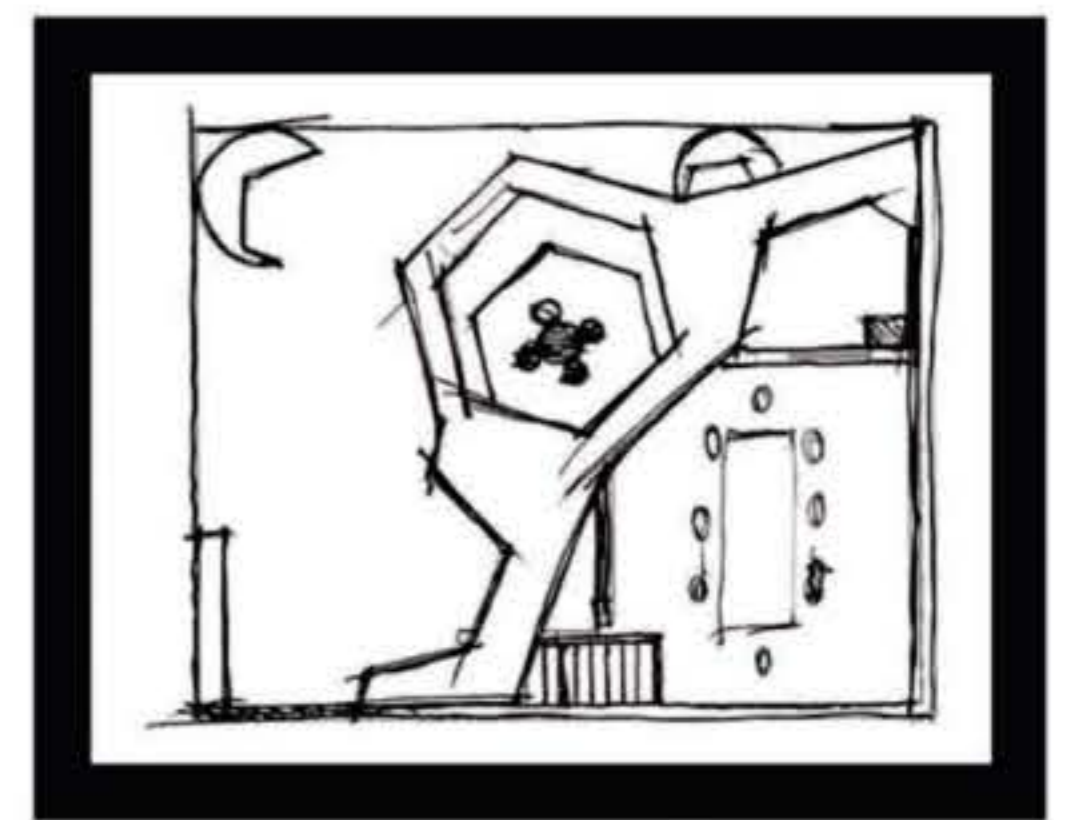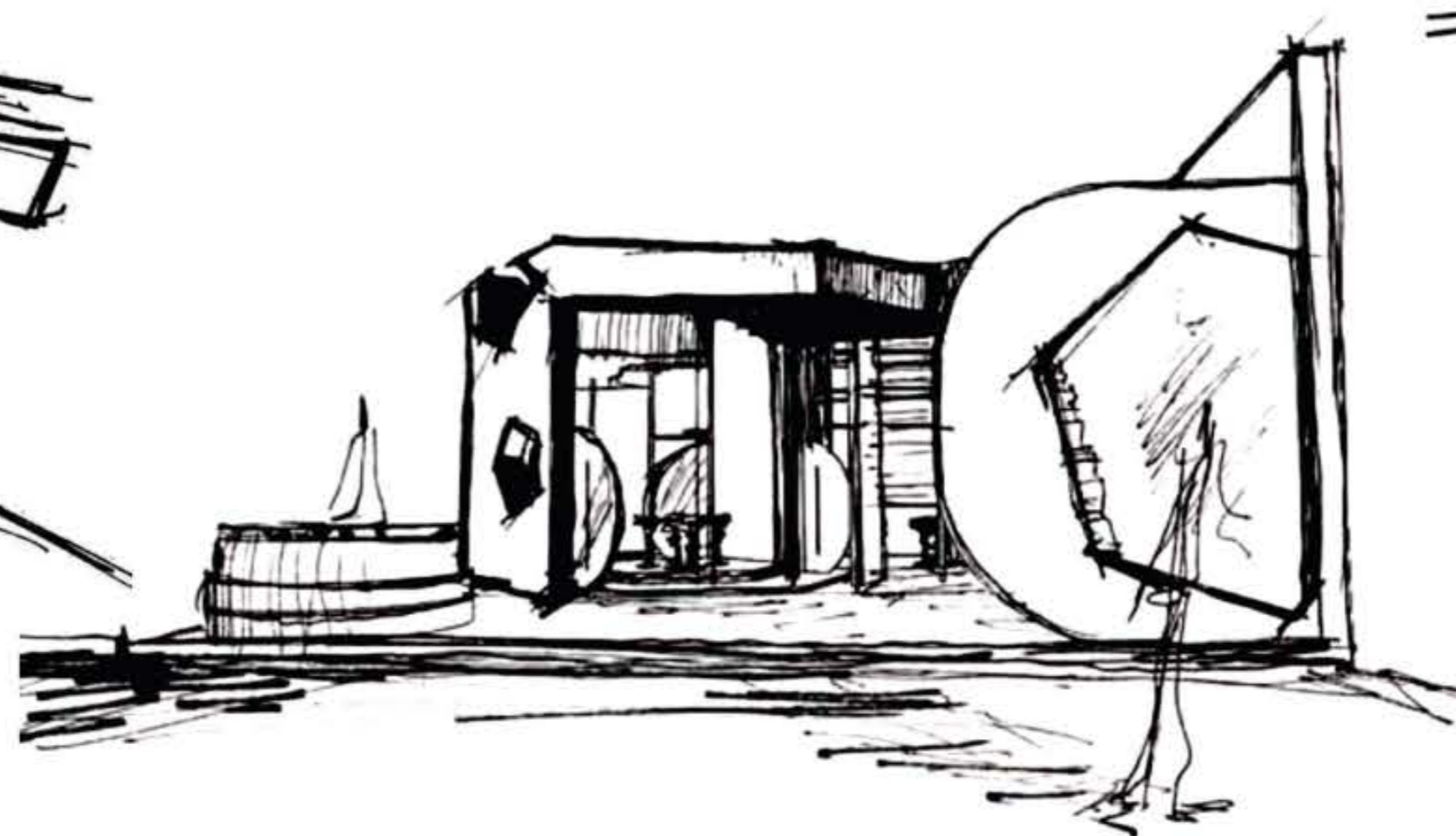