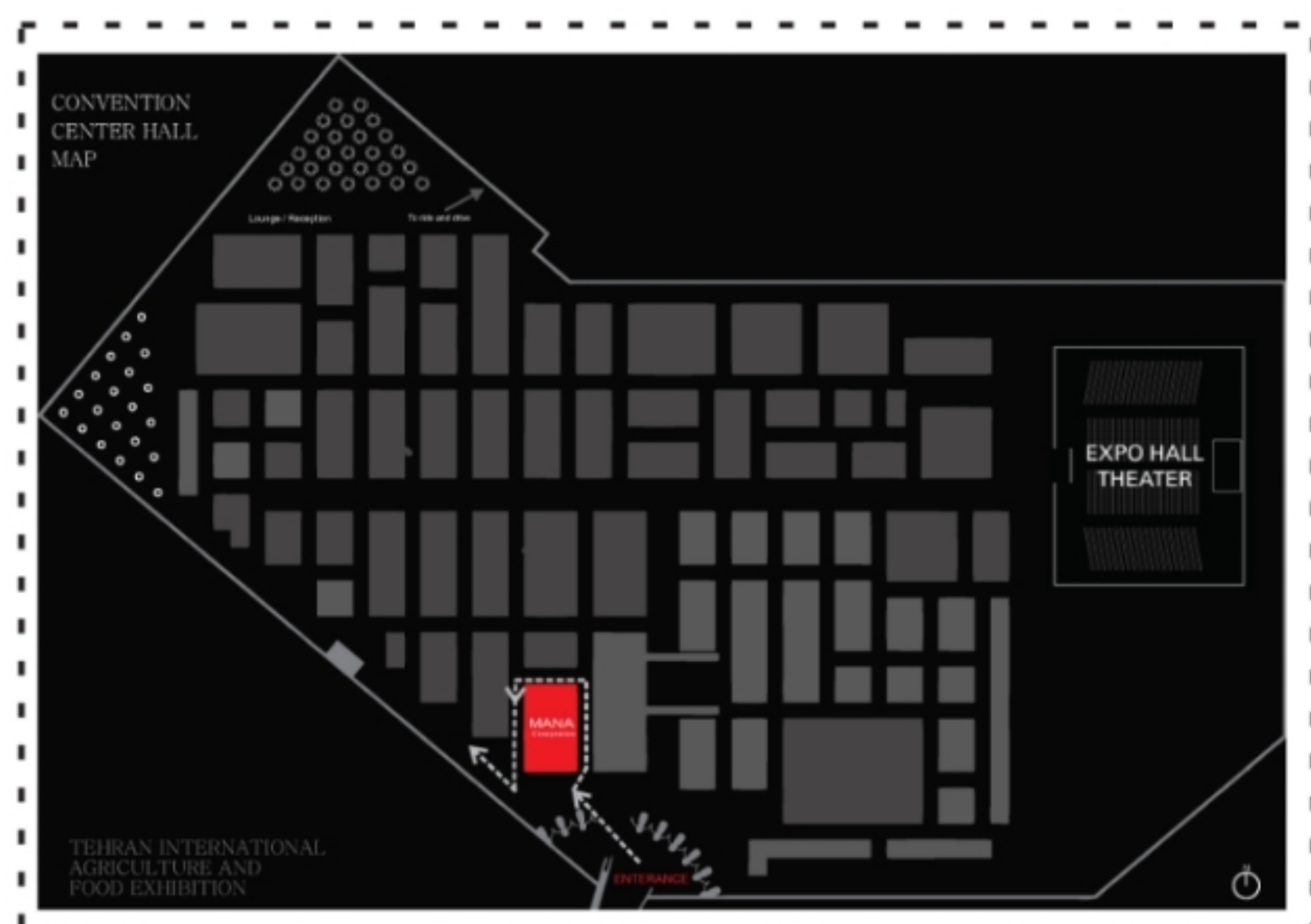
Company products were also embedded in the exterior walls of the structure behind a glass screen, while multiple television monitors displayed company multimedia on the exterior spaces, which could be observed by visitors.

Per request of Mana Company, the booth was specifically designed to have more privacy than standard exhibition booths, as the Mana Company's aim at this particular tradeshow was to cater to specific cliental with previous appointments. In order to create a visual access from the outside to the inside of the stand, I used screen printing mesh on eight exterior walls which were made by glass to represent the sense of transparency. In addition, as per Mana's request, I used four Backlit Logo Headers, which was an excellent way to make the company name and logo attract attention. Materials used included steel beams, particle board, 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. This structure won the first place for design and construction.

