

# Welcome Home. Republic of PANTONE®.

**Phoebe Lee Mathius**

50' x 70' Indoor Exhibit Space  
(Temporary Pop-Up)

Republic of  
**PANTONE®**



# OBJECTIVES

**PANTONE** is creative and would like to reflect it through  
“**The Color of Ideas**”.

## CREATE

Experiential environment showcasing their boldness  
in the marketplace.

Entertaining methods of displaying their new products  
and the Pantone Story.

A running theme for new products specific to their  
Home Goods industry.

Experience must be vivacious, surprising and delightful  
to the attendees.





**EXPERIENCE**

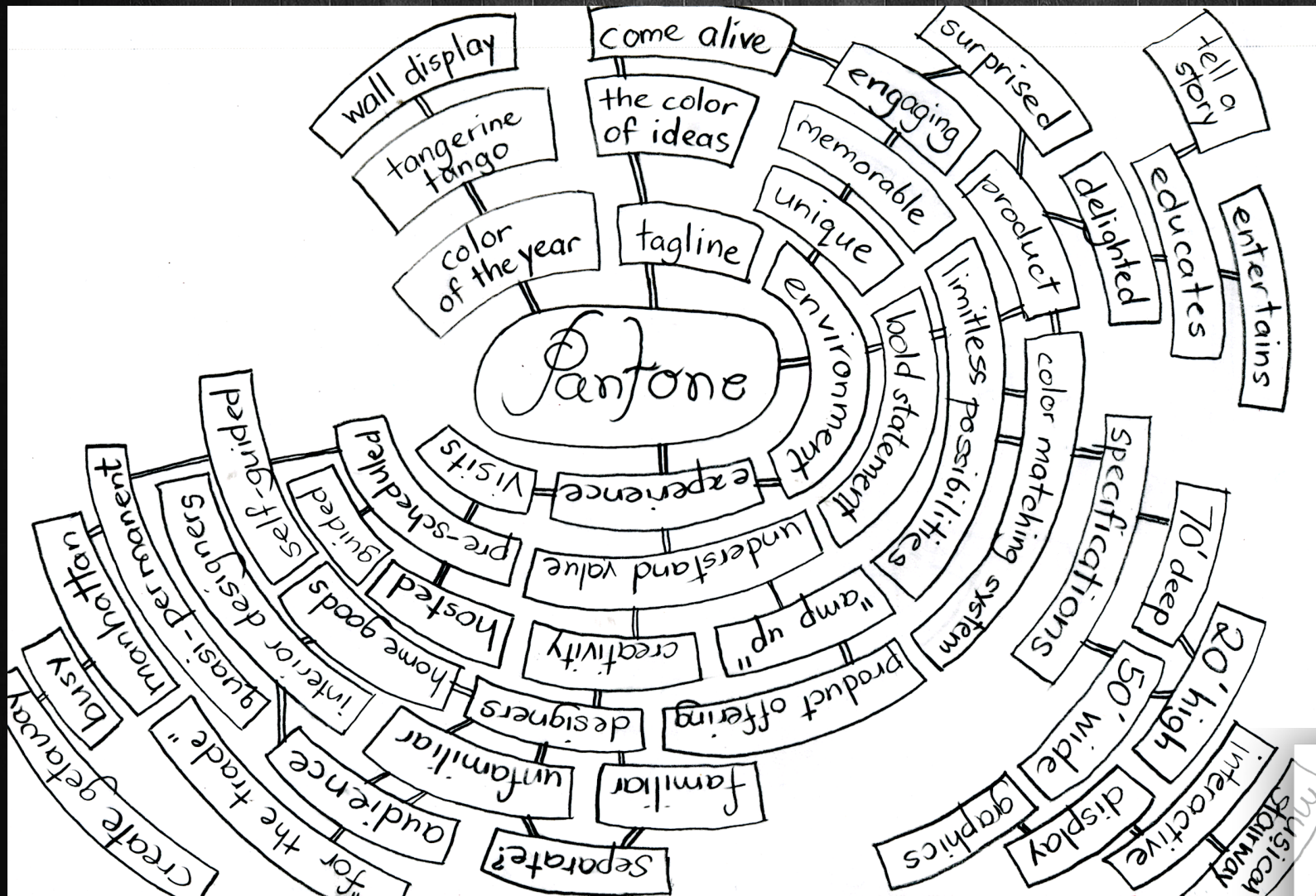
**Welcome Home.**  
Republic of **PANTONE®**.