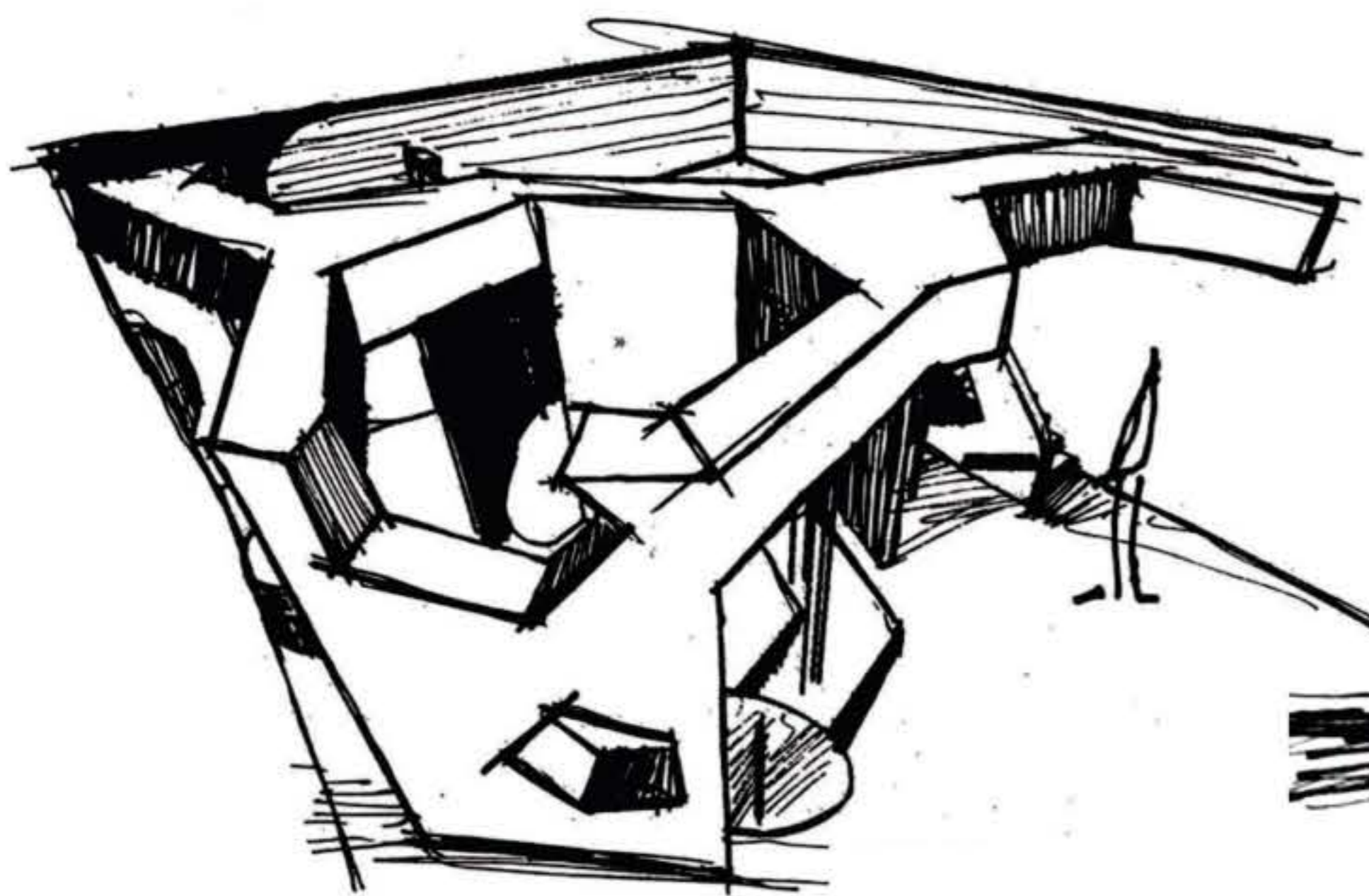Tehran International Interior Design Show