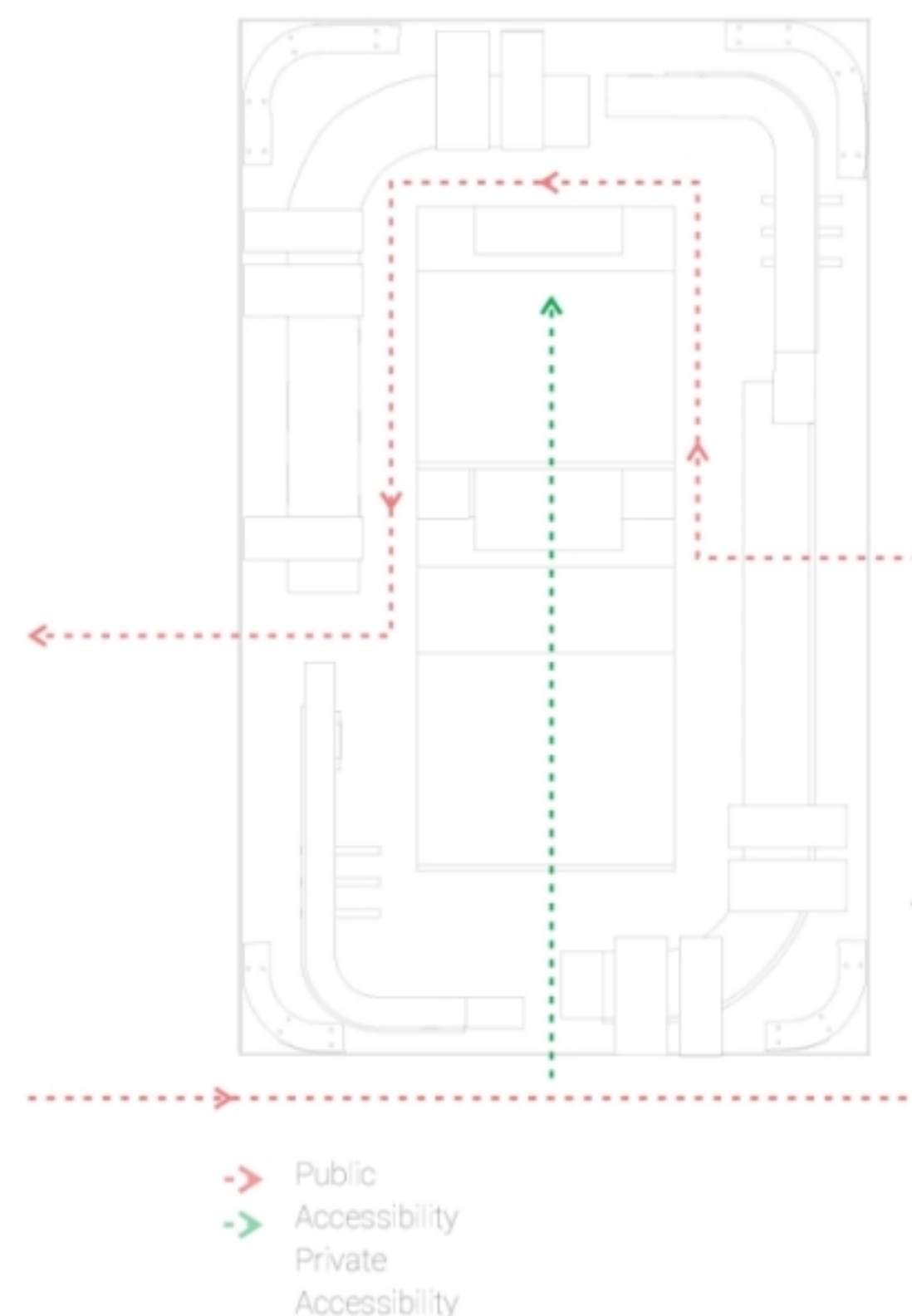


Booth location
In the convention center hall

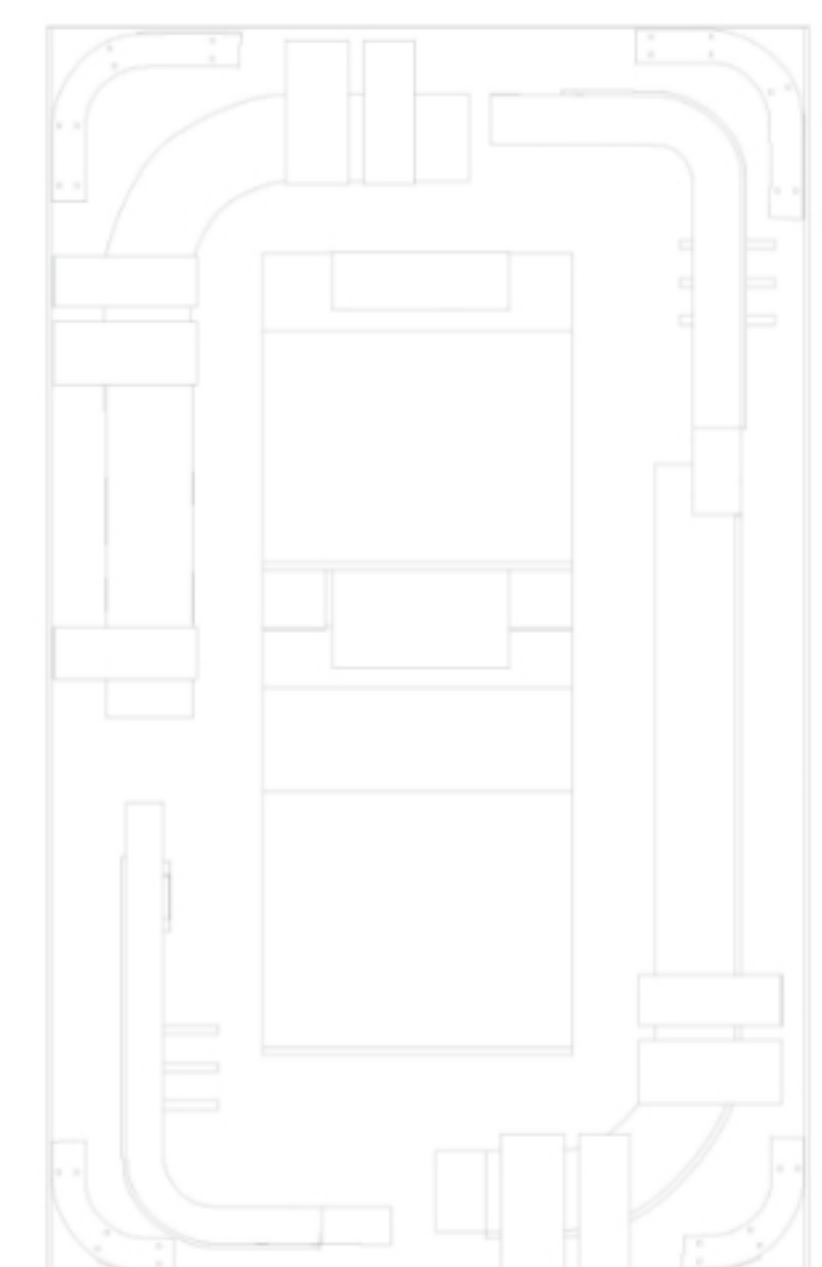


The diagram above represents Convention center hall map and circulation access / pattern.