Republic of  
**PANTONE®**



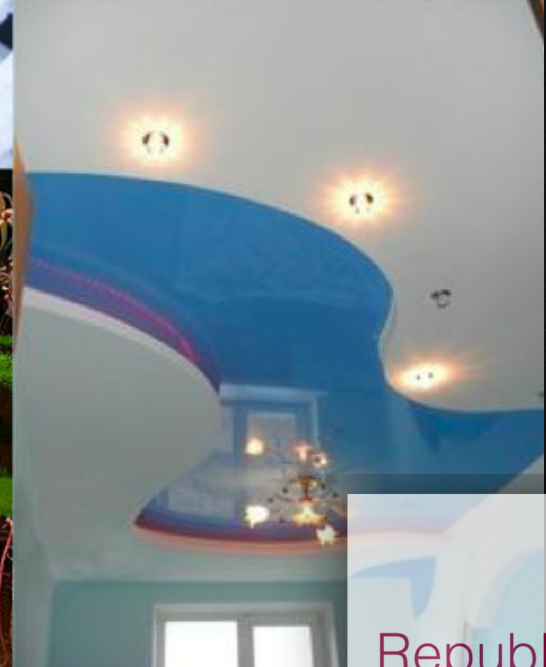


# CONCEPT MAP





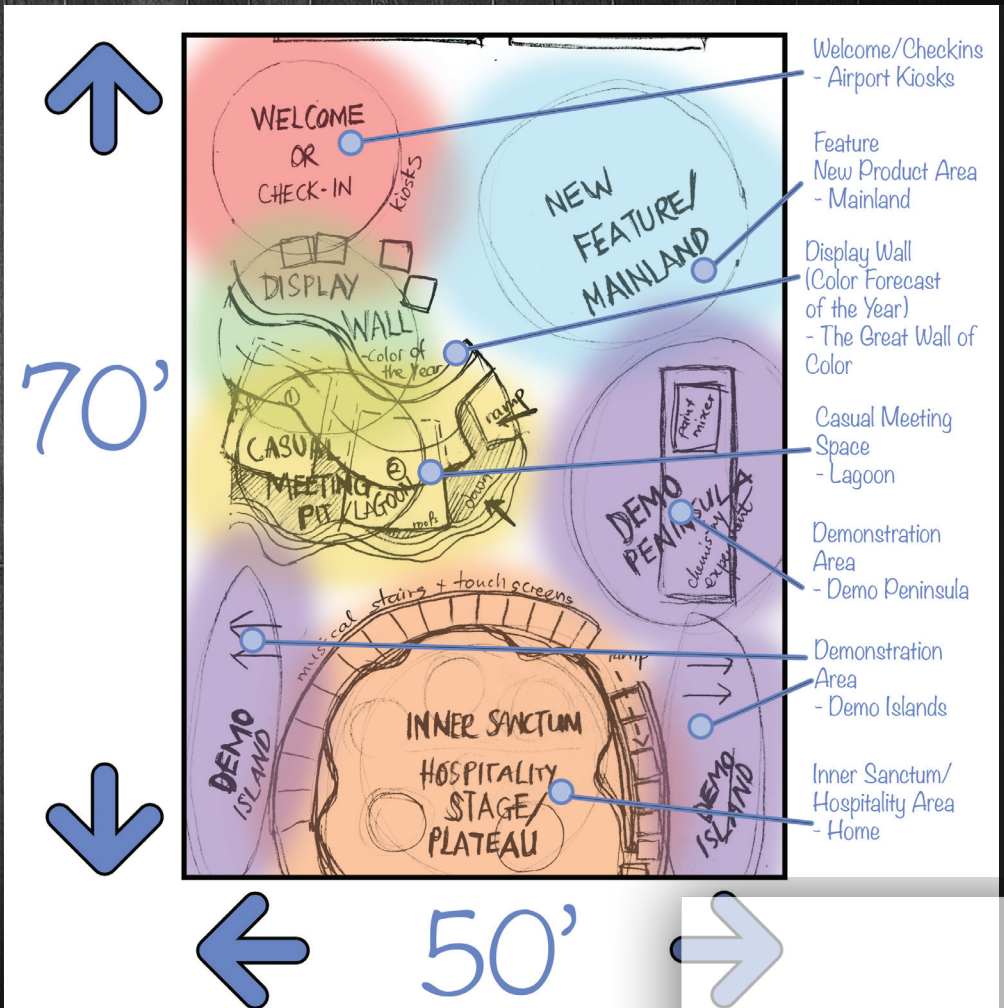
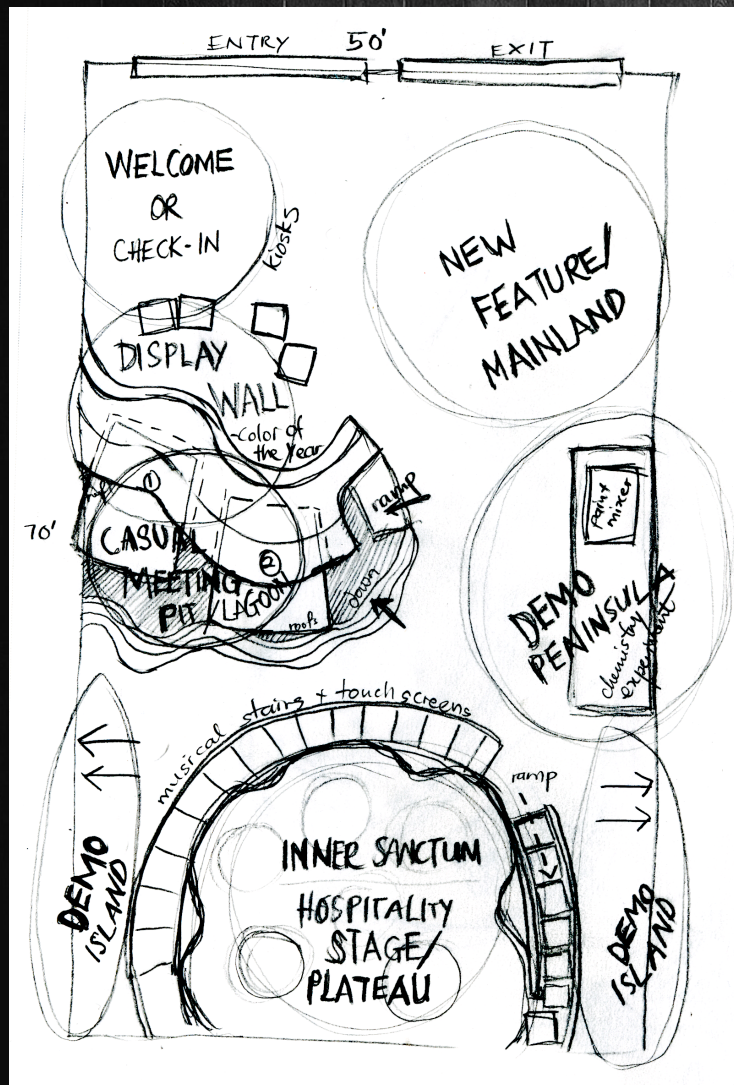
# MOOD BOARD



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# BUBBLE MAPS





# FINAL FLOOR PLAN

70'

50'



Republic of  
**PANTONE®**



Welcome to the  
Republic of **PANTONE**®!

Journey Home with **PANTONE**®!  
CHECK IN.

