

Beetle Mania
Volkswagen of America Inc. drives off as best design of the past 20 years



36

Simply Swiss
Andreas Messerli AG's chic chalet wins a Silver Award in the Self Promotion Category



46

Flight Club
Duncan Aviation flies high with a Gold Award for Design Consistency



52

White Out
DIRECTV Inc.'s redesign snags a Silver Award in the Before and After category



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Australian Graffiti
Crumpler USA wows judges and earns a Gold Award for its low-budget booth



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BEST PRACTICES IN TRADE SHOW MARKETING

EXHIBITOR

MAGAZINE

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THE 20TH ANNUAL EXHIBIT DESIGN AWARDS

www.ExhibitorOnline.com

It's Alive!

If you think it's not easy being green, try being little green men from Mars. Just ask the SCI FI Channel. The cable TV channel is often perceived as a black hole of cheese-a-delic shows about spaceships and bug-eyed monsters watched by slackers who live in their parents' basement and speak Klingon — fluently. Before that misperception multiplied like Tribbles, SCI FI hired Graft LLC of Los Angeles to create a new image for the network at Comic-Con International, 2005 in San Diego.

To illustrate SCI FI's metamorphosis from ray guns and warp drives to "Amazing Stories" fantasies and "Ghost Hunters" reality shows, the booth became a giant evolving organism.

Embedded projectors lit the Fiberglas skin (which was covered with a pearlescent, high-gloss lacquer paint)

GOLD

Category: Island — \$150 per Square Foot or More

Exhibitor: SCI FI Channel, NBC Universal Inc.

Design: Graft LLC, Los Angeles, 323-441-9610, www.graftlab.com

Fabrication: Greneker, Los Angeles, 323-263-9000, www.greneker.com

Show: Comic-Con International, 2005

Budget: \$450,000

Size: 60-by-30 feet

Cost/Square Foot: \$250

with abstract forms that evoked blood cells morphing into veins and fire shape-shifting into water. Running 30 to 45 minutes in length, ever-changing purple-, red-, and blue-hued light shows mimicked the channel's promotional spots, which looped on 17-inch monitors.

LCD and plasma screens seemingly grafted into the

sides of both towers ran program excerpts and highlights of actors also appearing in person. One tower sloped down and oozed into a seat upholstered with a see-through Technogel. A second slope streamed from the chair into a conference room/lounge. Inside the conference room, 12 changeable-color LEDs backlit the opaque Liquid Clear resin windows.

But like *The-End-is-Near!* sci-fi films of the 1950s, not everyone has a peppy view of the future. "This level of design can't be maintained," one admiring judge warned. "They're doomed!" It won't matter, as long as SCI FI and its designers keep their phasers set on "stunning." **E**

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Sinuous Ship

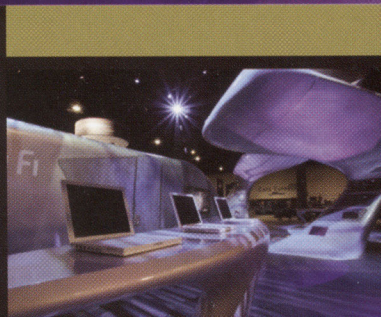
A 3-D model of the exhibit was generated using computer software. Using that model, a CNC mill produced a full-scale model of the exhibit made of high-density foam. The team then molded a dozen Fiberglass panels from the foam. Once the 12 segments were bolted together, the exhibit took shape, featuring two towers, a bridge, a conference room, and a striking resemblance to the Starship Enterprise. Like the Enterprise, the exhibit has a long-term mission: to set down at the Electronic Entertainment Expo, Wired/Next Fest, and more Comic-Cons.

PHOTOS: RICARDO RIDECCOS

THANK YOU SCI-FI CHANNEL
FOR LETTING US TURN YOUR DREAM INTO
AWARD WINNING REALITY!



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