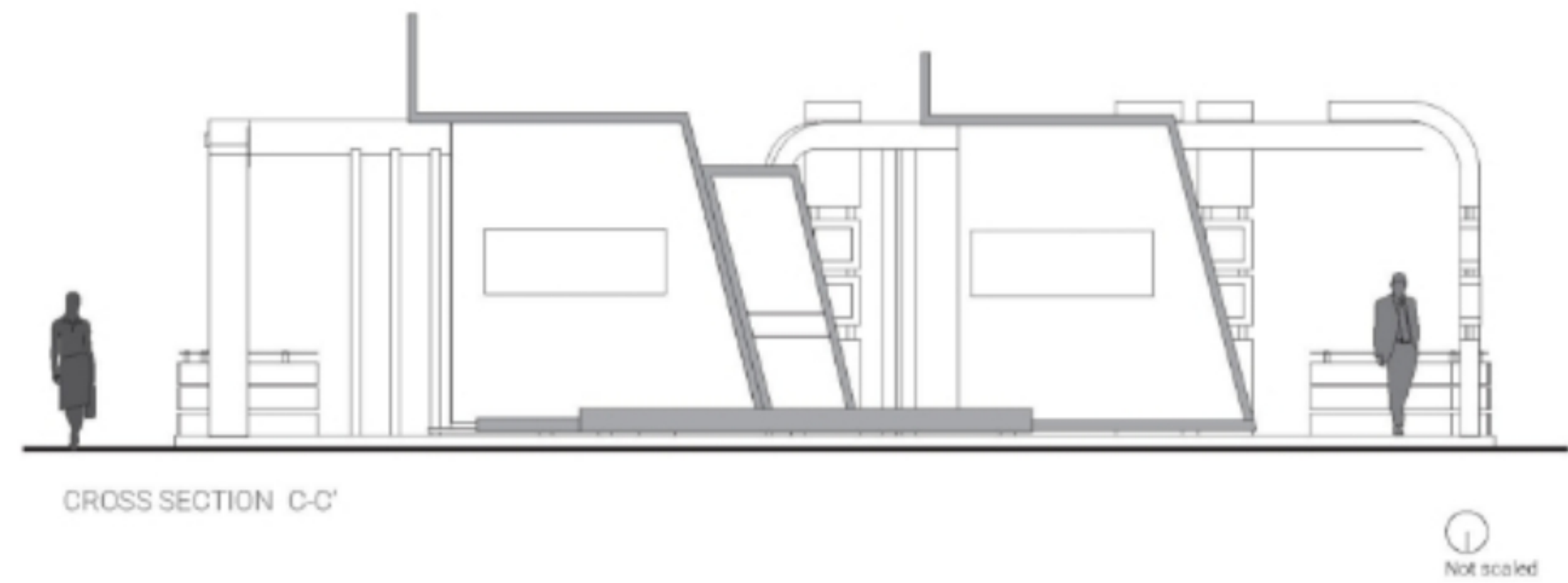
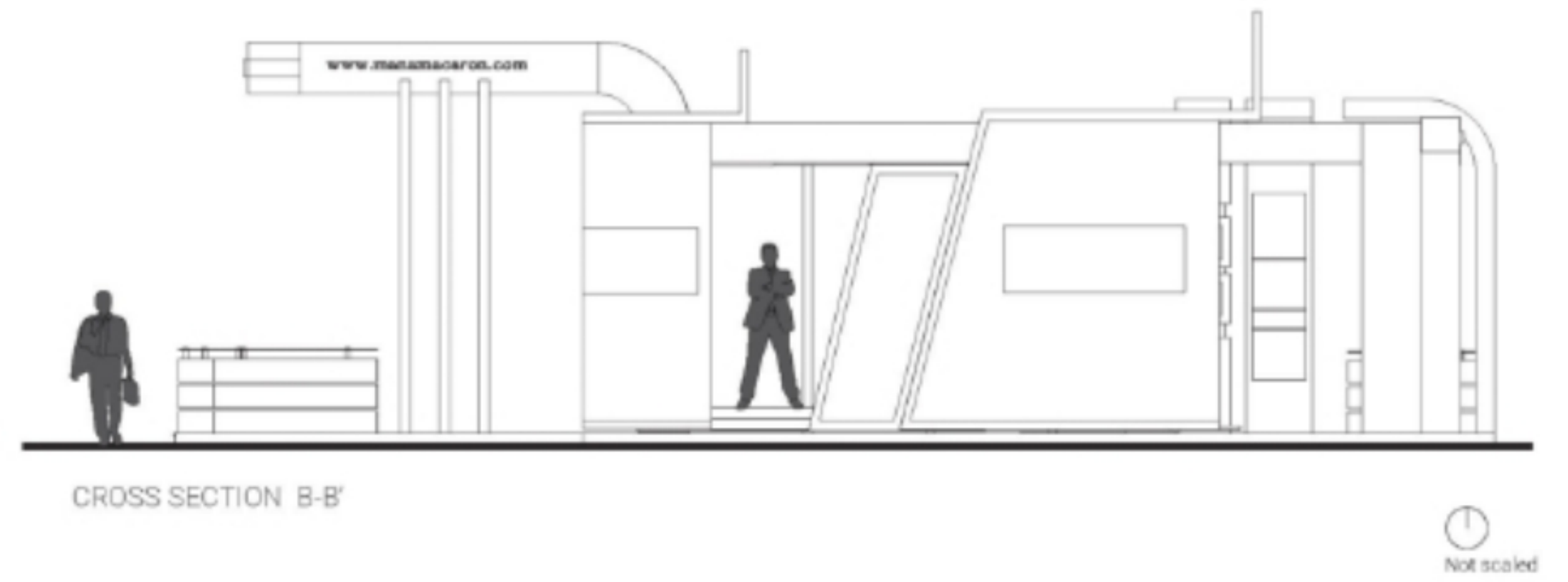