Republic of  
**PANTONE**®



Journey Home with **PANTONE®**!  
**CHECK IN.**

**PANTONE**  
BECAUSE THE  
WORLD ISN'T  
**BLACKnight**  
AND WHITE

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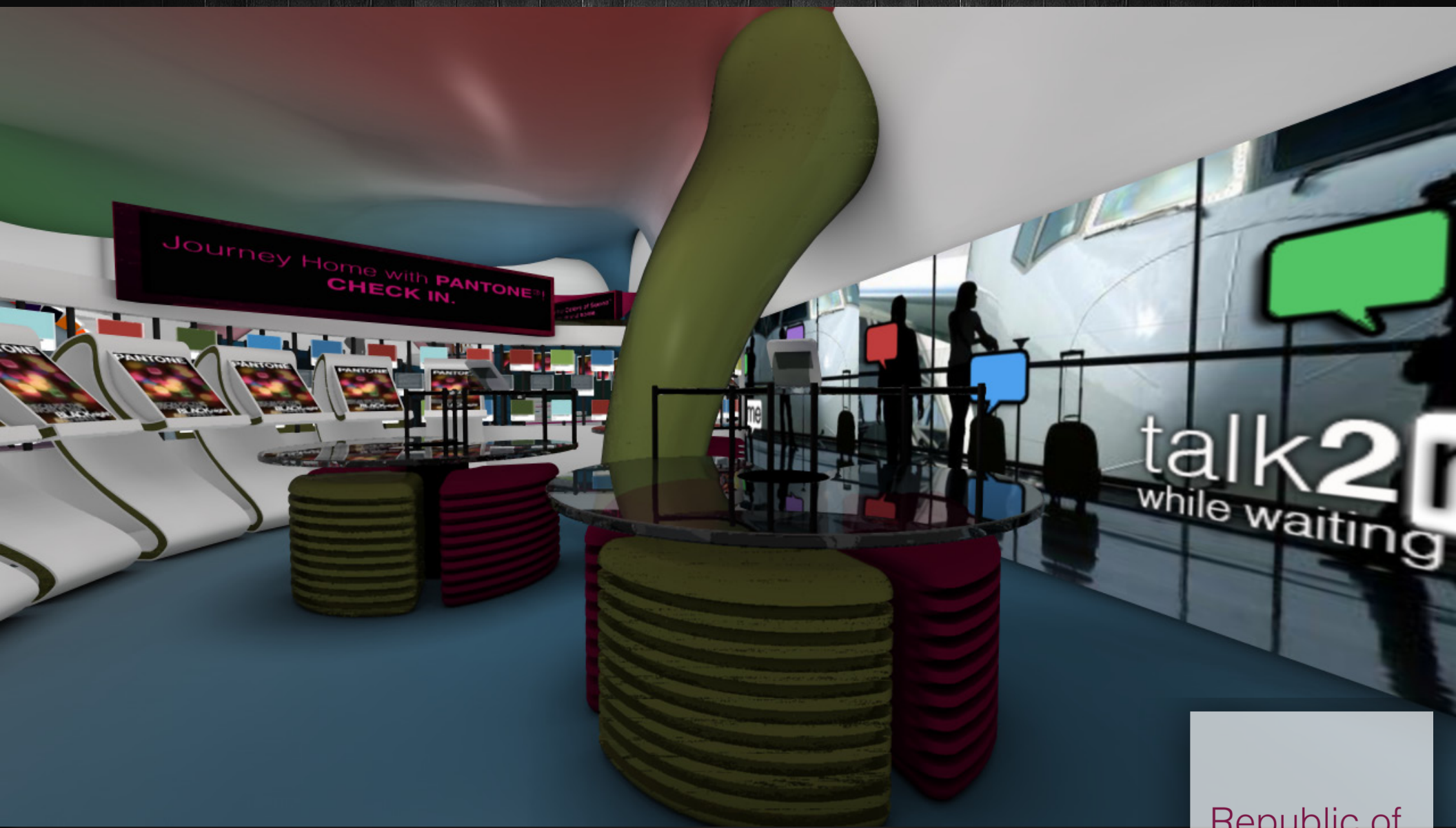
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CHECK IN

