



**Jeramiee
Meisler**
Exhibit | 3D | Graphic

About Me

Born and raised in Alaska.

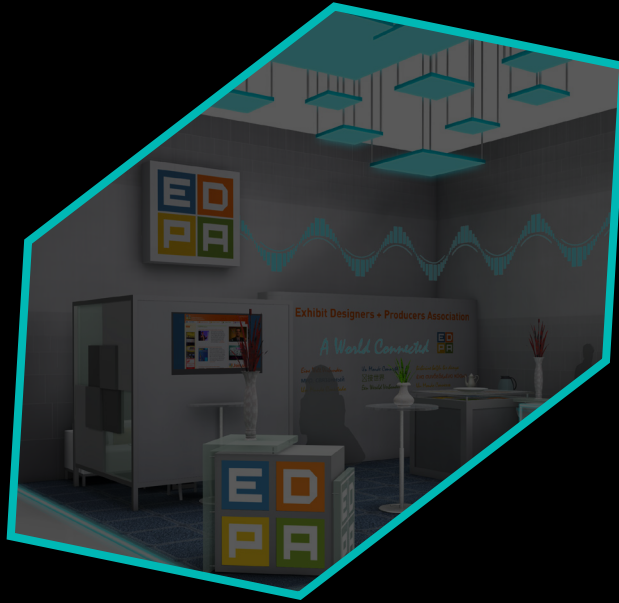
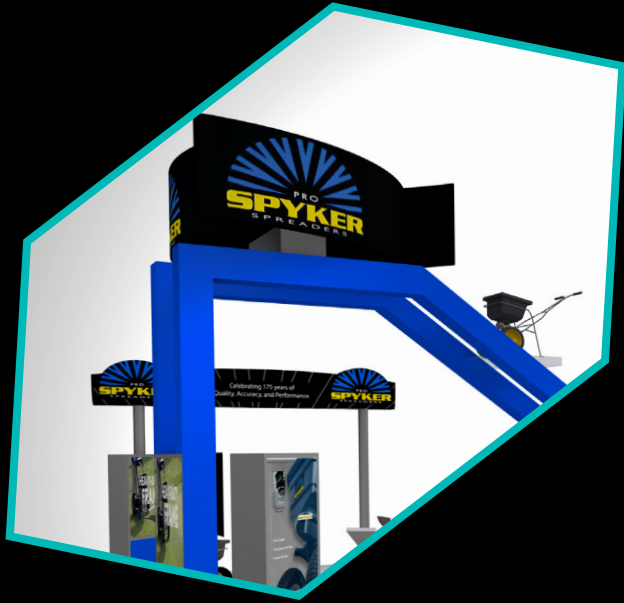


Passions:
Natural beauty
Outdoors
Sports
Friends and Family
Art and Design

Design Guild President 2014

This collection of projects was during over my last year as a student at Bemidji State University. The three projects are a small variety of projects. The first one is an American tradeshow Island booth, the second is a European In-line Stand, and the third is an American corporate interior.