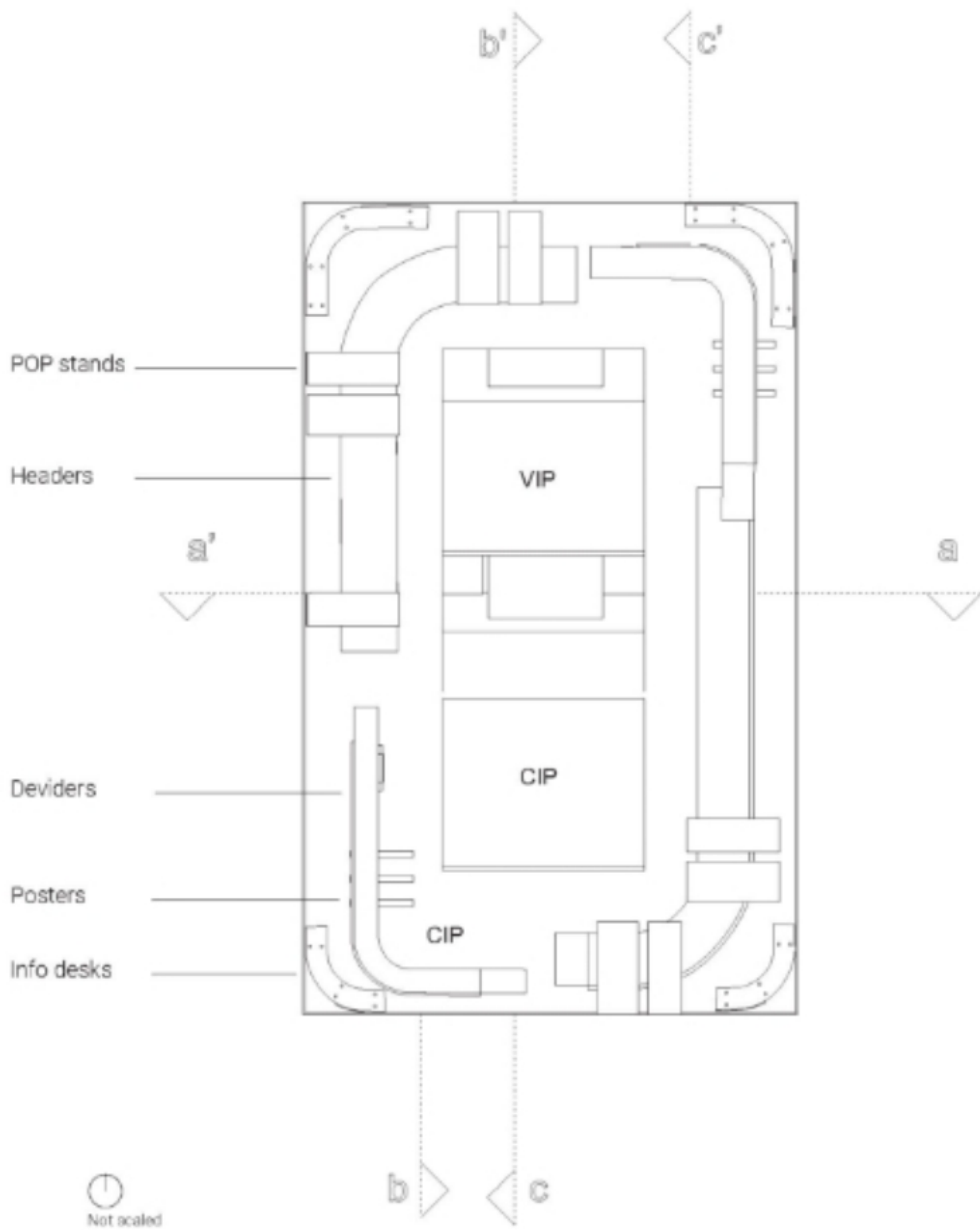
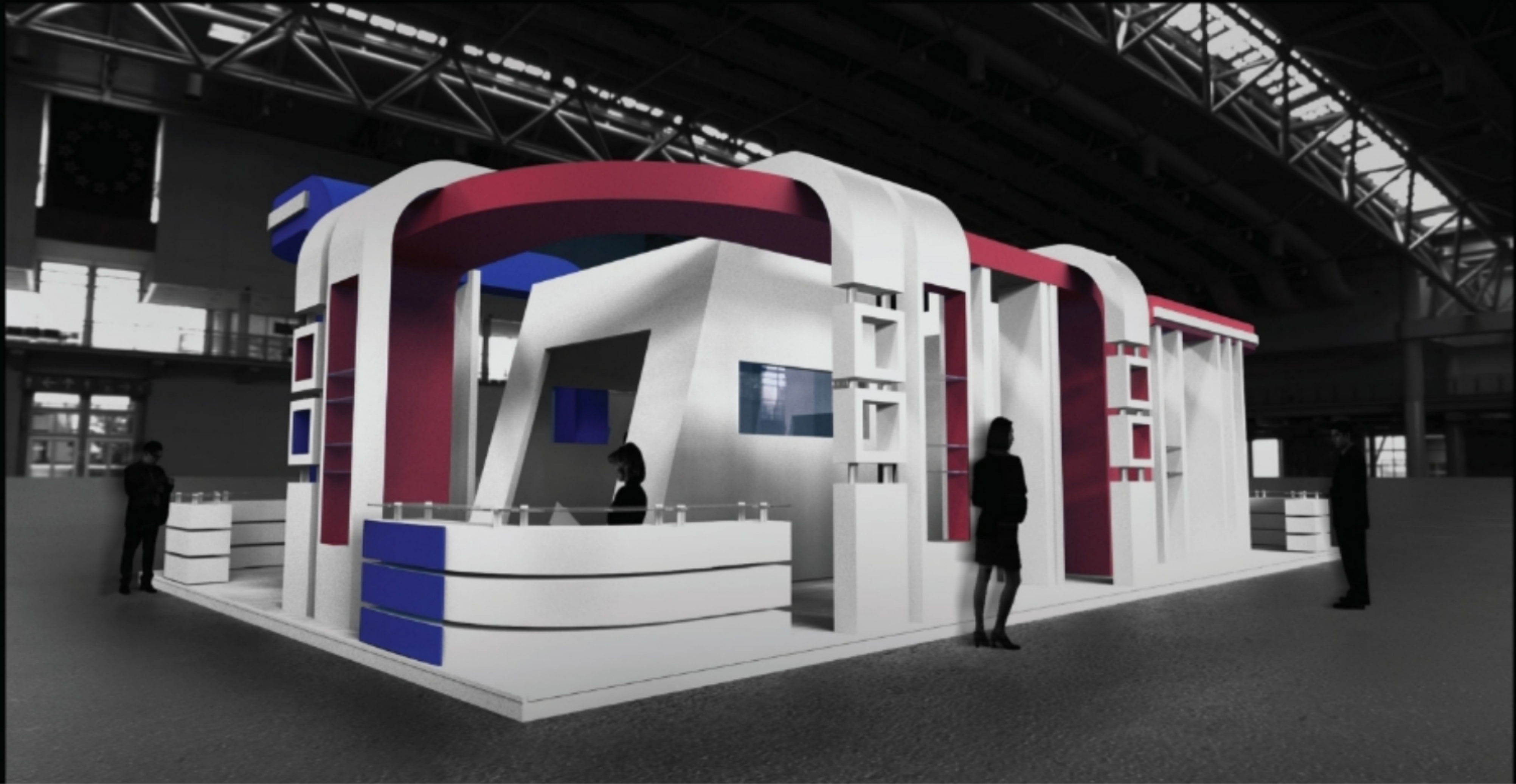
Circulation and accessibility diagram



