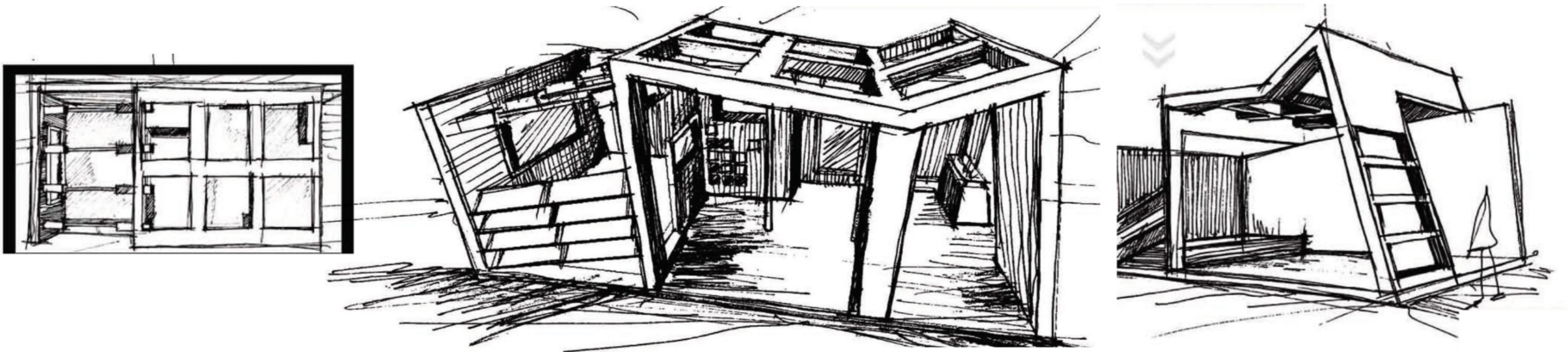
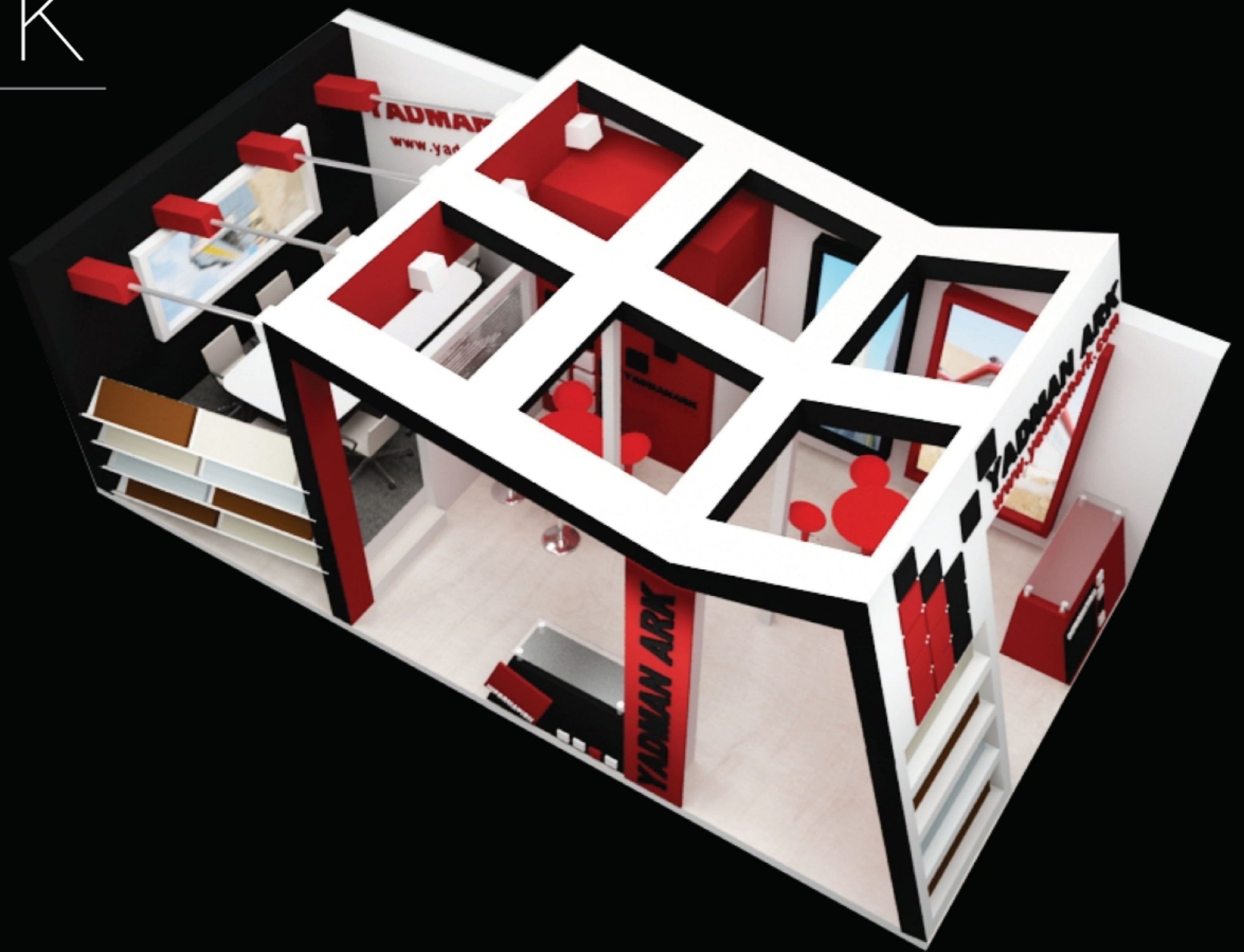