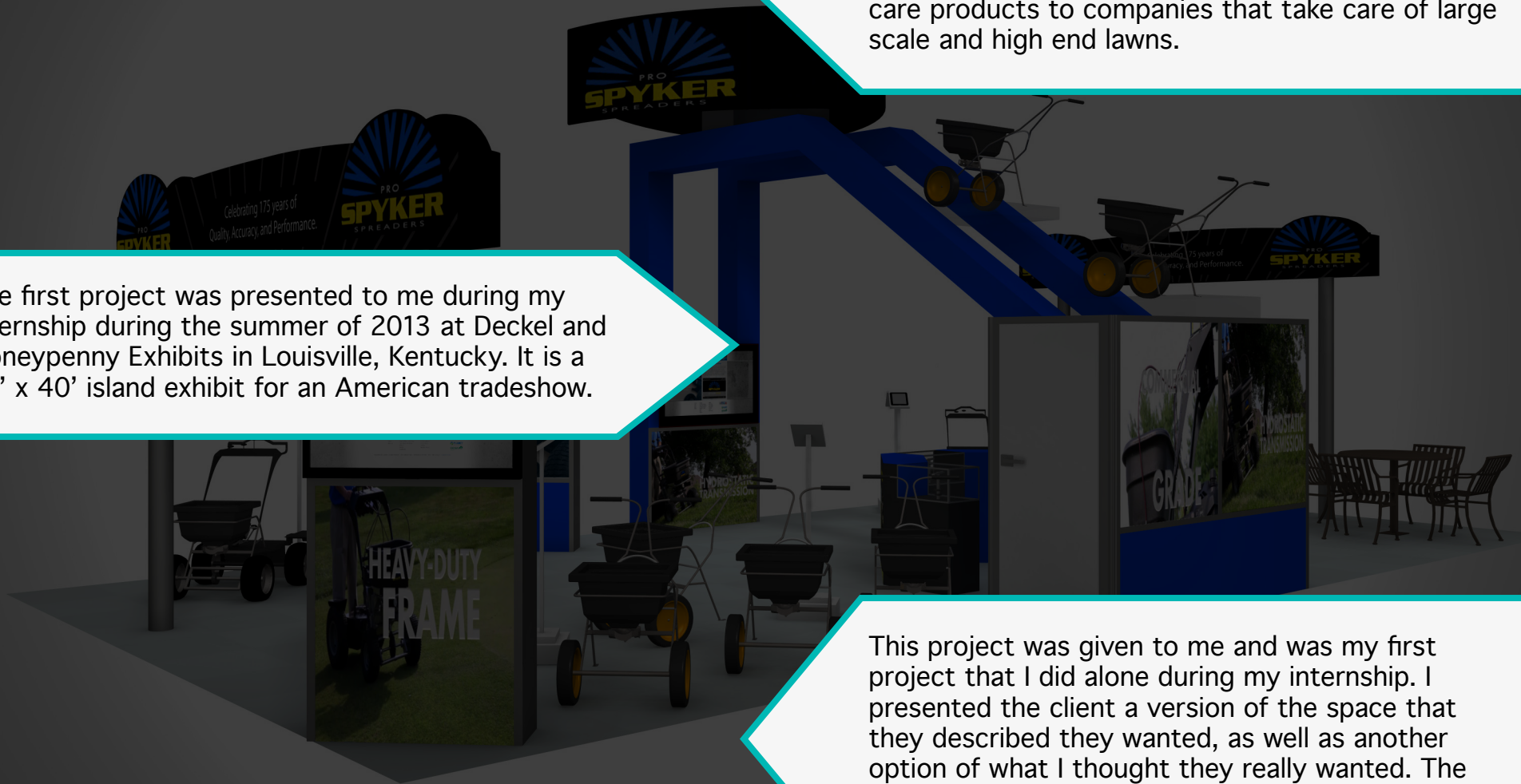


Spyker Booth 20' x 40'

Spyker is part of a company that has been around for 174 years and will be celebrating their 175th year anniversary in 2014. They sell high end lawn care products to companies that take care of large scale and high end lawns.

The first project was presented to me during my internship during the summer of 2013 at Deckel and Money Penny Exhibits in Louisville, Kentucky. It is a 20' x 40' island exhibit for an American tradeshow.

This project was given to me and was my first project that I did alone during my internship. I presented the client a version of the space that they described they wanted, as well as another option of what I thought they really wanted. The client ended up picking the version that was what I thought they really wanted.



Spyker Booth: Objectives/Requirements

- Create a booth this year to be reused next year.
- Empowering display of various products.
- Better brand recognition.

- Various product display
- Large product focal point
- Large photography graphic panels
- Information stations
- Product demonstration area with reception desk
- Storage





Main Entrance

When designing this booth I paid attention to the major traffic flow areas and where the main entrance to the show hall was.



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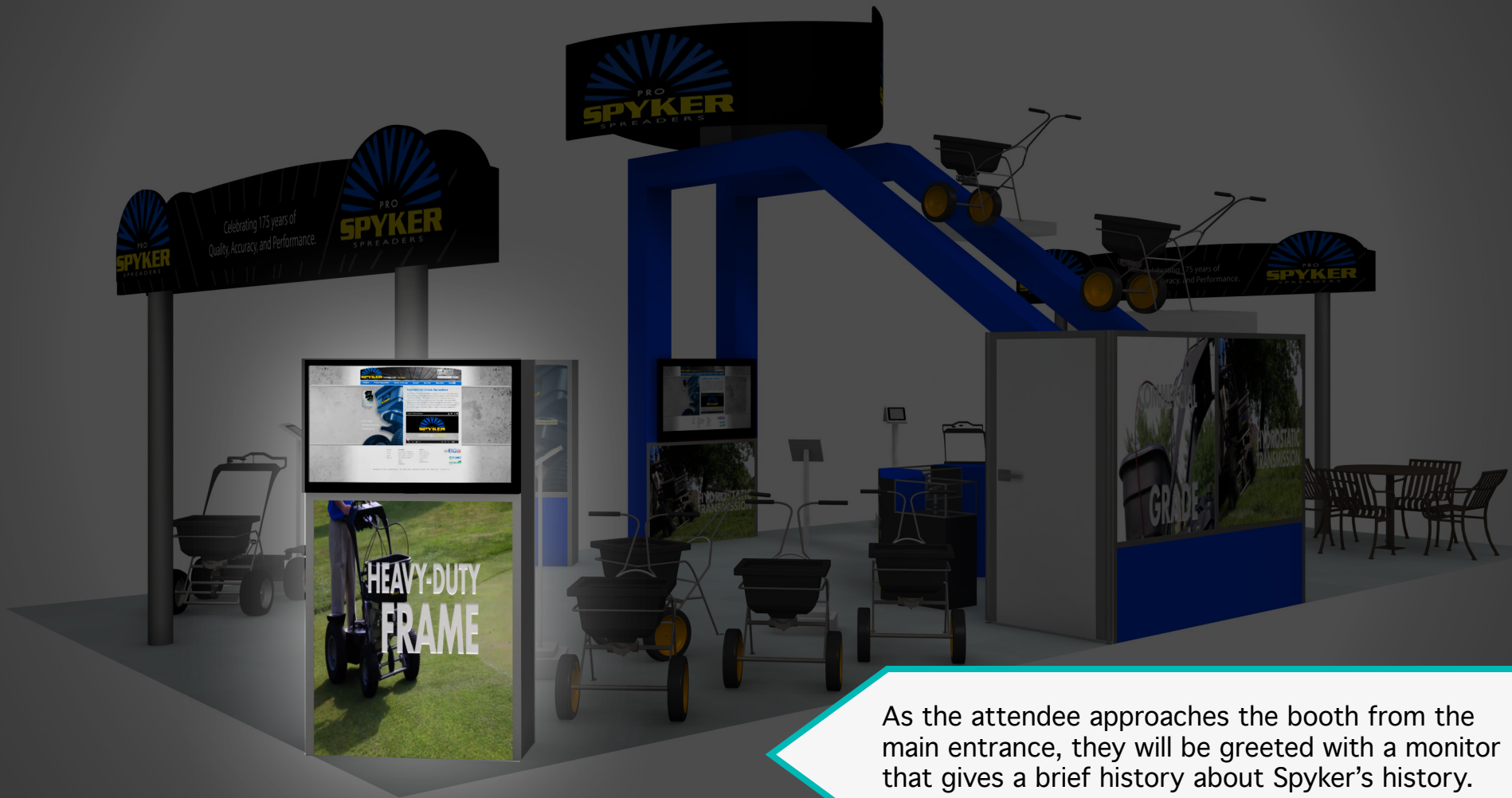
PRO SPYKER SPREADERS

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HEAVY-DUTY
FRAME

HYDROSTATIC
TRANSMISSION

HYDROSTATIC
TRANSMISSION
GRADE



As the attendee approaches the booth from the main entrance, they will be greeted with a monitor that gives a brief history about Spyker's history.