Floor plan and details



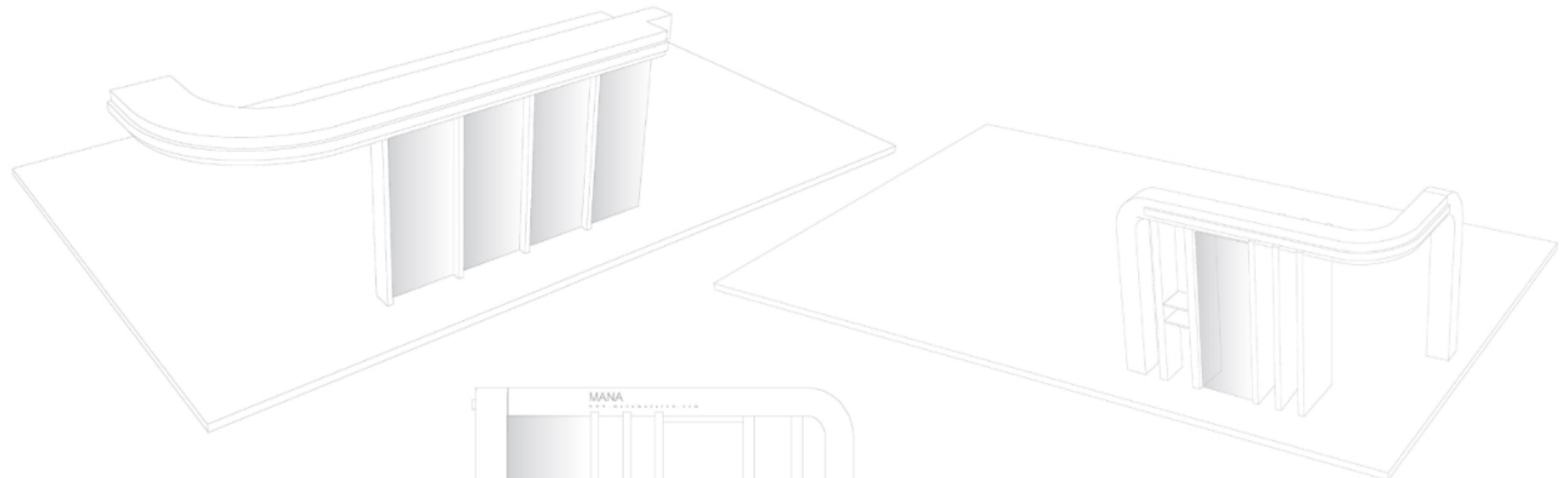
1. Vip (very Important Person)
2. Booth Header
3. Information Desk
4. Entrance
5. Booth Headers
6. Product Stands