Tehran International Construction Show

ISO-TURK

2008

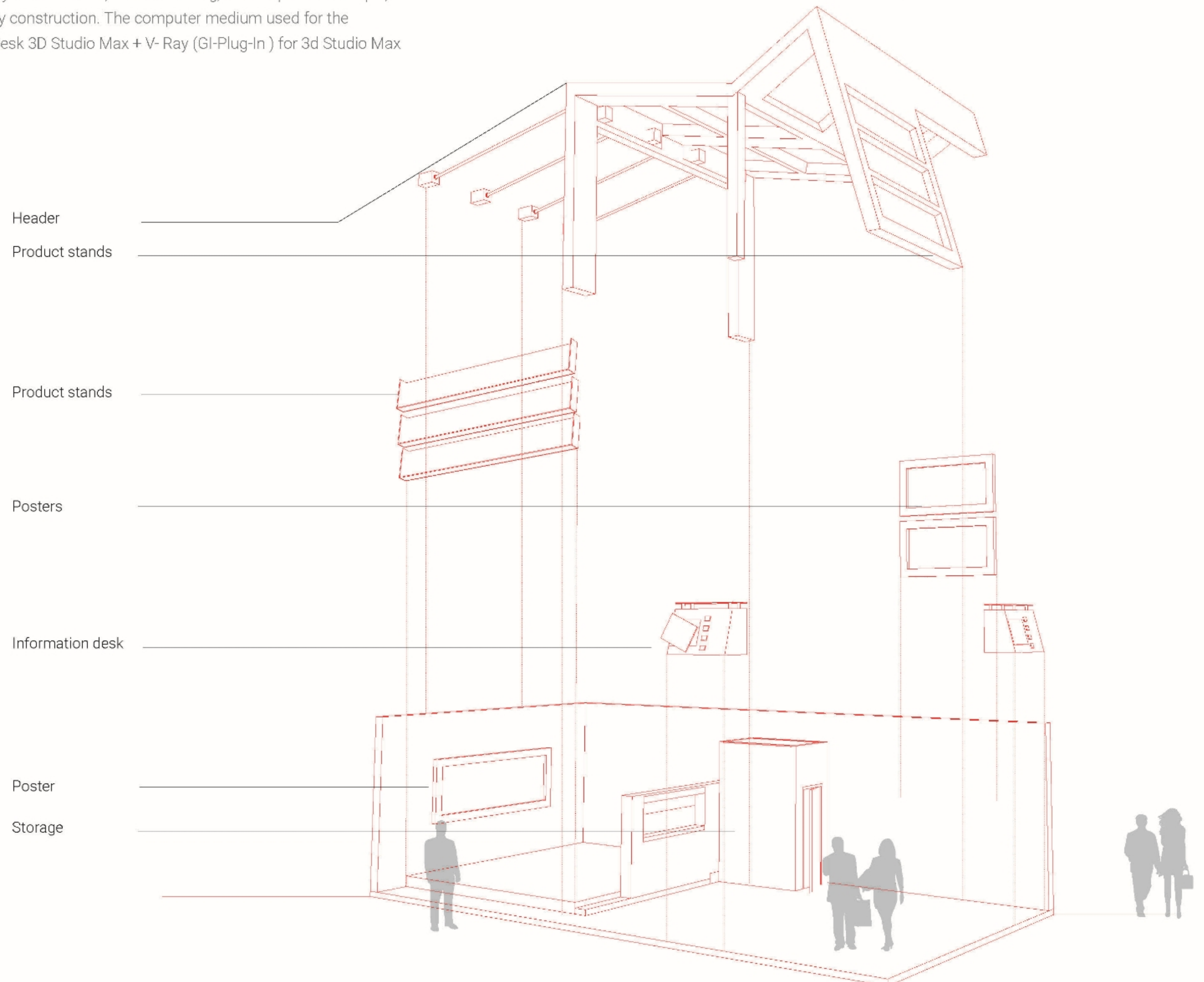
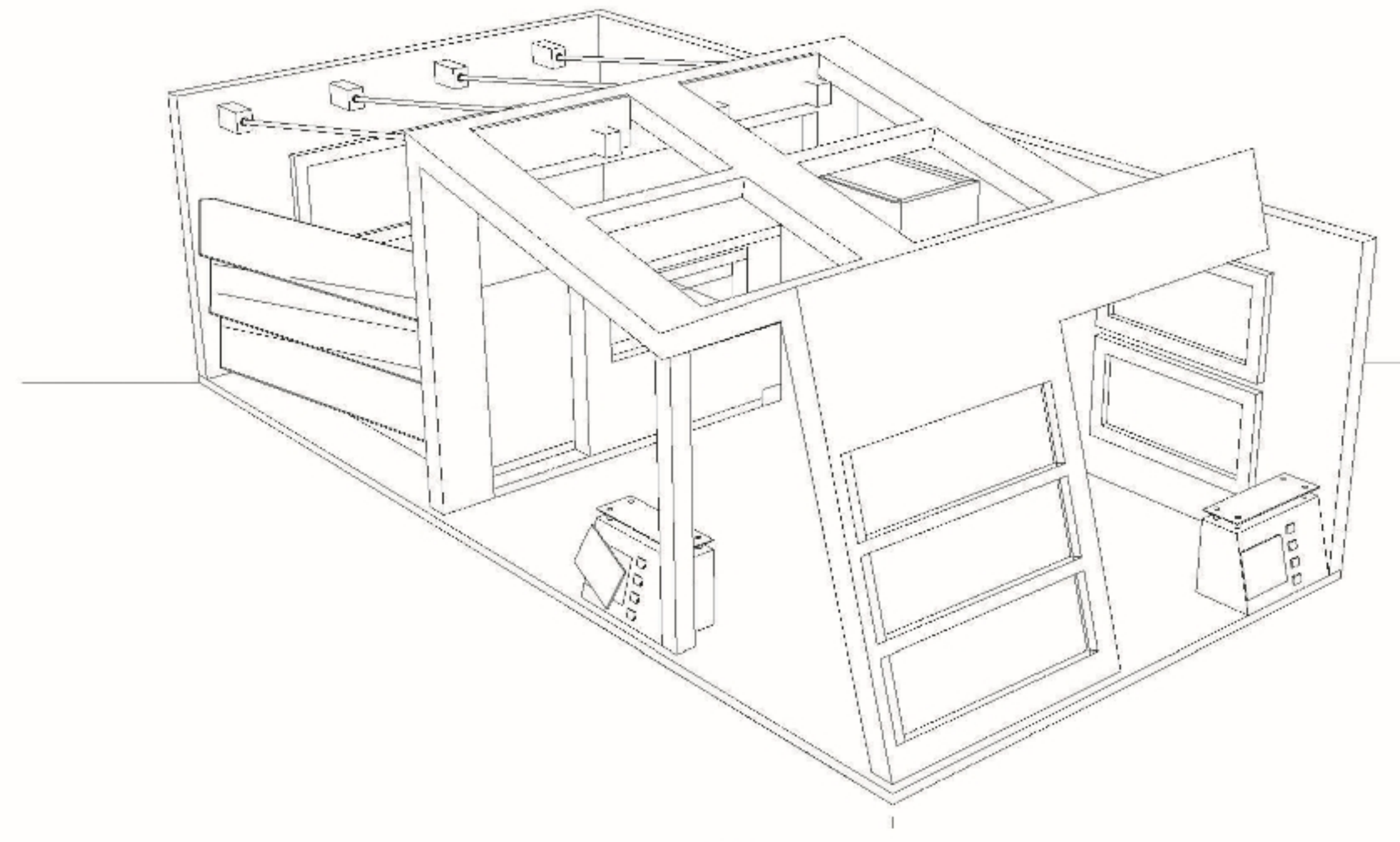