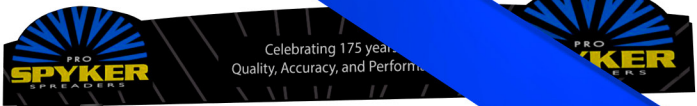
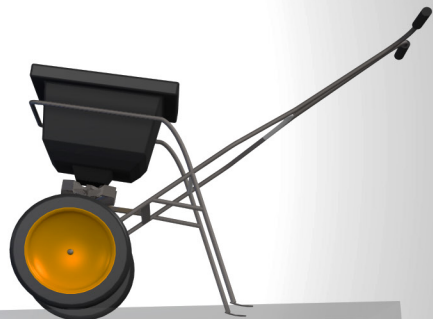
In the creative brief it stated that Spyker wanted to have their large ride on spreader as the main conversation piece. It is located in the front of the booth and a duplicate in the back of the booth so it can be a part of the experience from either side.



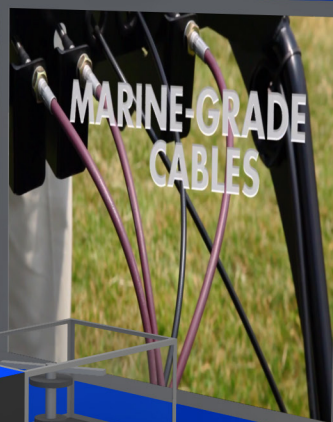


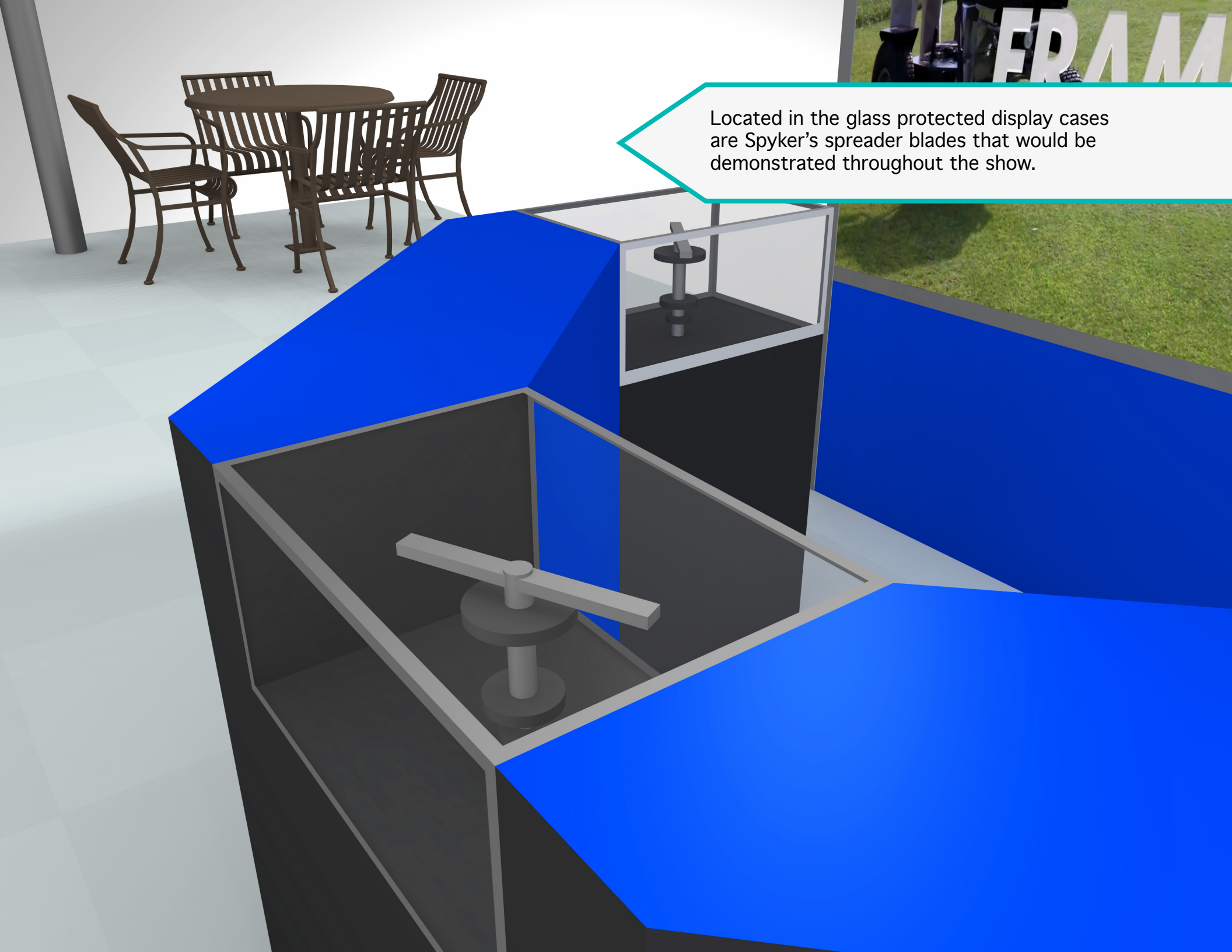
Throughout the booth there are various iPad stands. The attendee can learn about the products they are interested in if the booth workers are busy.

There is product placed on the overhead structure to give attendees the same feel of high quality and monolithic stature that Spyker feels about their products already.



Located in the center of the booth is the reception desk and product demonstration area, as well as the storage closet located right behind them.

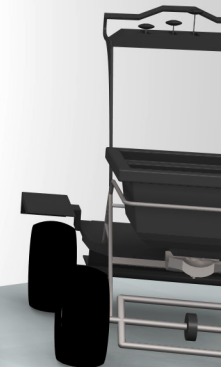




Located in the glass protected display cases are Spyker's spreader blades that would be demonstrated throughout the show.