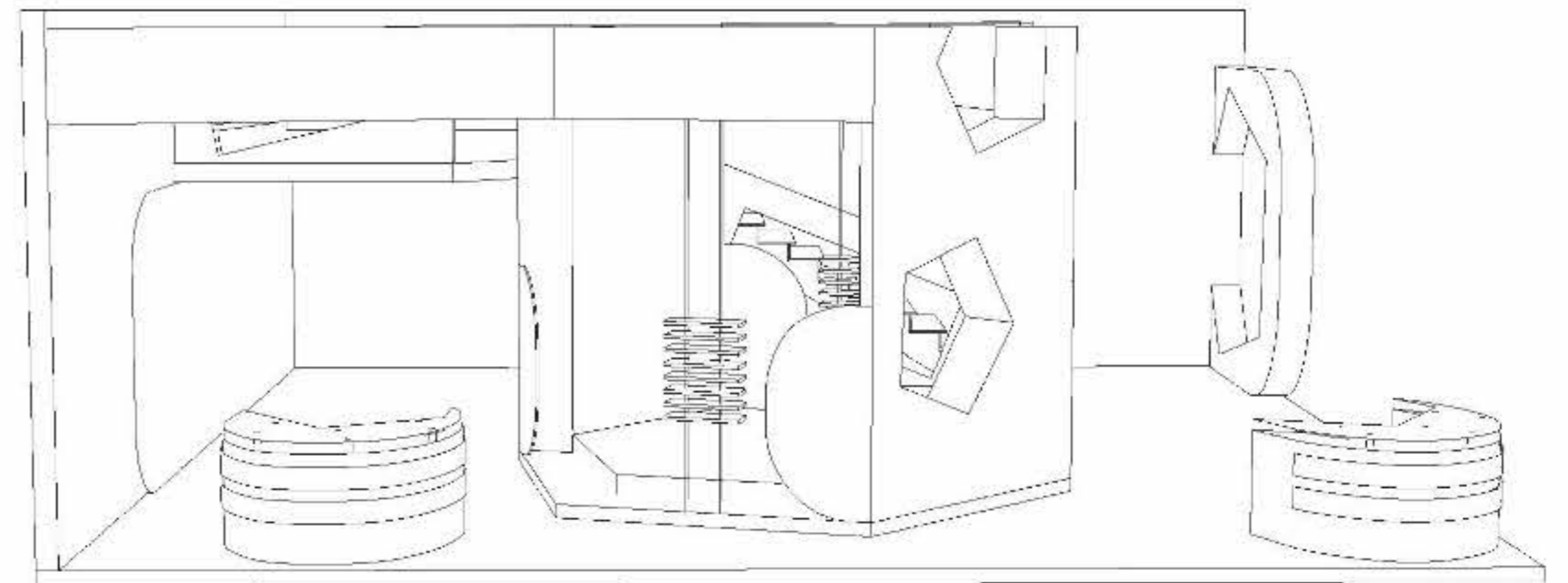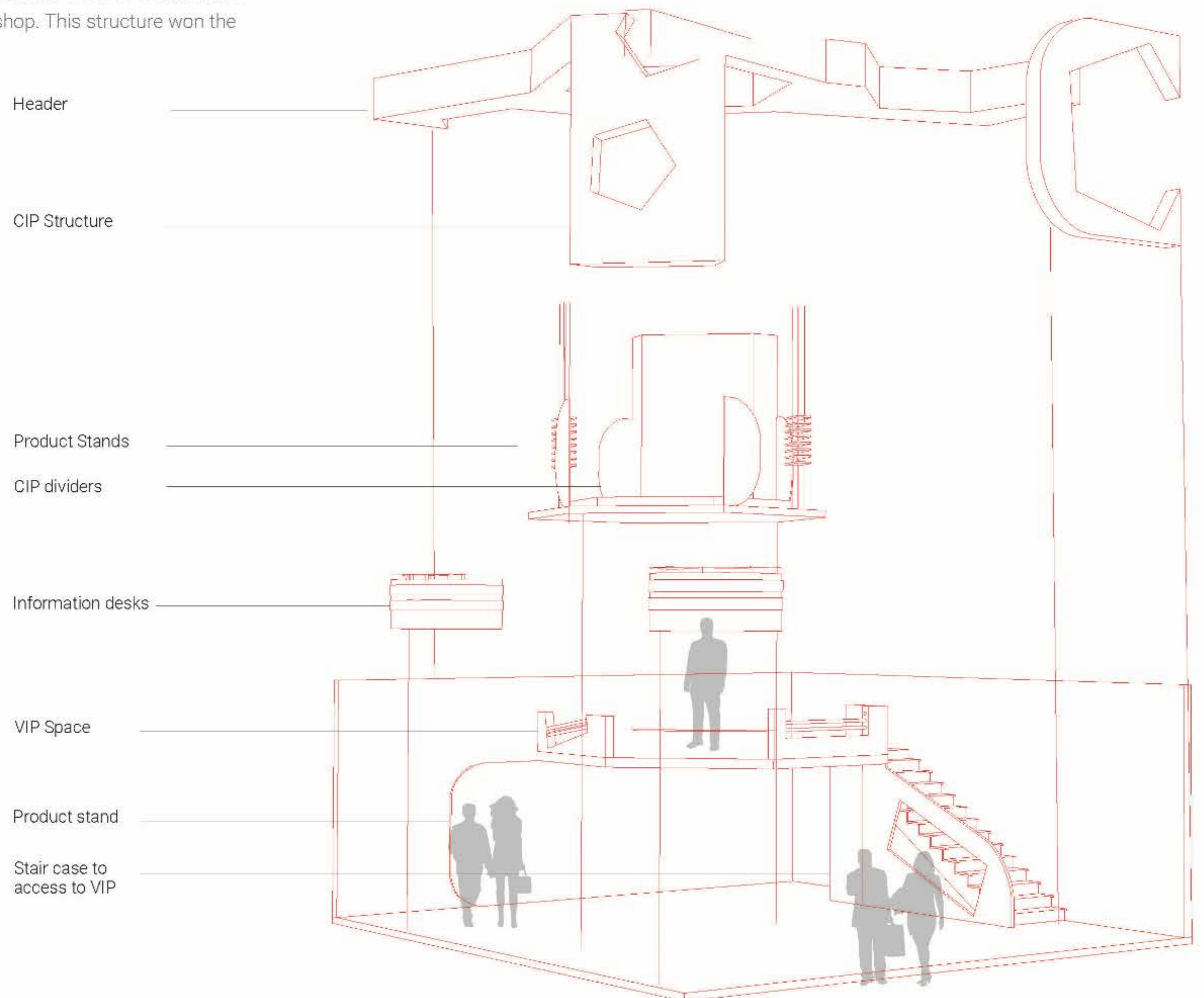
NOVIN CHOOB