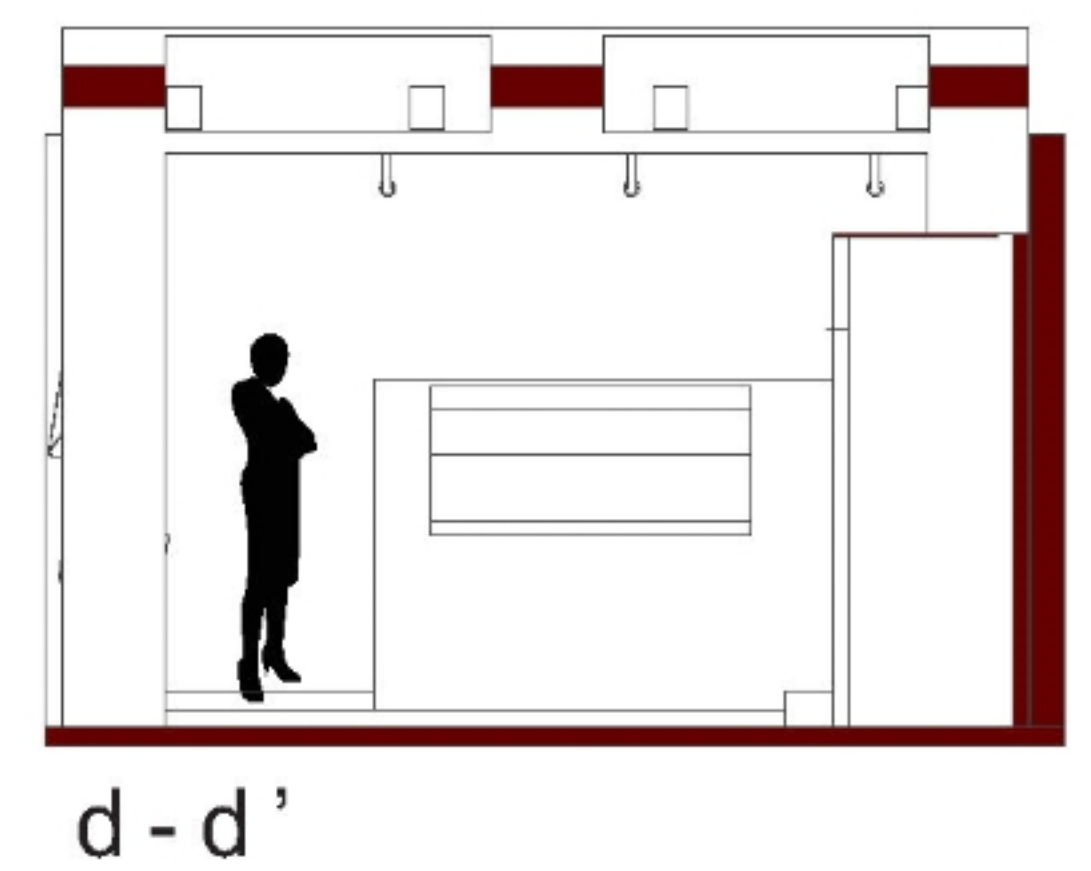
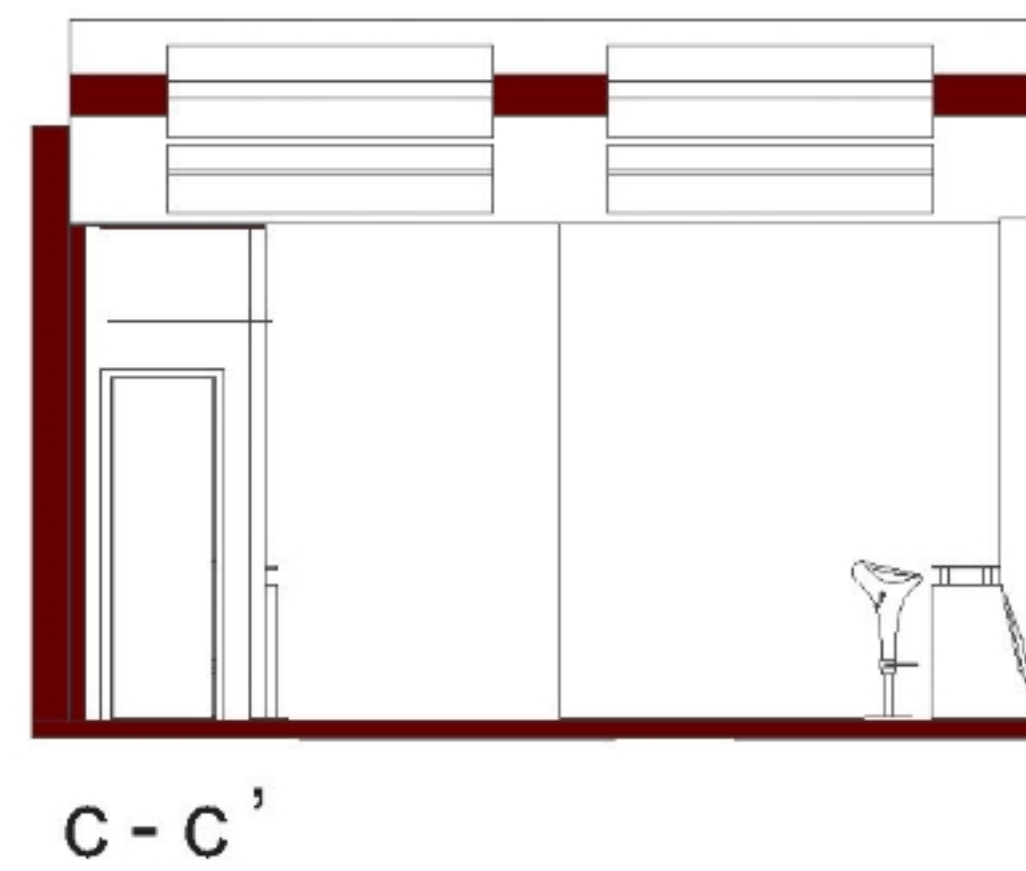