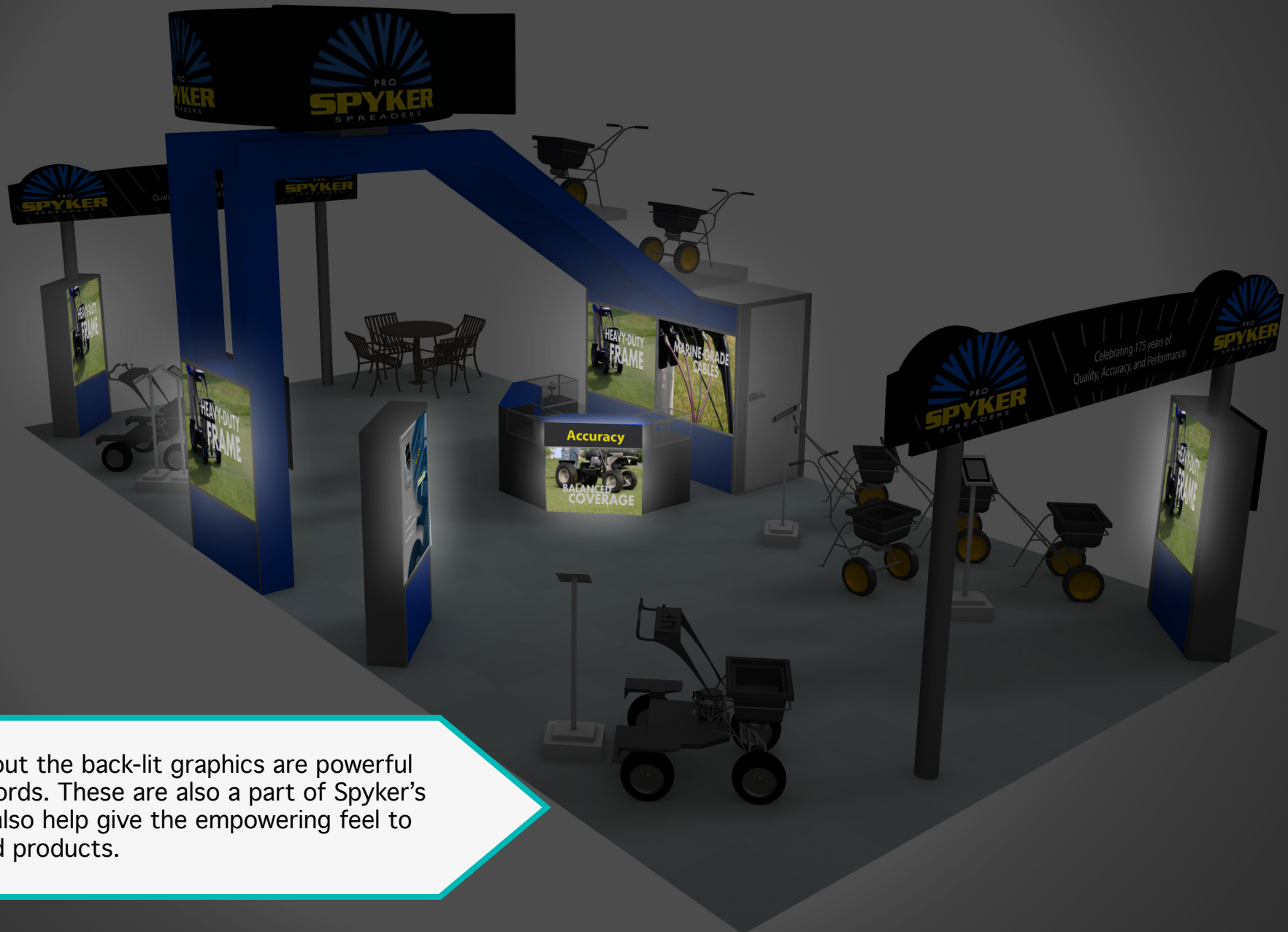
In the back of the booth is an area for private meeting. The furniture is lawn and yard furniture, to fit in the motif of outdoors like Spyker's products.



Just opposite of the product demonstration desk is a monitor that will run videos about Spyker's long standing history and the products that have helped leave a mark throughout.

Part of Spyker's identity is having large graphics that show their product in an empowering way. So I chose to place those graphics throughout the space and made them back-lit to help them stand out.

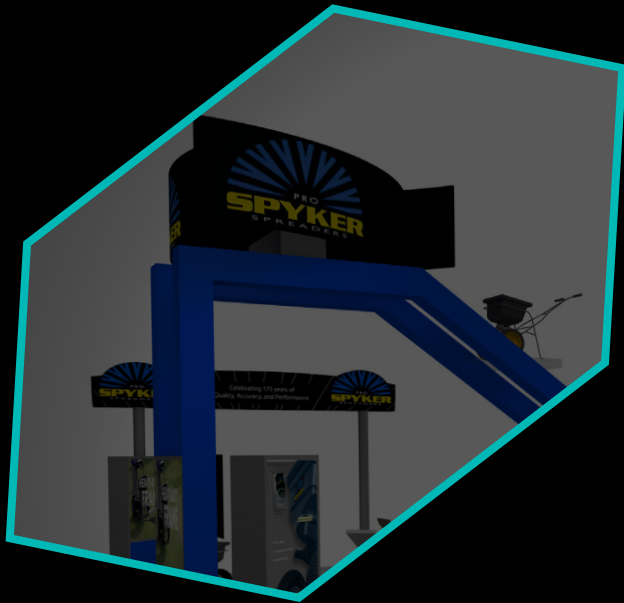




Also throughout the back-lit graphics are powerful descriptive words. These are also a part of Spyker's identity, but also help give the empowering feel to the booth and products.

This project was a great experience during my internship. This was my first solo design project in the industry, and was chosen by Spyker to build back in October of 2013.