Republic of  
**PANTONE®**





Republic of  
**PANTONE®**



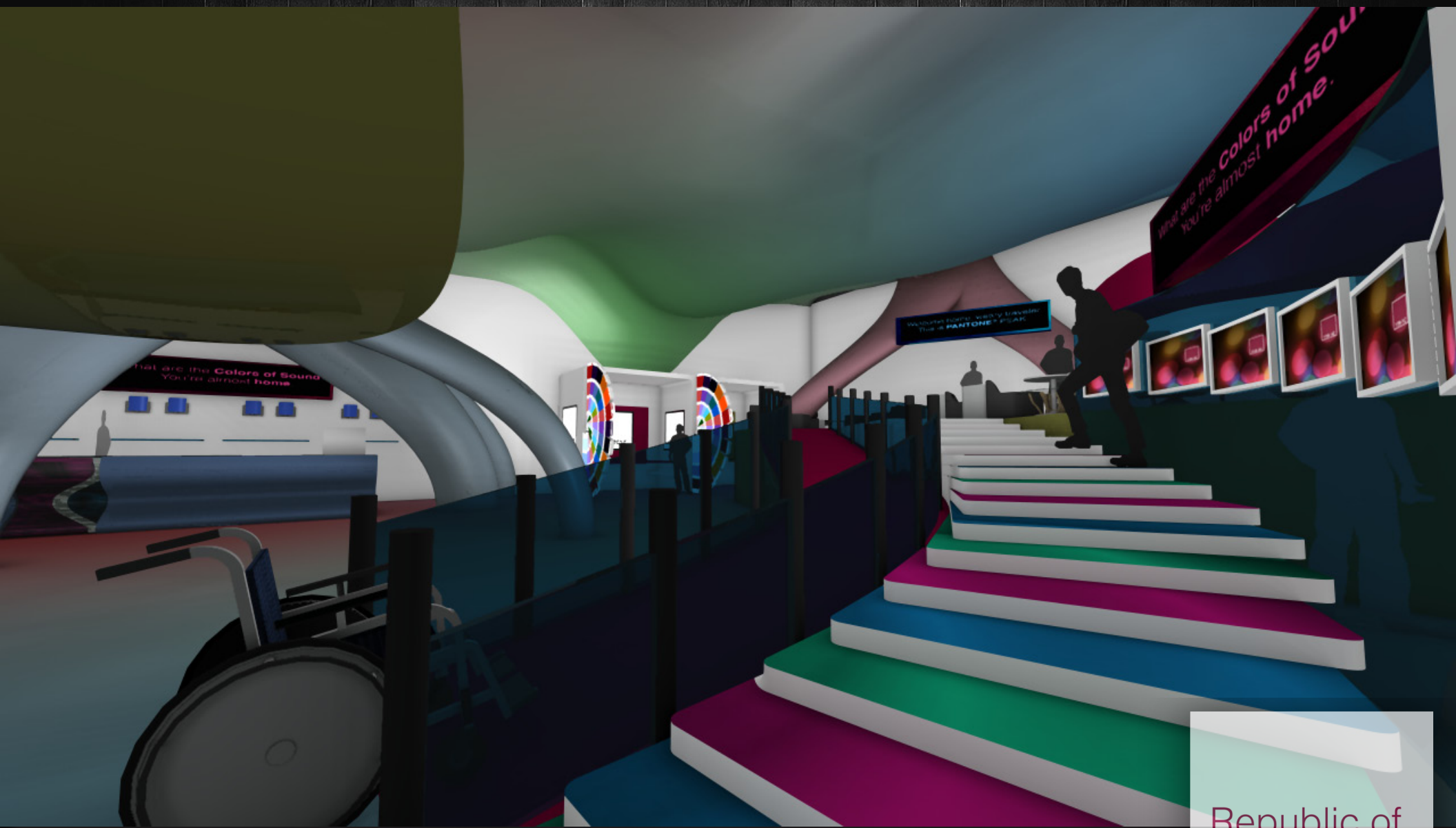


Welcome here, you're from  
THE PANTONE PLAN

- GREEN LANTERN
- THE HULK
- IRON MAN
- SPIDER-MAN
- THOR
- WOLFGANG PETERKAMP
- THE AVENGERS
- THE X-MEN
- THE BATMAN
- THE SUPERMAN
- THE PELLICCI