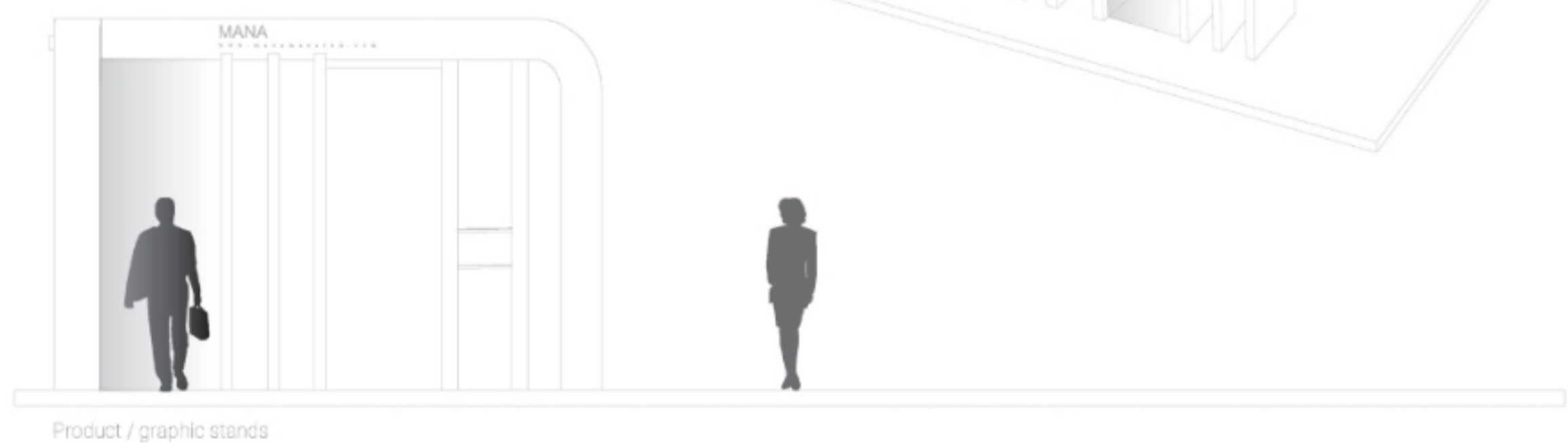


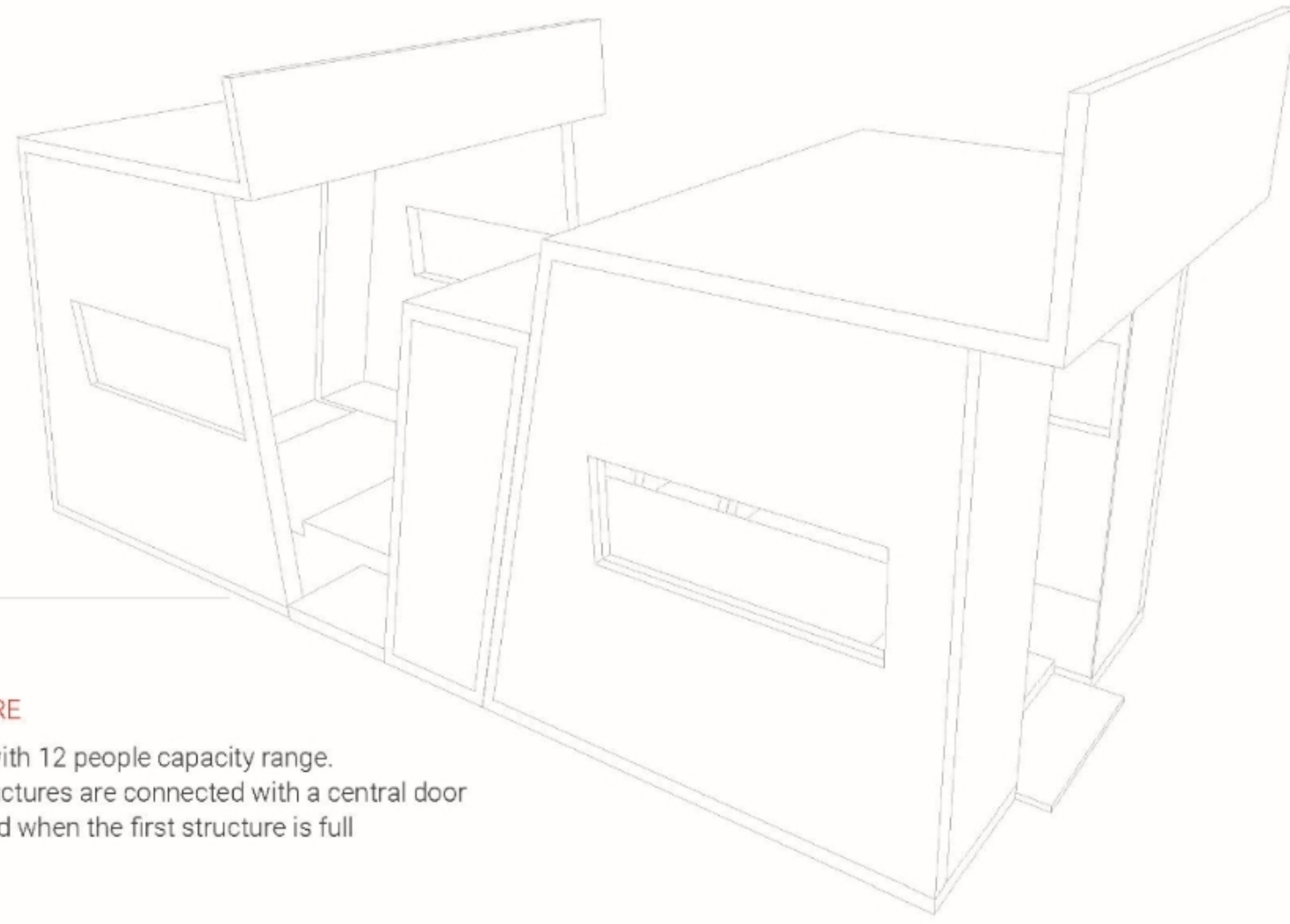
Graphic stands

The most commonly used material is a heavy weight vinyl technically known as PVC. The weights of the different banner substrates range from as light as 9 ounces to as heavy as 22 ounces per square yard, and may be double- or single-sided. Grommets can also be added in order to facilitate hanging of the banner. Banner hem tapes are also used to protect the lamination of the banner, fasten the hems neatly, and adhere to various surfaces. Large banners (which can be so large that they cover the side of a building) are printed on a special mesh material so that the wind can pass through them. Using transparent vinyl on the glasses helps visitors see through the structure and enjoy the series of illustrations printed on the vinyl which represents the company's business plan.