EDPA Stand 6m x 7m x 5m

This project was presented to my class from EDPA. The objective was to design EDPA's stand for the Euroshop 2014 show in Düsseldorf, Germany.

I found this project to be a lot of fun because I got to research and learn about European exhibit design and the design trends happening there as well as things that are considered common in Europe.

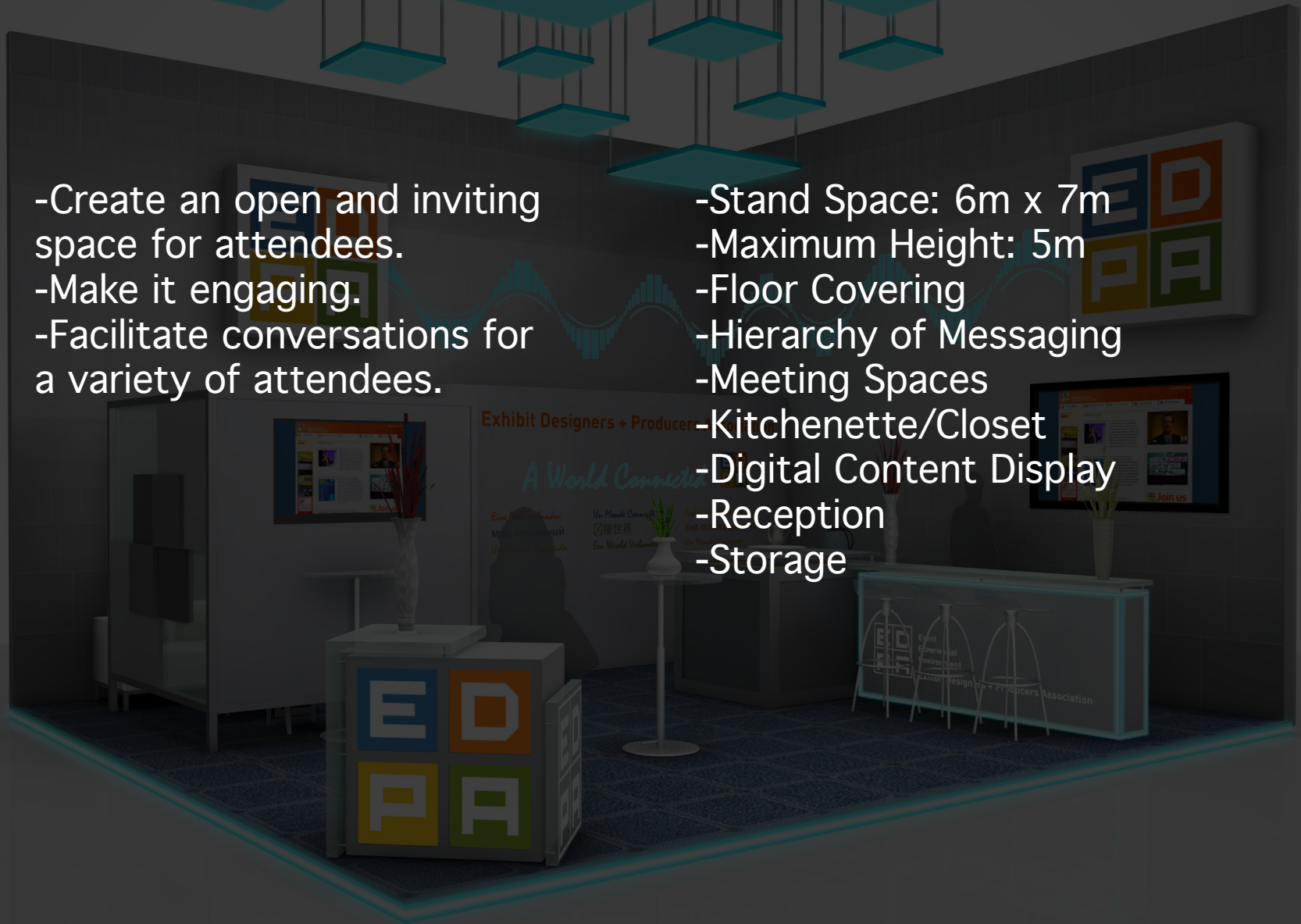
Part of the project was to concept out a pre-show marketing campaign. I will explain my solution later.