2009

Description

This project was designed and manufactured for the Novin Choob Company in 2009. The company is based in Southern Iran, and is one of the largest MDF manufacturing companies in Iran. This trade show in particular was the 2009 International Exhibition of Interior Design (Medex 2009, Tehran, Iran). Inspiration for the design of this project came from the traditional architectural style of Iran.

Due to the fact that the usage of polygon has always been the most important element in Iranian traditional architecture, I decided to employ polygon as the dominant form in my design. Because of its sustainable and closed form, the shape of a polygon can give the sense of stability to the viewers. On the other hand, due to its triangular edges, polygon can represent the motion in design as well. The booth was constructed to be 120m2 (2 story structure), with client access on 3 sides. The first floor was made to accommodate C.I.P., and the second floor was made for V.I.P. clients. Company products were also embedded in the interior walls of the structure, while multiple MDF and HDF floating samples were held up with steel wiring for the first floor/C.I.P. section. 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.
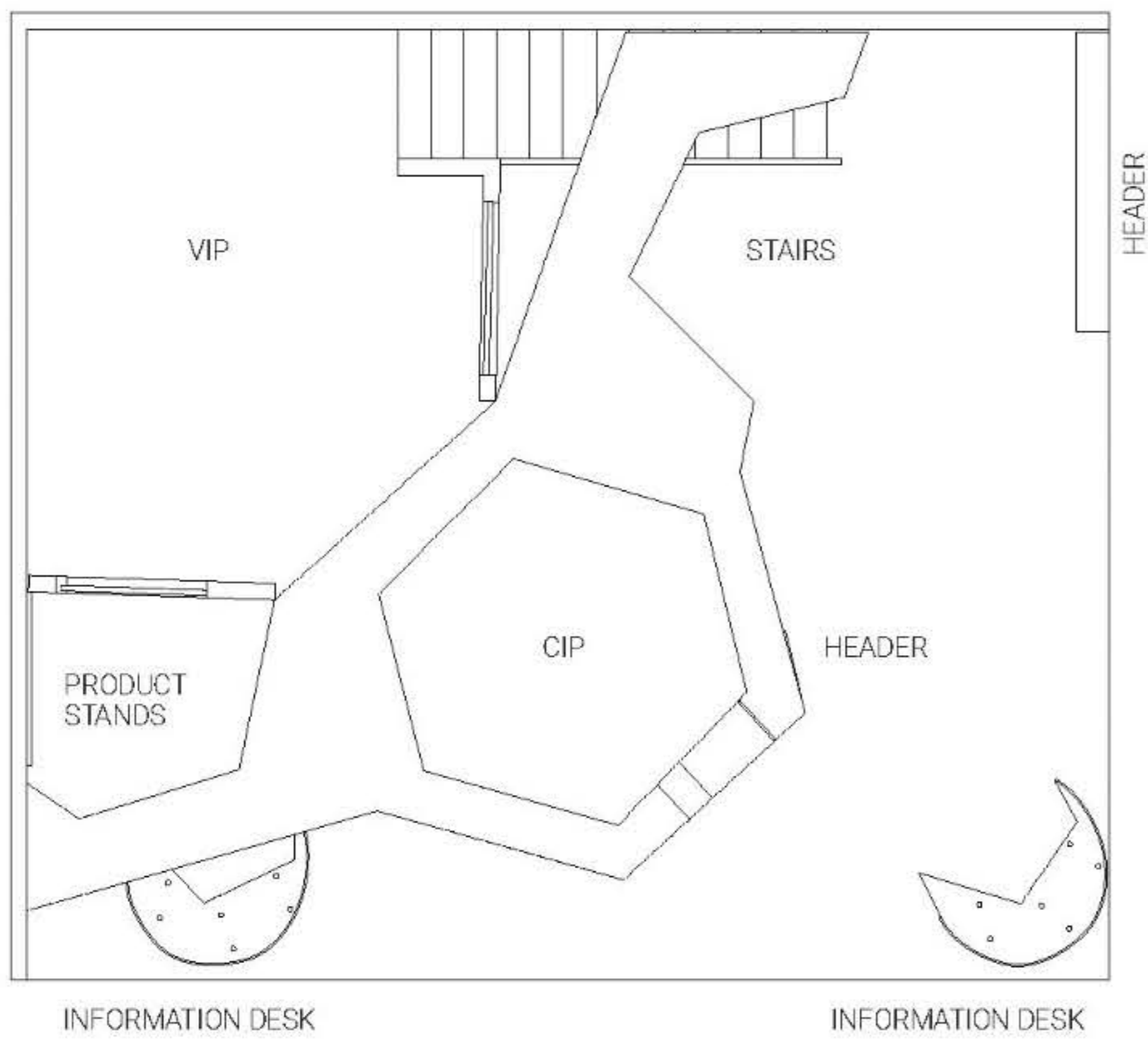
The design process I used began with gathering information from the company and its needs, hand sketching, client input and critique, computerization of new draft, and finally construction. The computer medium used for the computerization phase included Auto Desk 3D Studio Max + V- Ray (GI-Plug-In) for 3d Studio Max + Auto Cad +Adobe Photoshop. This structure won the first place for design and construction.
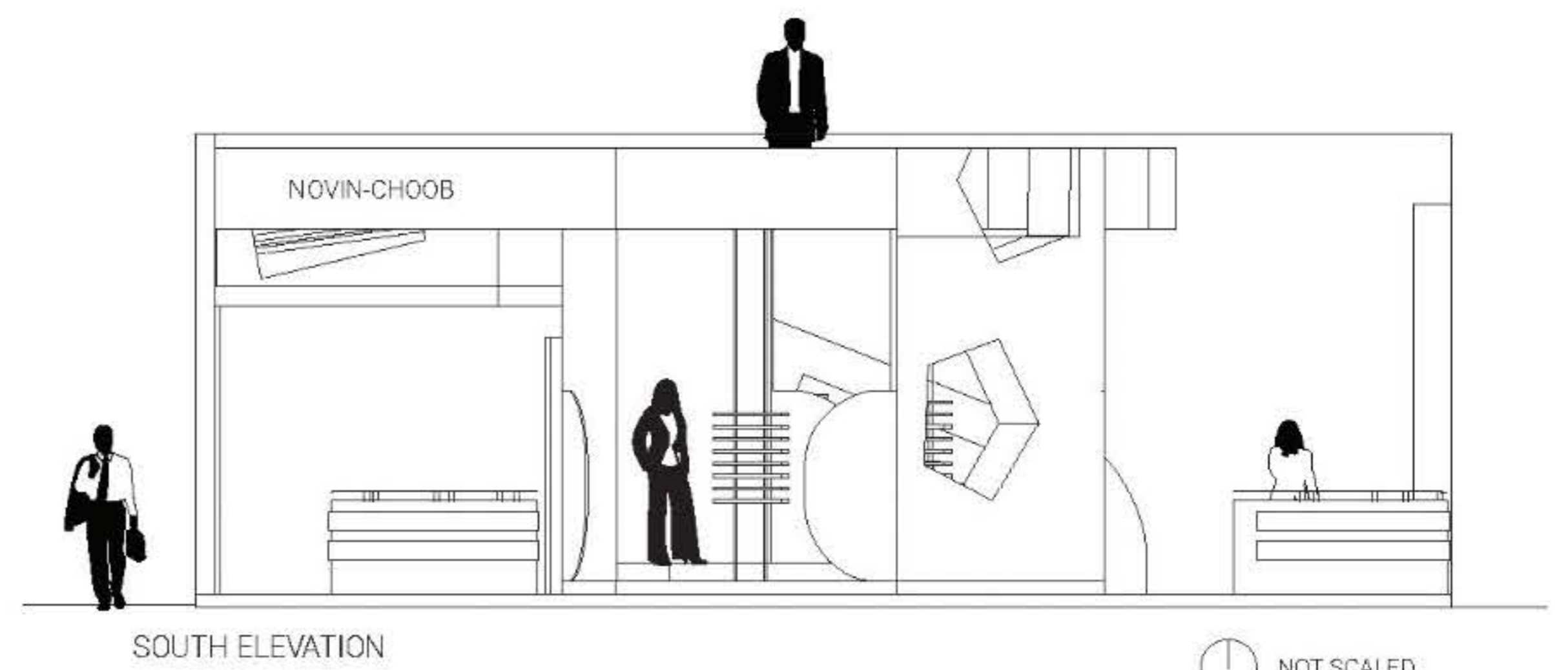