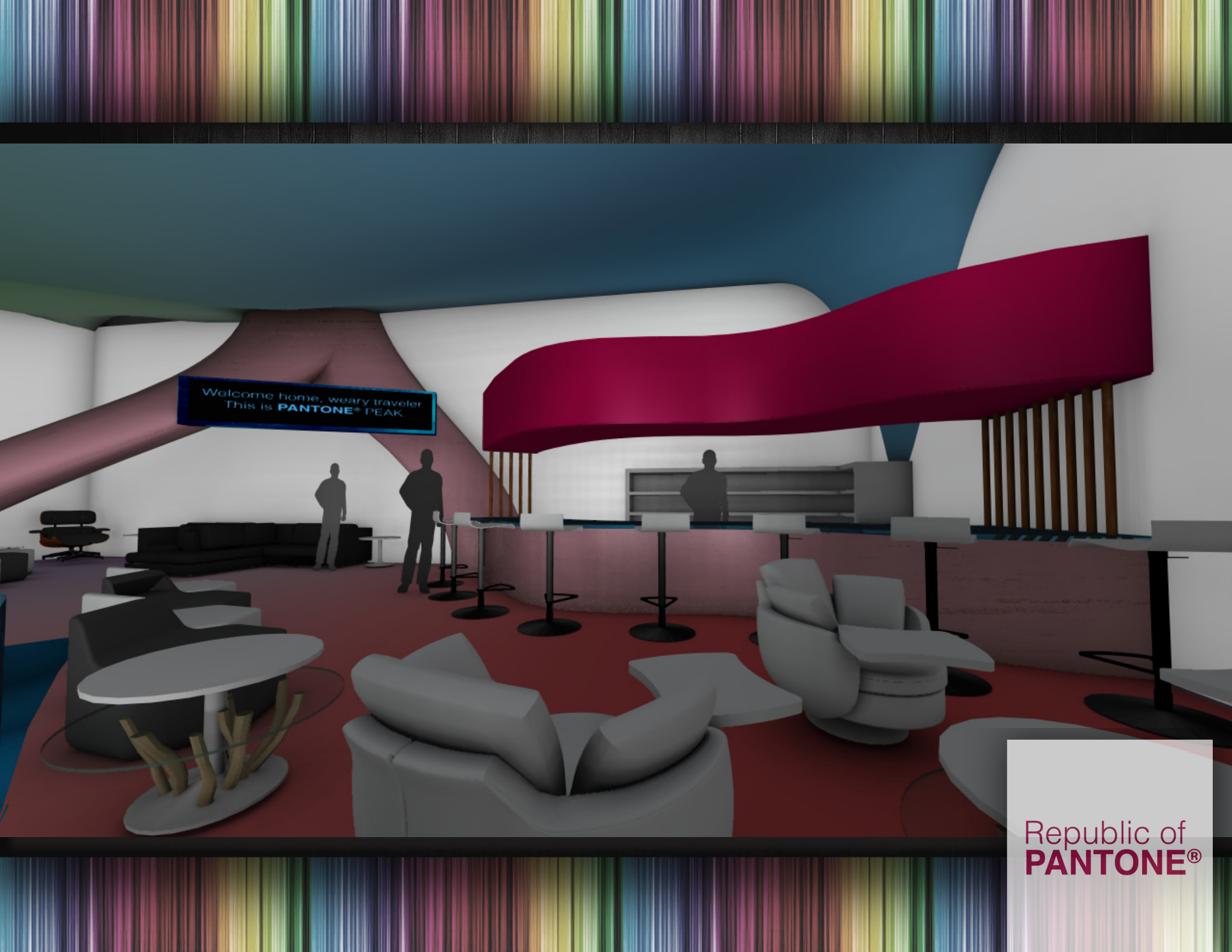
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**PANTONE®**