EDPA Stand: Objectives/Requirements

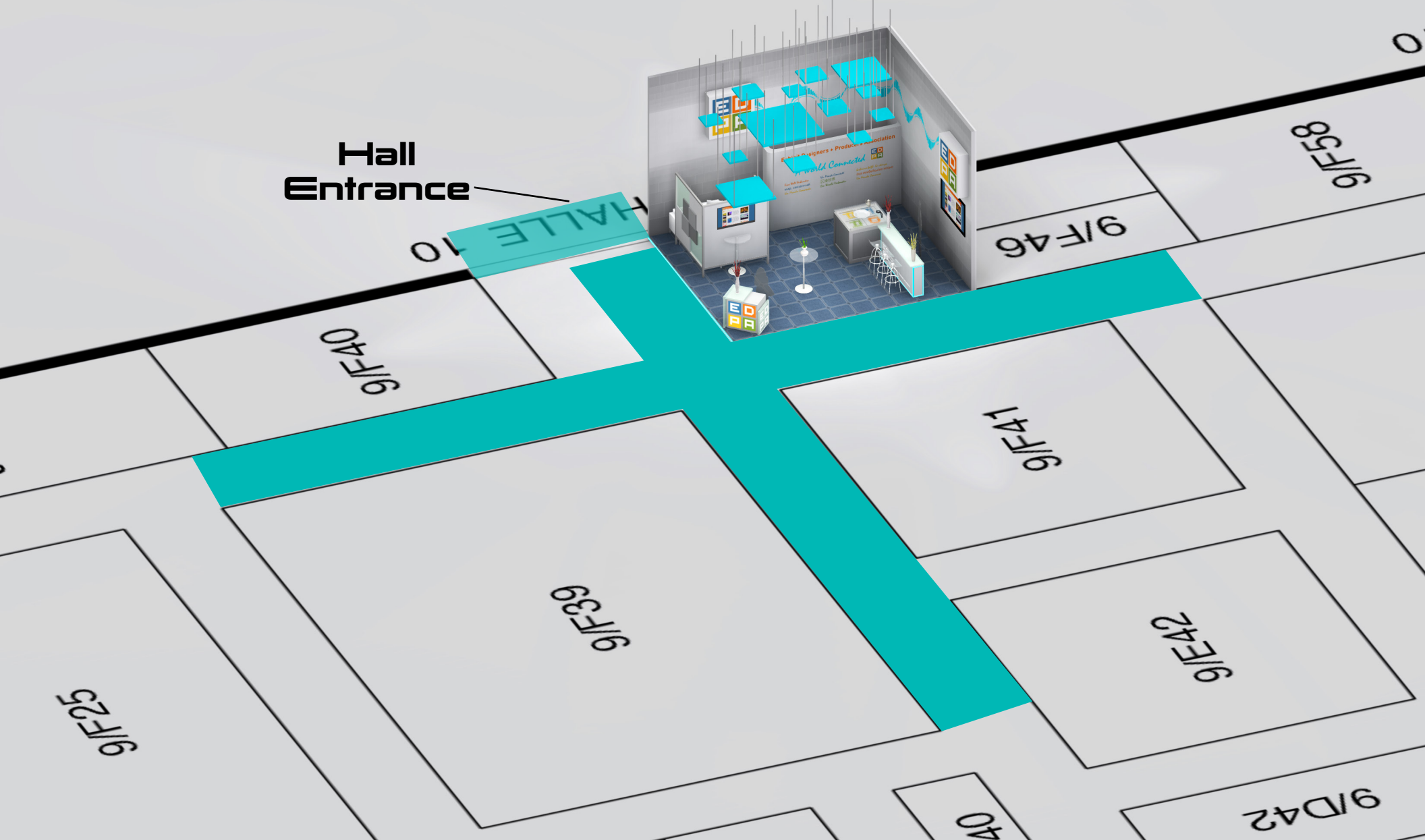
- Create an open and inviting space for attendees.
- Make it engaging.
- Facilitate conversations for a variety of attendees.

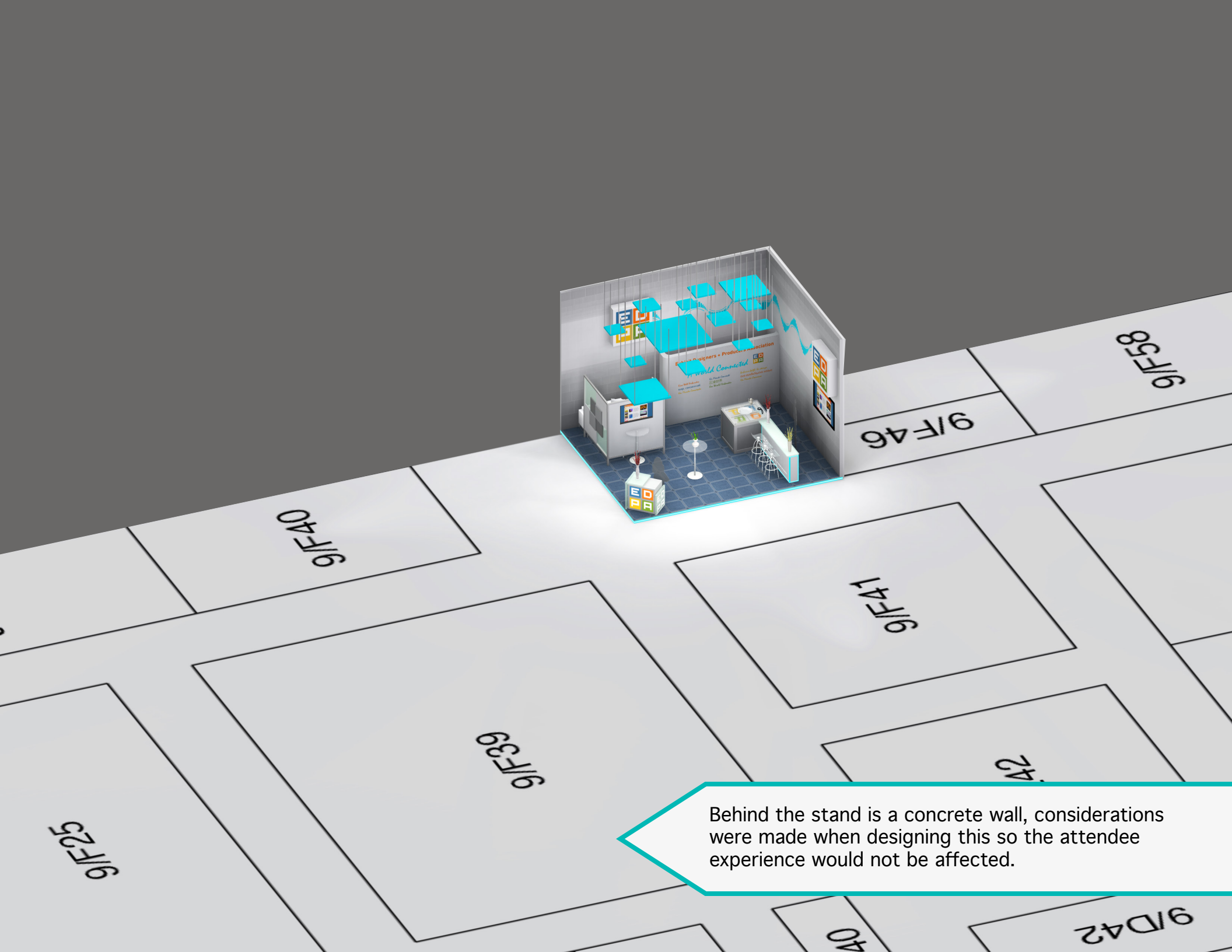
- Stand Space: 6m x 7m
- Maximum Height: 5m
- Floor Covering
- Hierarchy of Messaging
- Meeting Spaces
- Kitchenette/Closet
- Digital Content Display
- Reception
- Storage