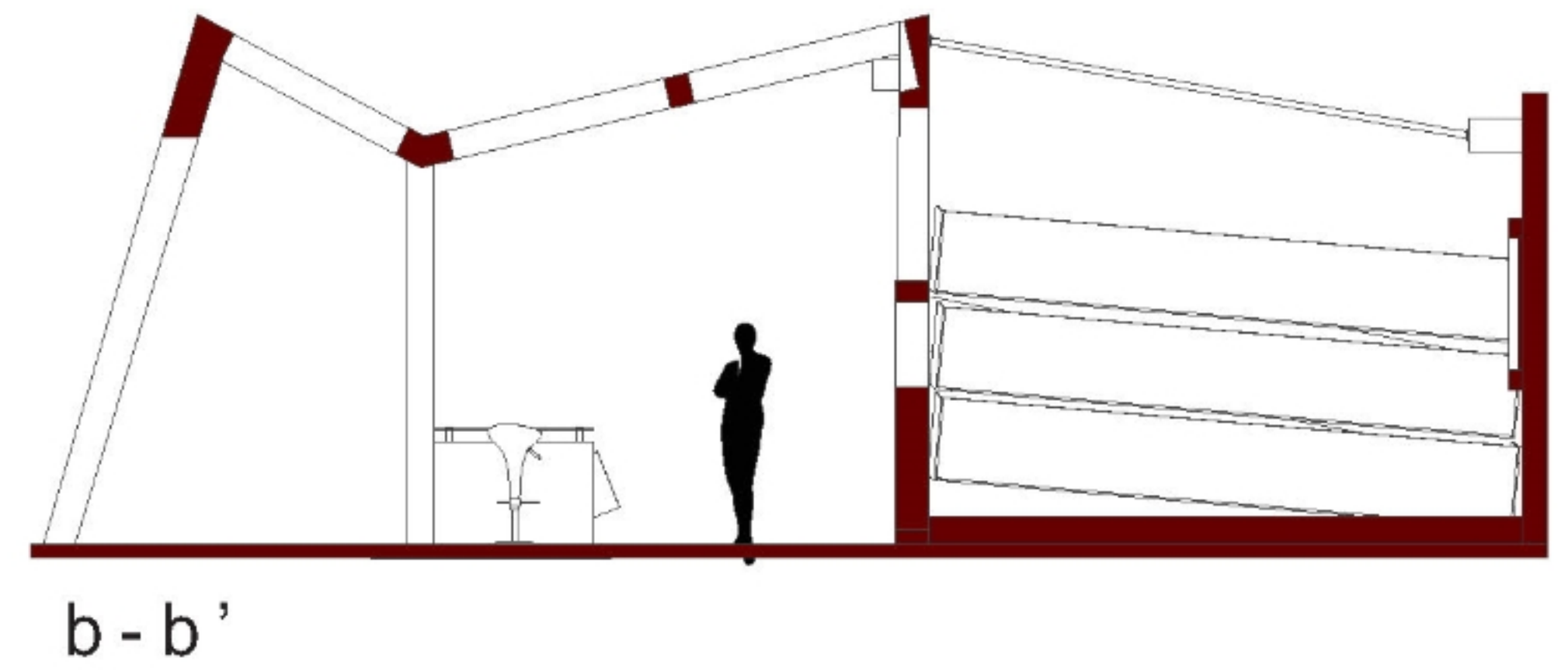
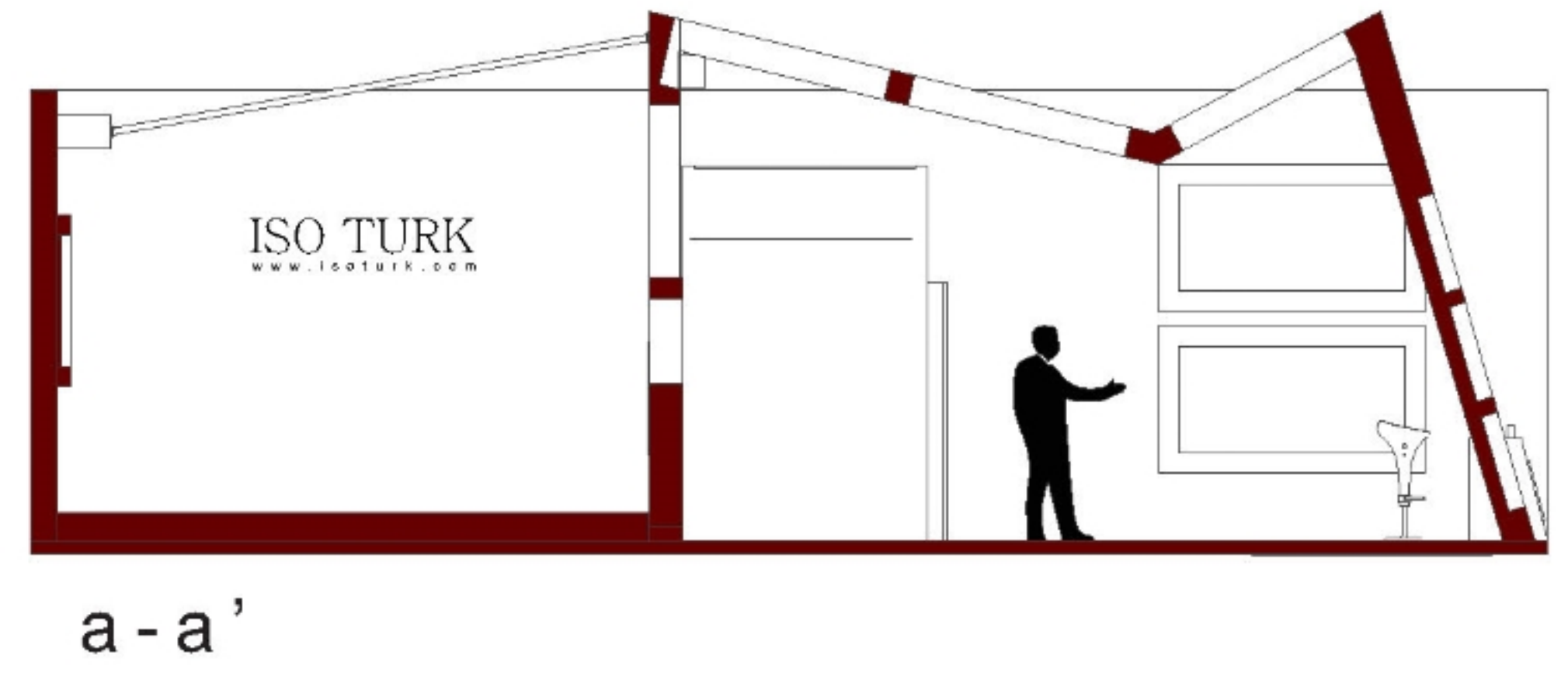