Isomeric view of the booth

Header

CIP Structure

Product Stands

CIP dividers

Information desks

VIP Space

Product stand

Stair case to
access to VIP

Exploded drawing of the booth structure

VIP

STAIRS

HEADER

PRODUCT
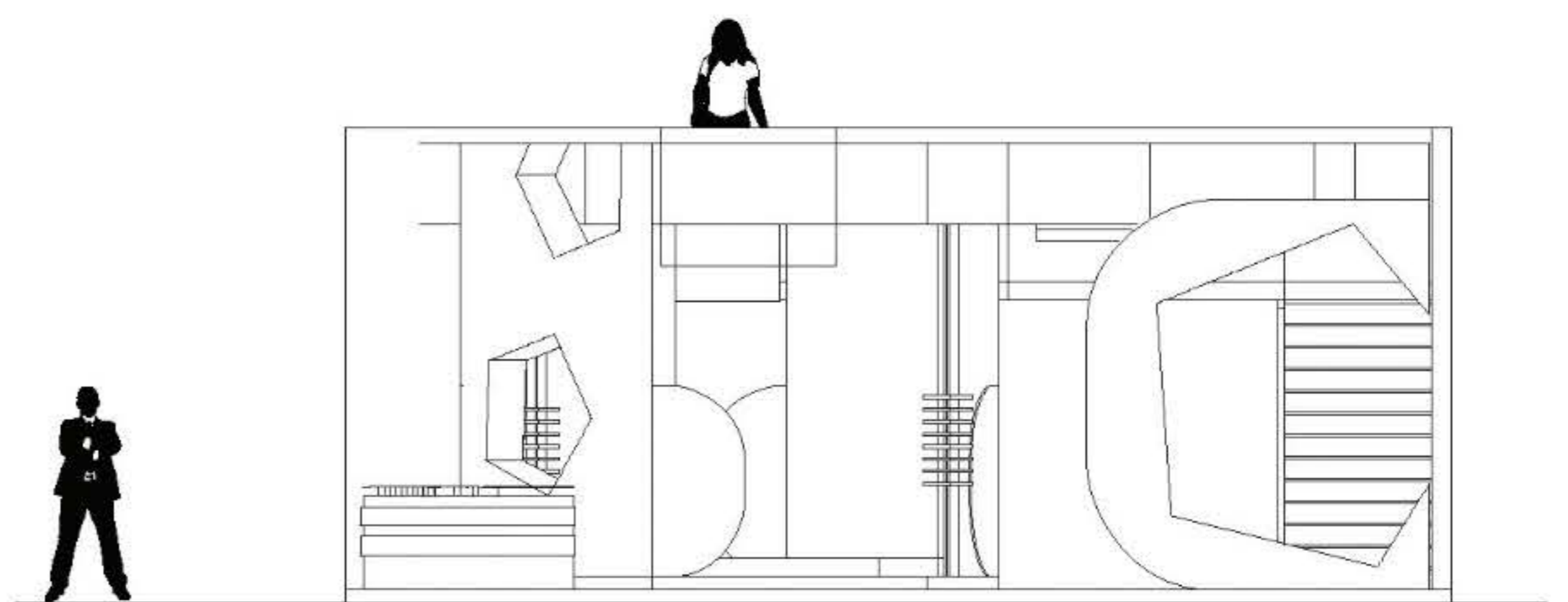STANDS

CIP

HEADER

INFORMATION DESK

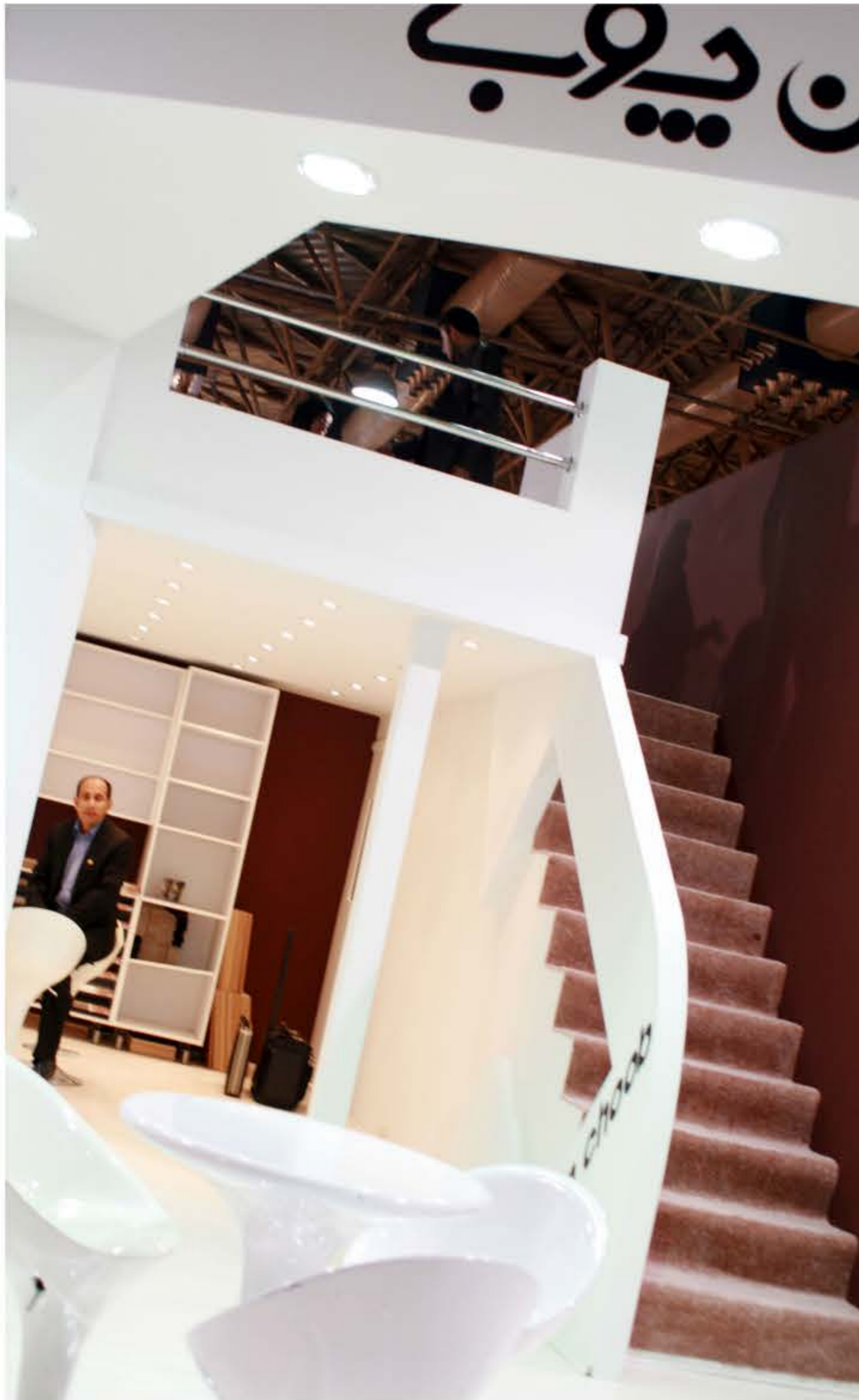INFORMATION DESK

NOT SCALED

NOVIN-CHOOB

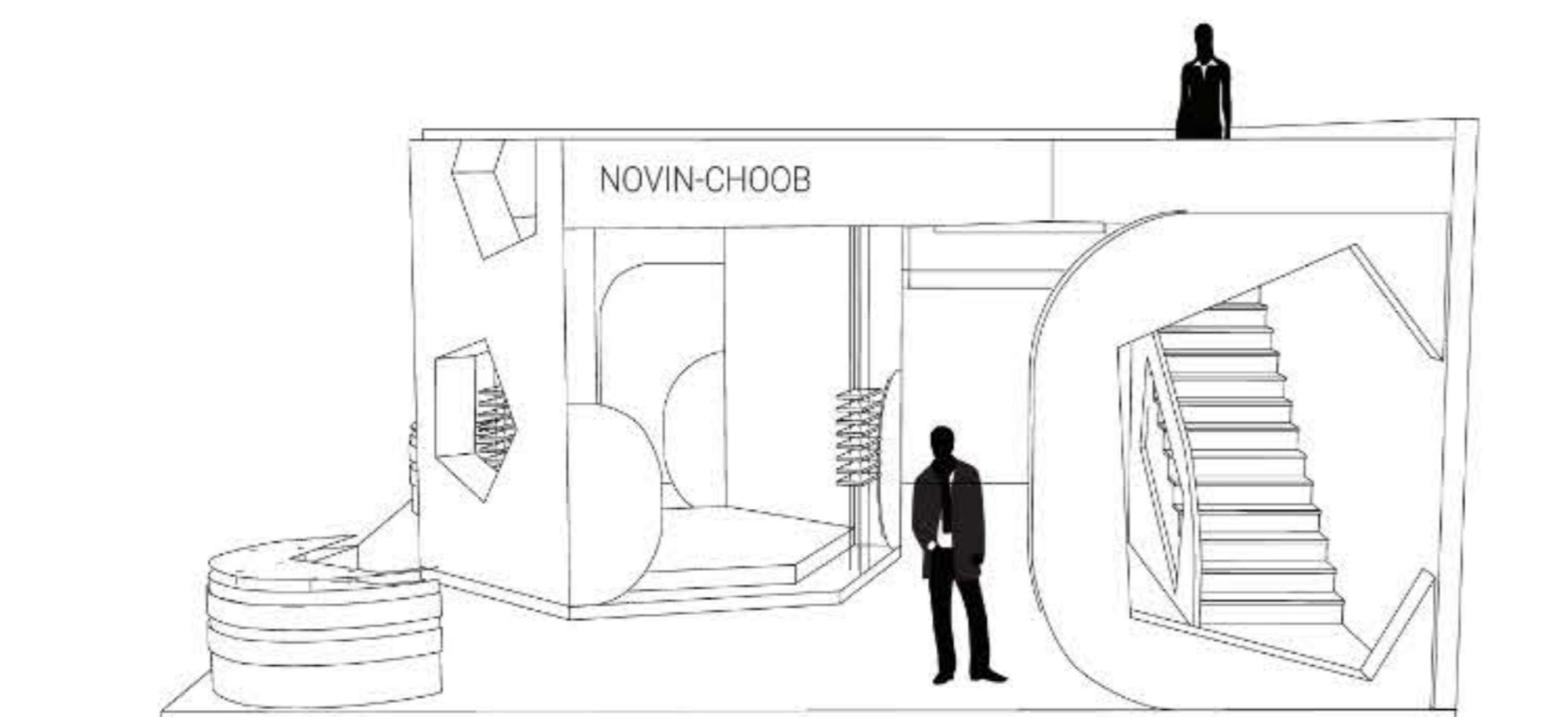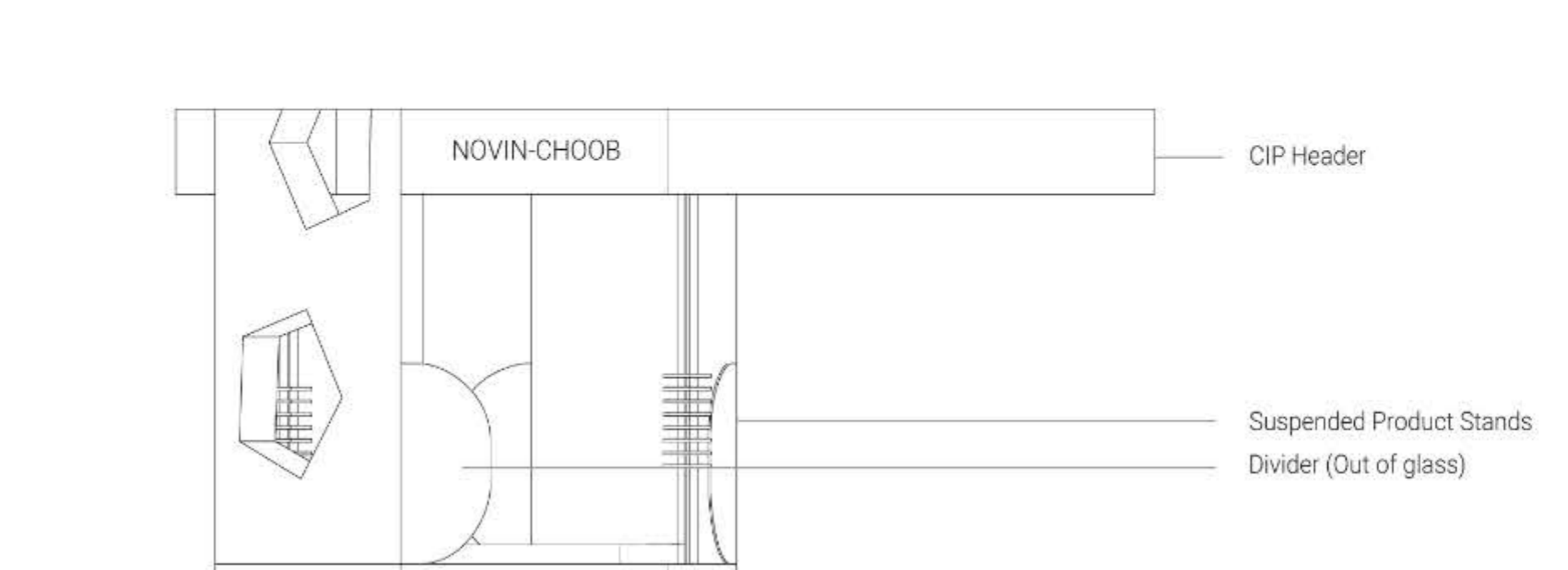SOUTH ELEVATION

NOT SCALED

EAST ELEVATION

NOT SCALED

Constructed Booth

ISO METRIC VIEW LOOKING WEST

CIP Structure

NOVIN-CHOOB

CIP Header

Suspended Product Stands
Divider (Out of glass)

Products

Staircase

Storage

Glass