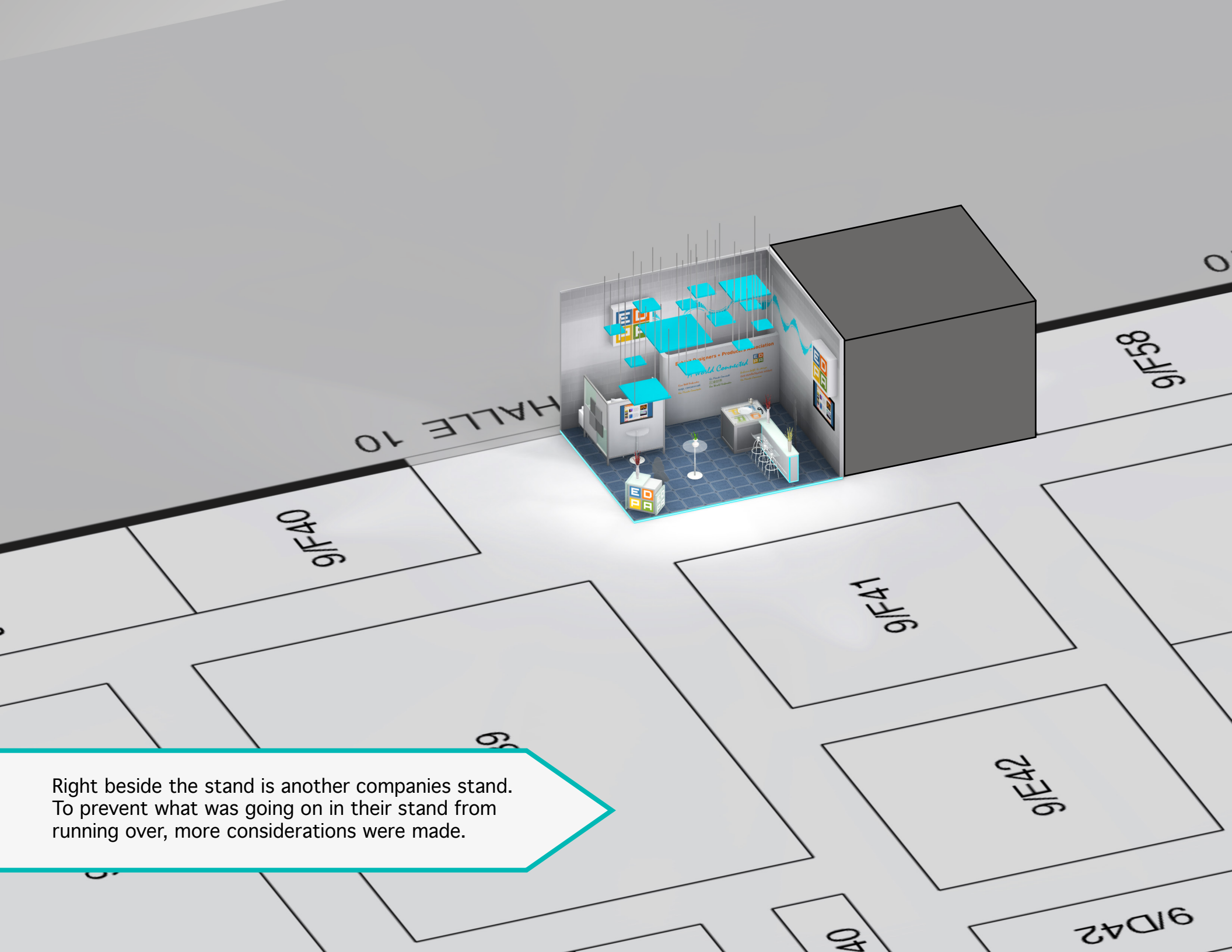
The major traffic flow areas were given special considerations to help draw attendees in. And since the stand is located right inside the main entrance to the show hall so further considerations were made.

Hall
Entrance






Behind the stand is a concrete wall, considerations were made when designing this so the attendee experience would not be affected.



Right beside the stand is another companies stand. To prevent what was going on in their stand from running over, more considerations were made.



The two walls of the stand reach up to the entire cubic content so that the attendees experience could be focused on what's happening here.



In the front corner of the stand is the reception desk. Here the receptionist will greet attendees as they enter the space and help them connect with someone who can help with their exhibit needs.

And since EDPA is a global company, the receptionist would help connect the attendee with any language needs.

One thing EDPA really wanted was meeting spaces for conversations and space to meet. So I chose to give them a variety of meeting spaces.



Including a private meeting space.



Informal standing meeting spaces.

And a bar seating area where the attendee can be treated to some hospitality while having a conversation with a staff worker.



Hospitality in European trade show design is more than a trend, it is a normality. So there is a food station located towards the back of the stand to prevent people from just grabbing food and leaving. In the farthest back corner of the stand is the kitchenette area that was required in the RFP, it is located here so that it is out of the way of the major traffic areas.





The theme of the booth is “A World Connected” because EDPA is a global company that focuses on making connections between people around the world. This is shown with the wall graphic that greets attendees in a variety of languages as well as through all of the lights in the stand.

My pre-show marketing campaign involved a greeting card that would invite attendees to the stand and encourage them to bring along with them the item packaged within. The item inside is a Blue Tooth LED Vibrating bracelet.





Periodically throughout the show, the stand would have a light pulse event. At this point all of the lights in the stand would pulsate brightly and collectively change colors.



If the attendee remembered to bring their bracelet with them then they would experience the bracelet vibrate and synchronize to the color of the stand as they approached near the stand. This would help remind them to stop in.



As incentive for the attendees to bring their bracelets, they would be informed that by bringing the bracelet and having it scanned, they would be entered to win a 1-year membership to EDPA.