Republic of  
**PANTONE®**

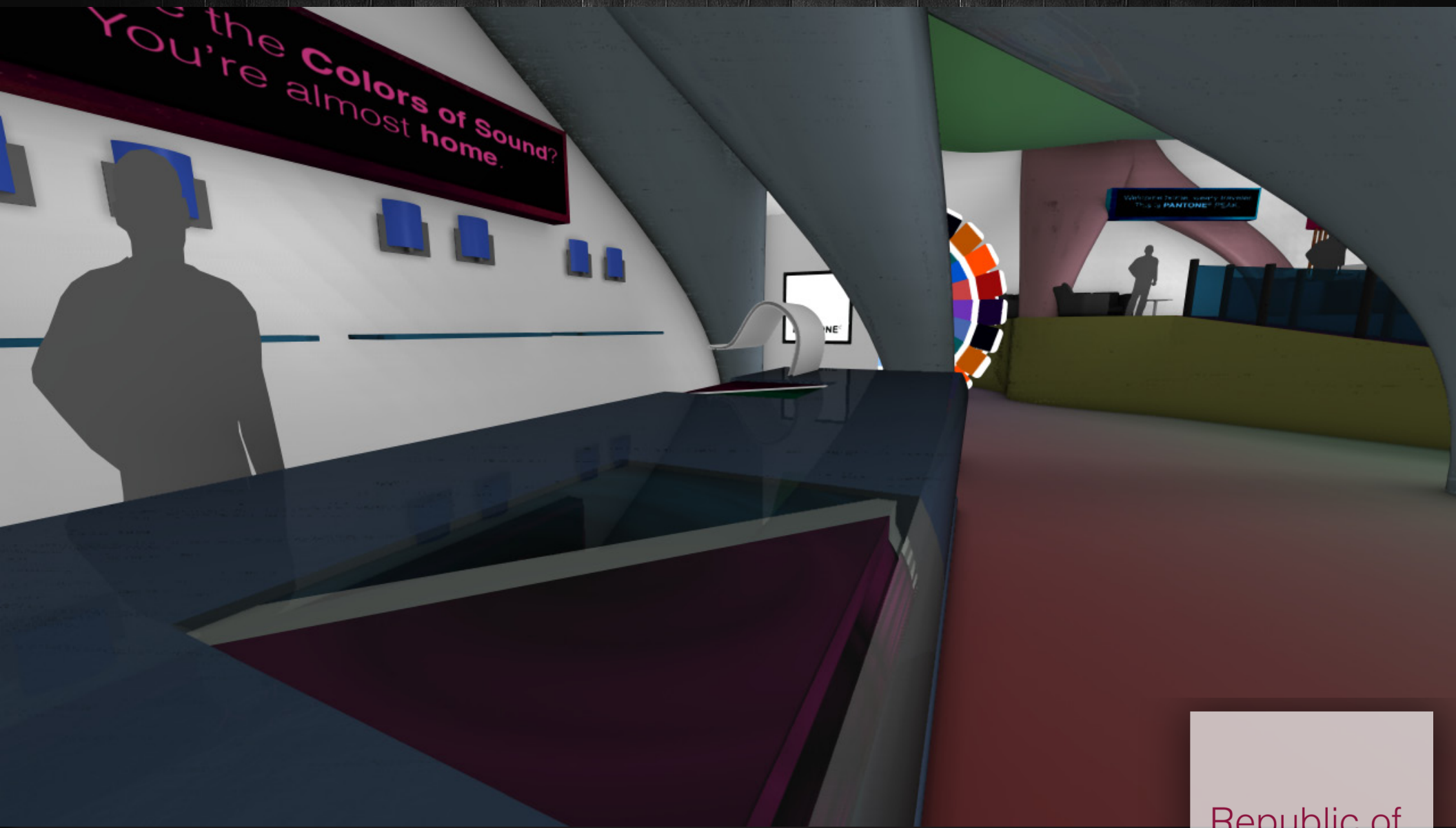




Welcome home, weary traveler.  
This is **PANTONE®** PEAK.