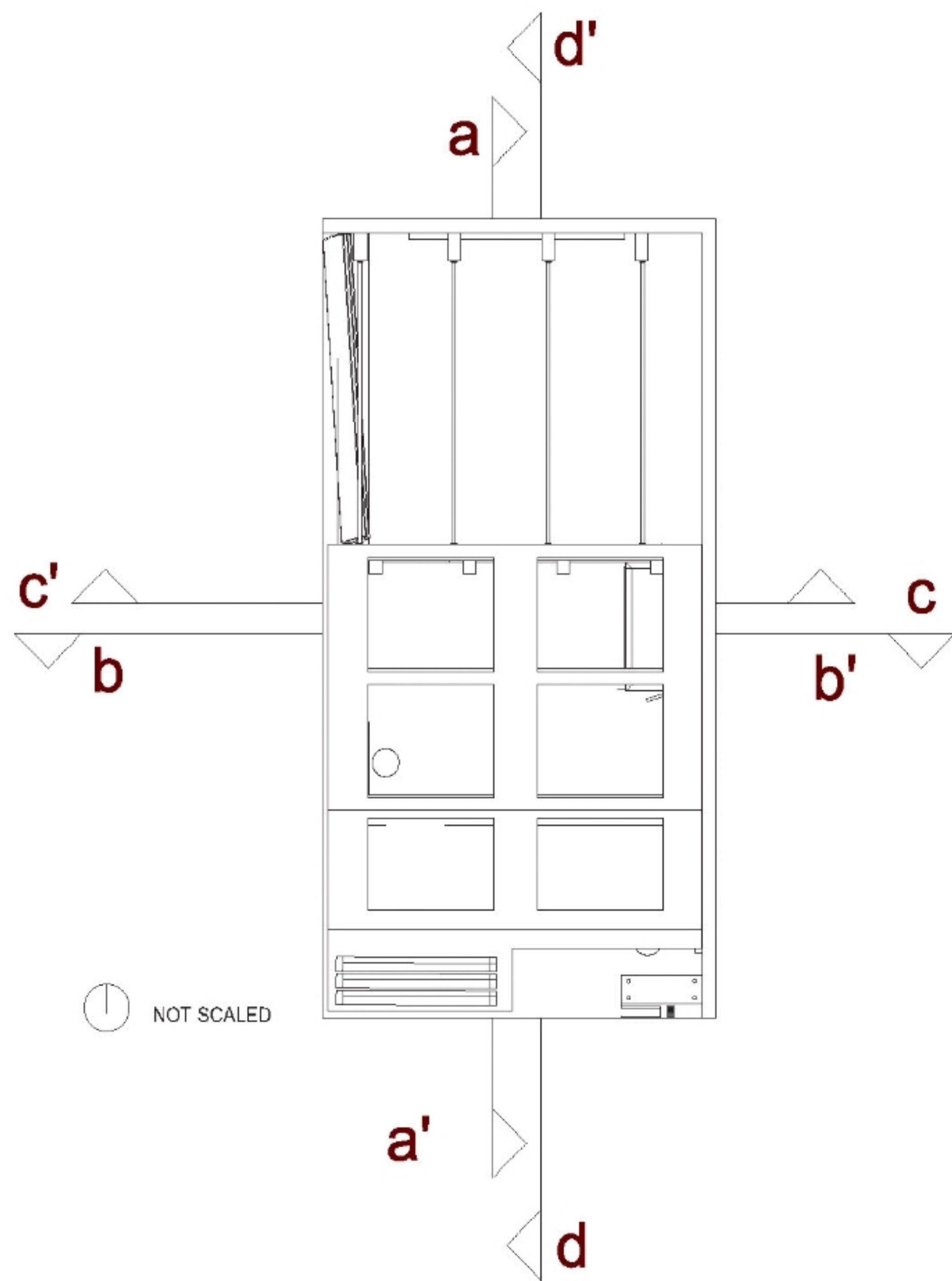
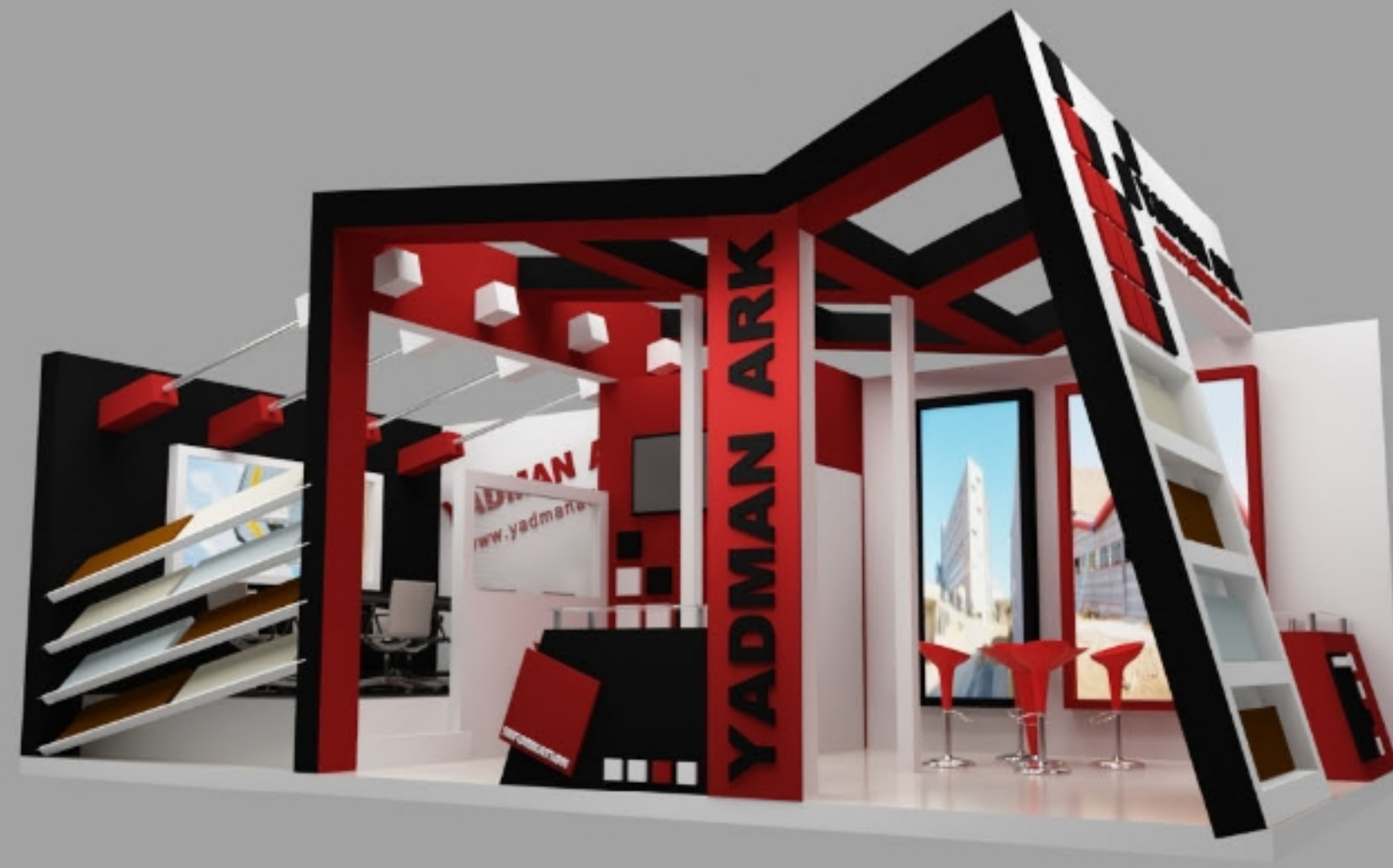
Description