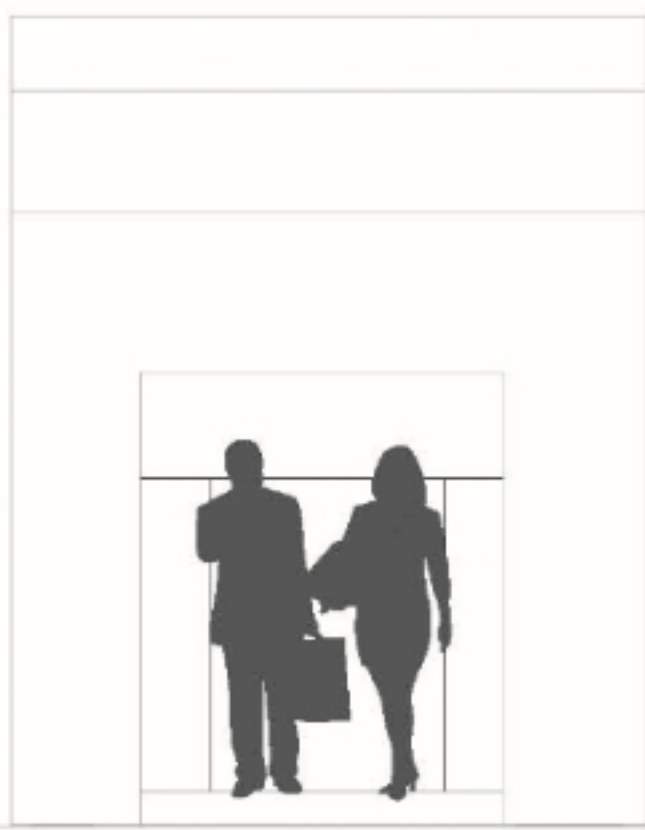
- Floor
Reclaimed wood
Various sources
Main Flooring
- Walls and Headers Finish
Colored MDF
- Walls and Headers Finish
Colored MDF
- Stands and Info Desks
Clear Glass