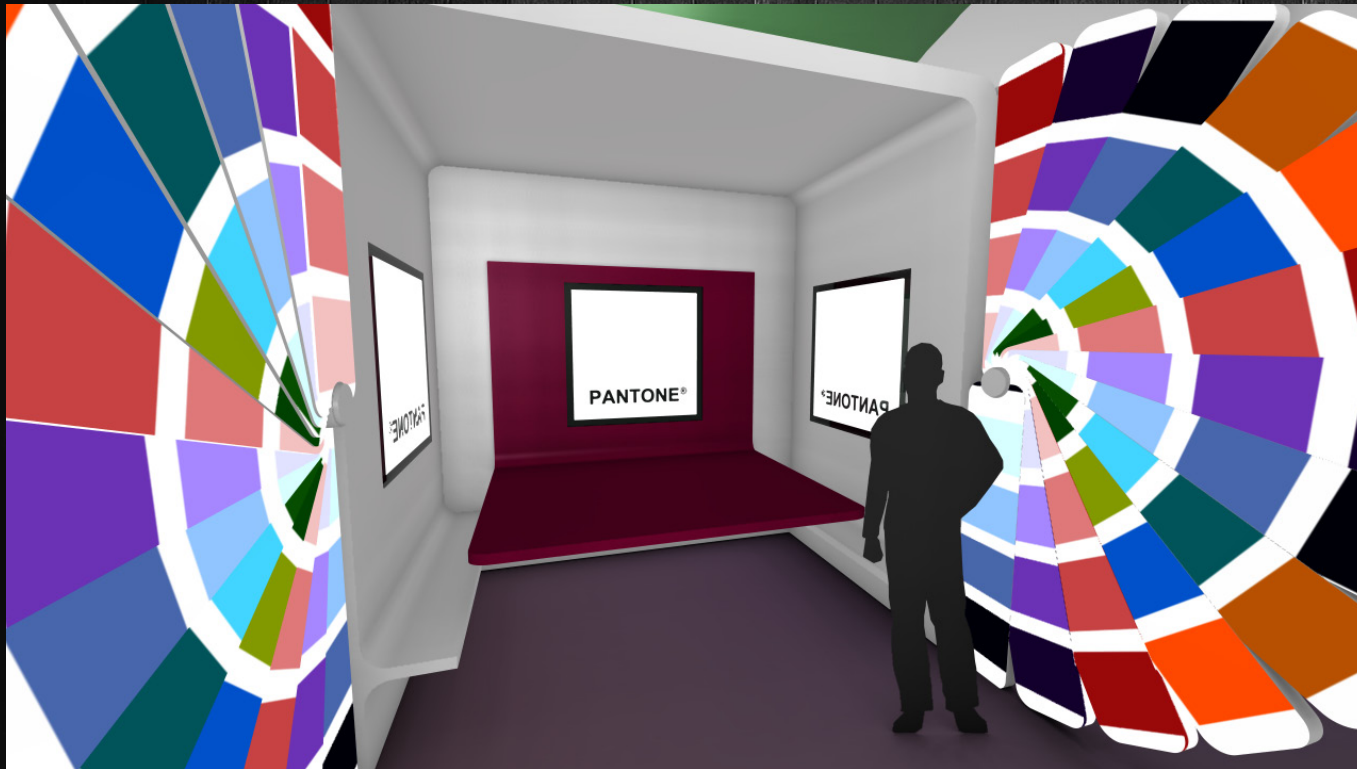
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# MATERIALS BOARD

**Custom Structures:**  
Corrugated Cardboard  
with reflective laminate

**Ceiling Structure:**  
Tension Fabric  
Reflective Plexi

**Color Theme:**  
RGB variations



Republic of  
**PANTONE®**



Welcome to the  
Republic of **PANTONE**®!

Journey through the  
**PANTONE**  
CHECK IN

talk2  
while waiting

Republic of  
**PANTONE**®