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FOR CREATORS OF EVENTS, EXHIBITS AND ENVIRONMENTS

AWARDS/DIRECTORY
SPECIAL ISSUE

EVENT DESIGN AWARDS

THE BEST DESIGNS
OF THE YEAR



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EVENT DESIGN
SUPERBOOK

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BEST GREEN EXHIBIT/ ENVIRONMENT



The Derse team needed to create a new look for the Levi Strauss exhibit at MAGIC, while recycling existing exhibit property (i.e., finding a use for old sea-going shipping containers), reducing environmental impact through reduced shipping, cutting I&D and storage costs, and increasing the use of natural materials such as canvas and sustainable woods. The client also wanted a lighter-weight exhibit that would lower shipping and drayage costs. Derse collaborated with Levi's to create a safari-themed exhibit—the main structure was a large tent constructed of canvas applied to an aluminum frame. Large-format Levi's logos were printed on the sides of the tent to deliver brand messaging. Existing hanging signs were reused to deliver brand messaging from across the show floor. The tent concept and approach, and elimination of carpeting, delivered a 662-percent reduction in shipping costs (fewer trucks, making fewer trips and carrying lighter properties created reduction in exhaust emissions); a 62-percent reduction in drayage costs (fewer forklifts, making fewer trips and carrying lighter properties created reduction in exhaust emissions); and a 36-percent reduction in I&D costs (fewer personnel required on-site, reducing emissions from traveling to the show).

Designer/Builder: Derse
Client: Levi Strauss & Company
Project: MAGIC



BEST TRADE SHOW ENVIRONMENT (UNDER 50'X50')



Derse creatives needed to communicate to RSNA attendees that Cerner was a total source for innovative industry solutions, while extending the impact of Cerner's new look from its primary internal event through to its trade show program. Designers also needed to bring focus to Cerner's Smart Room, where attendees could experience the brand's solutions first-hand. One of Cerner's Smart Rooms served as the central feature of the booth, with a new circular header positioned overhead for sighting from across the show floor. A super-sized graphic on the exterior of the Smart Room illustrated the brand's key "All Together" messaging. A canopy soared up and over the Smart Room, which was centrally located in the exhibit and was highlighted with theatrical lighting. Cerner's "Six Pack" double-sided demonstration counters were strategically placed throughout the footprint, and were designed with special attention to both client needs and optimum traffic flow. Back-of-house meeting and storage needs were tucked into existing white wall panels, and the overall color scheme was purposely limited to white and shades of blue with further accents of blue theatrical lighting.

Designer/Builder: Derse
Client: Cerner Corporation
Project: RSNA