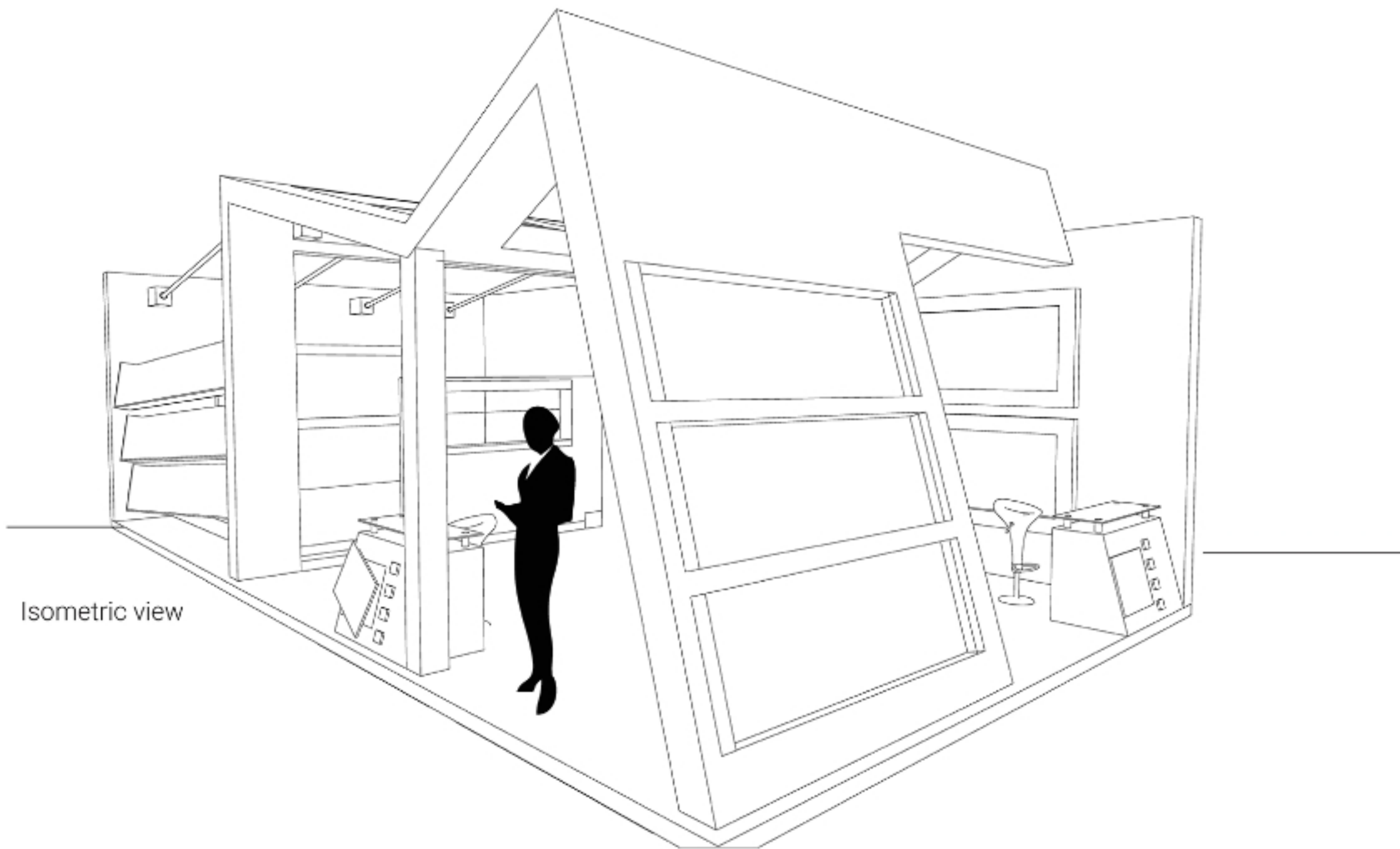
This project was designed and constructed in 2010 for the Izoturk Company from Turkey, which is a sandwich panel manufacturer. This trade show in particular was the 2010 International Exhibition of Building (Buildex 2010, Tehran, Iran).