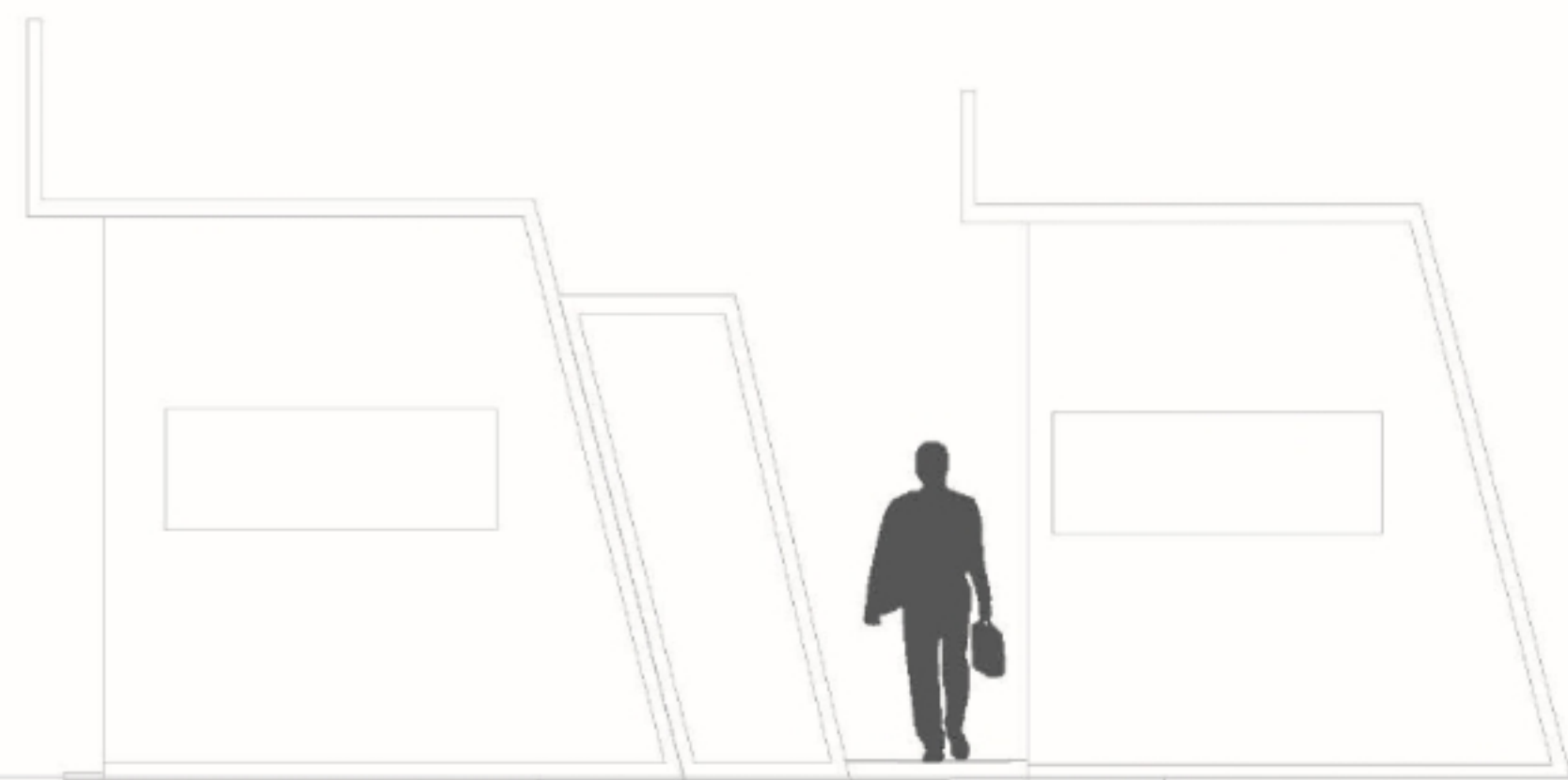


VIP STRUCTURE

Vip structure with 12 people capacity range.
These two structures are connected with a central door
It could be used when the first structure is full

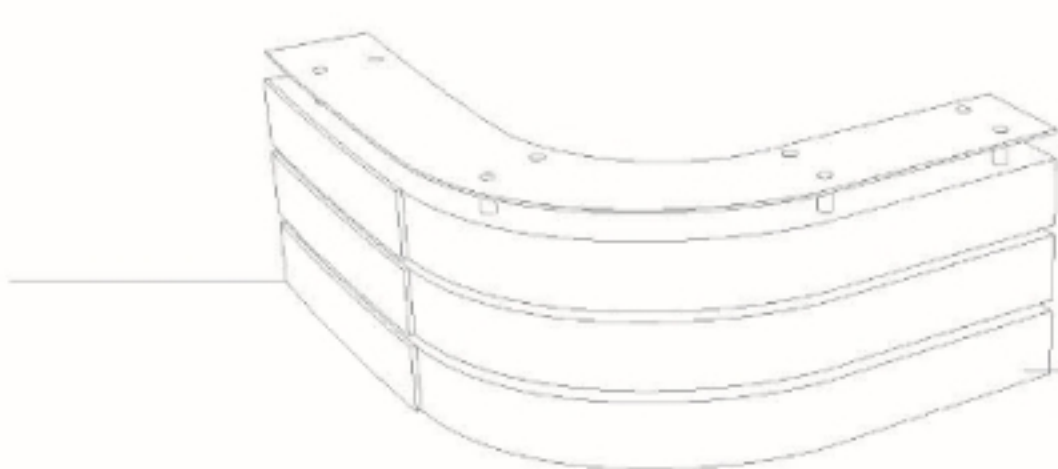
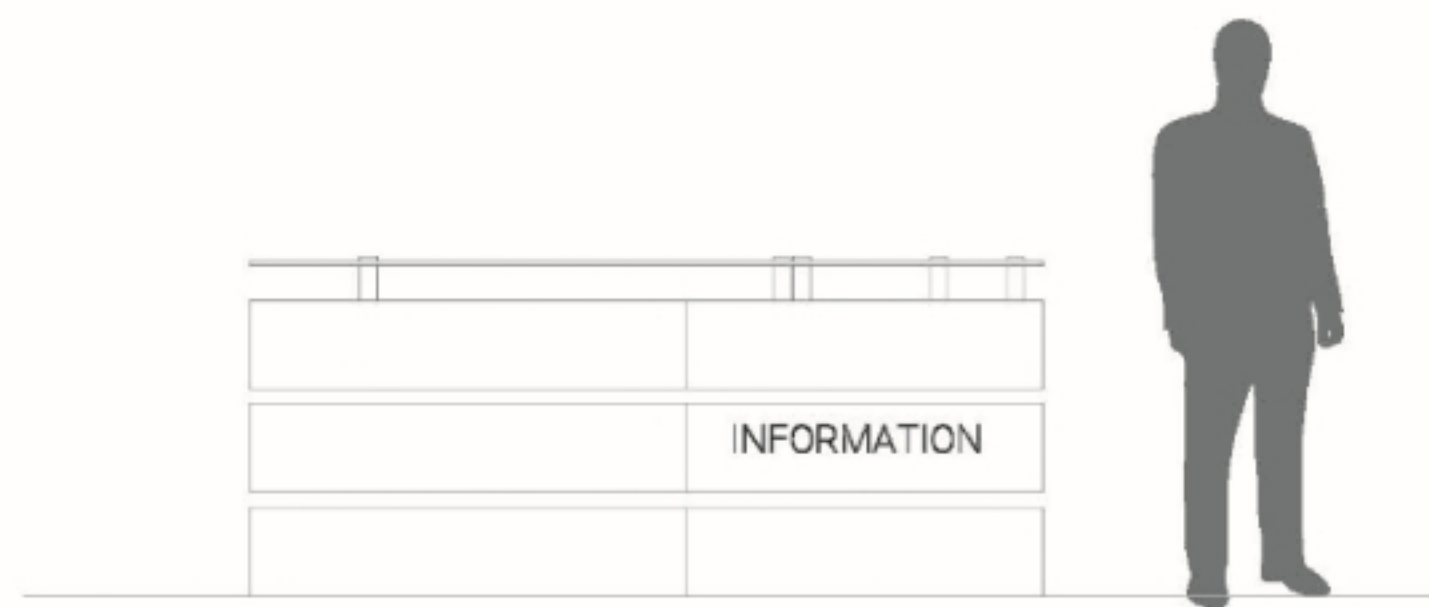


SOUTH ELEVATION



EAST ELEVATION

INFORMATION DESKS



Product Stands