Inspiration for the design of this project was derived from the deconstructive architectural style. They claimed that due to the flexibility of their products, a great number of architectural and construction companies, whose projects designed were in the style of deconstruction, had used their sandwich panels in their projects. Therefore, I decided to design an unbalanced structure with triangular edges for their stand to trigger the sense vibration and activity in their visitors. The official colors of the company are red and white. This stand has one V.I.P. section, one C.I.P. section, two back light posters, and two information desks. The booth was constructed to be 40m², with client access on 2 sides. The stands of their products were designed to be right next to the V.I.P. to act as a divider and provide privacy for those who are in the V.I.P. section.

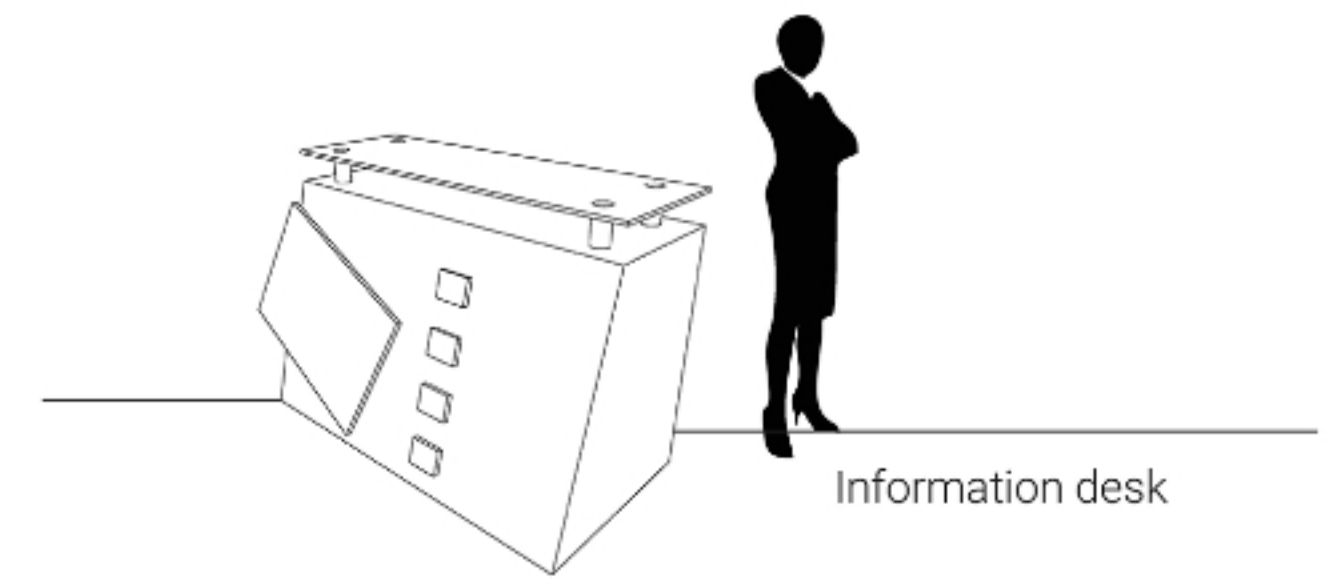
Materials used included steel beams, particle board, parquet (HDF), steel pipes, acrylic paint, glass, and halogen and projector lamps for lighting. The design process I used began with gathering information from the company and its needs, hand sketching, client input and critique, computerization of 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.



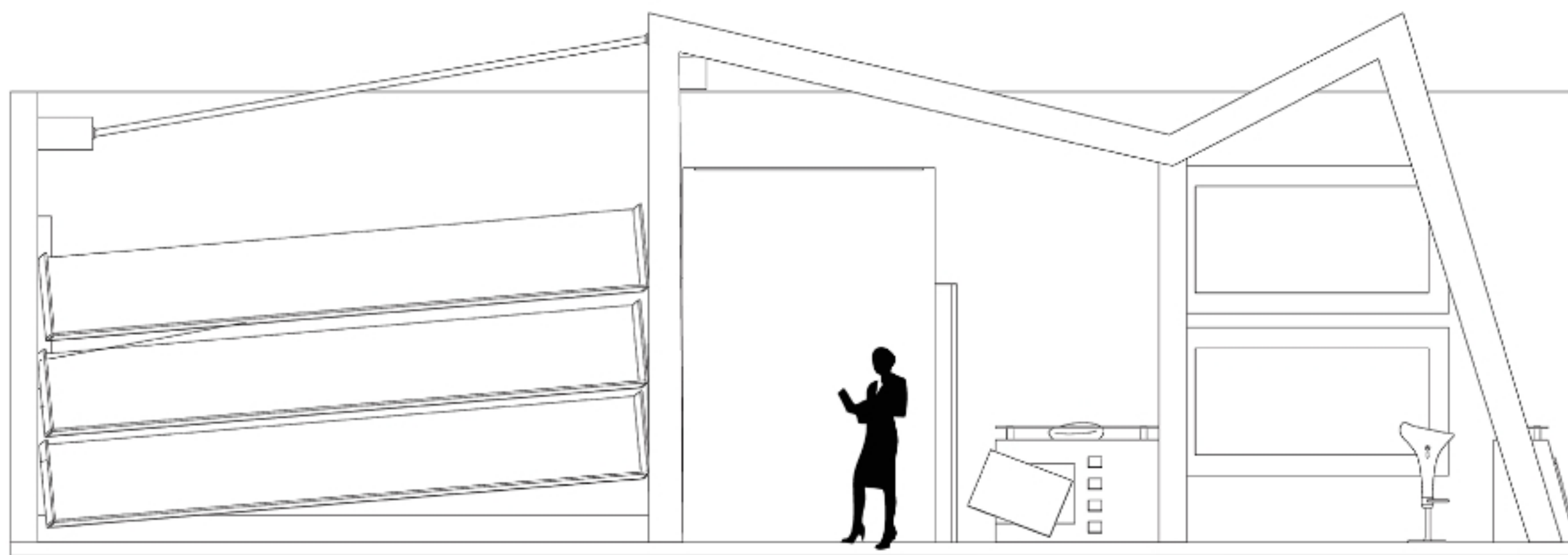




Isometric view

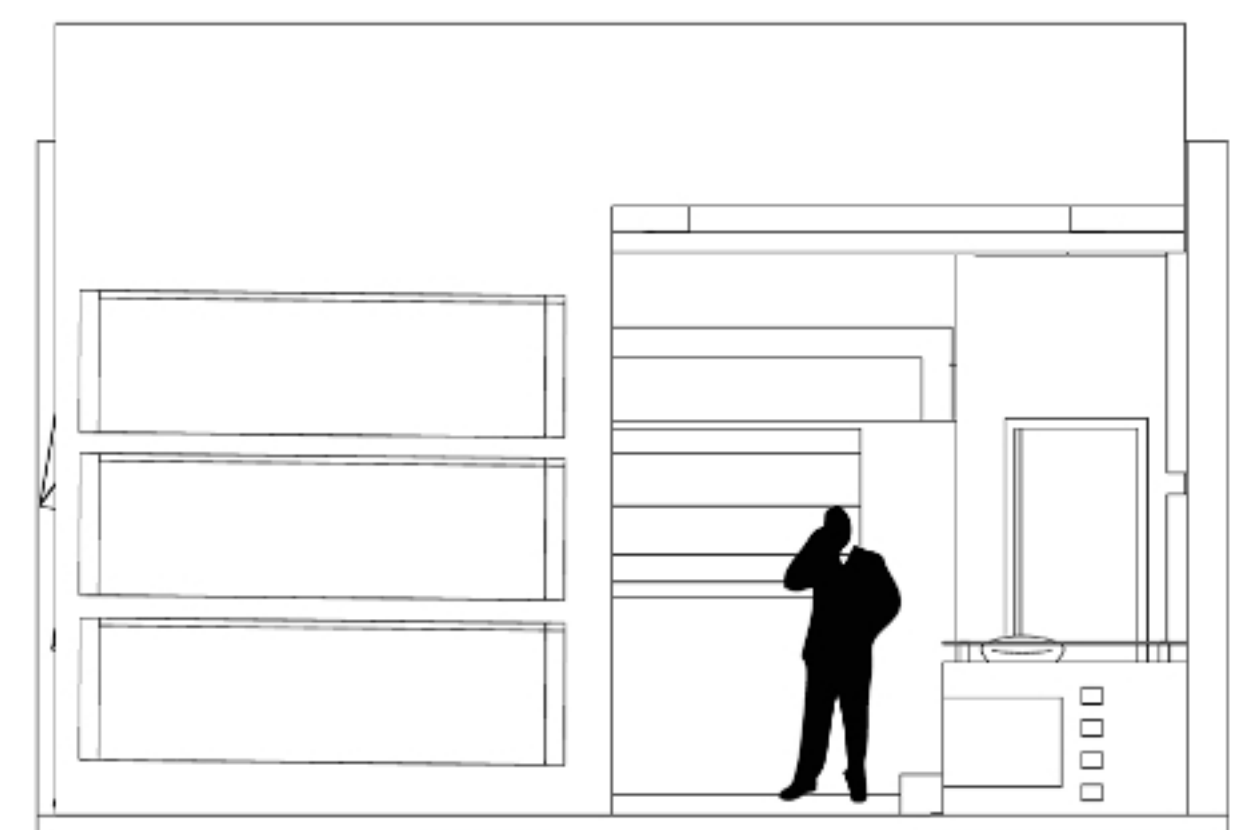


Information desk



WEST ELEVATION

NOT SCALED



SOUTH ELEVATION

NOT SCALED