One significant trend in European trade show design is having raised flooring. This because of the way the electrical rigging is done and safety regulations following. This is different from the United States.

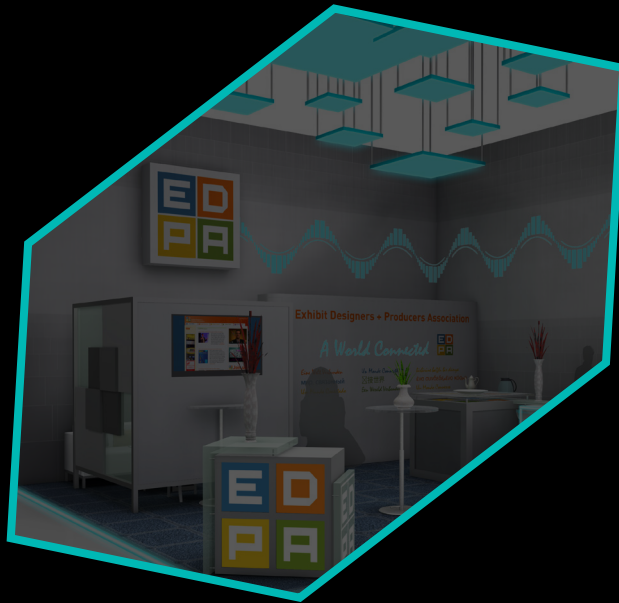
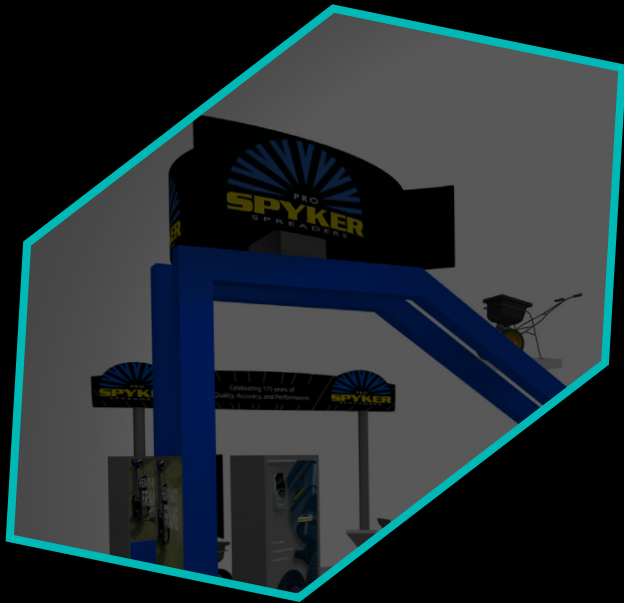


The two monitors in the stand will display two different videos. One will display the logos of the companies that sponsored the booth this year. The other monitor will display information regarding the 300+ members around the world.





I really enjoyed this project, I found researching European design trends to be very fascinating. I think this is good information because it is estimated that design trends in Europe, Germany in specific are three years ahead of the rest of the world. So i look to this research as guidance of why.



Valspar Lobby

A 3D architectural rendering of a modern lobby. In the foreground, there is a long, white reception desk with a green base. Behind the desk, a person is silhouetted against a bright background. The background features a wall with a large, colorful display of vertical bars in red, orange, yellow, green, and blue. The ceiling is white with a grid pattern, and there are large, dark columns. The overall lighting is dim, with highlights on the desk and the person's silhouette.

We were given this project from Star Exhibits based on a project they had actually done. We weren't allowed to know what their final product looked like.

The project is a group project completed by myself and two other members. This was the first time we have been assigned to do an exhibit based group project so it was a unique experience.

For the entire group it was our first time doing a corporate interior. This proved to give us some challenges but we are proud of the final product we have come up with.

Valspar Lobby: Objectives/Requirements

- Re-design the corporate lobby.
- Emphasize Innovation
- Give insight into Valspar's long history.
- Show they don't just do paint.
- No major architectural changes.
- Showcase and explain the Four Pillars of Innovation.
- Display 3d and 2d artifacts.

valspar

if it matters, we're on it.



This is the building of the lobby we were to redesign from a street view. The entrance here is the main entrance to the lobby.



This is the space we were working in.



The building it self has significant historical value, so we were not allowed to make major architectural changes. This pose some challenges we had not faced before, most significantly the support pillars.



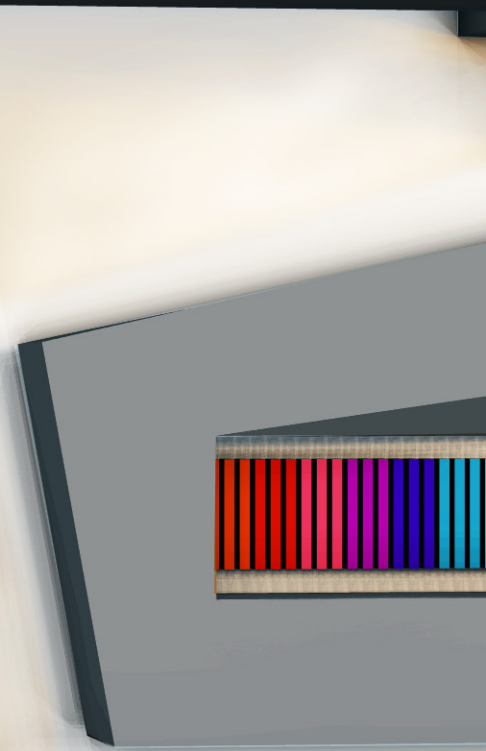
Now because it is easy to get lost on where you are looking when inside of a building, I want to show you the floorplan before you get inside of the space.

This view is to give you some perspective on where the entrance is in regards to the mini-map you will see shortly while navigating through the space.



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We chose to use energetic colors and irregular geometric shapes to give the feel of a modern and innovative corporate lobby.

valspar

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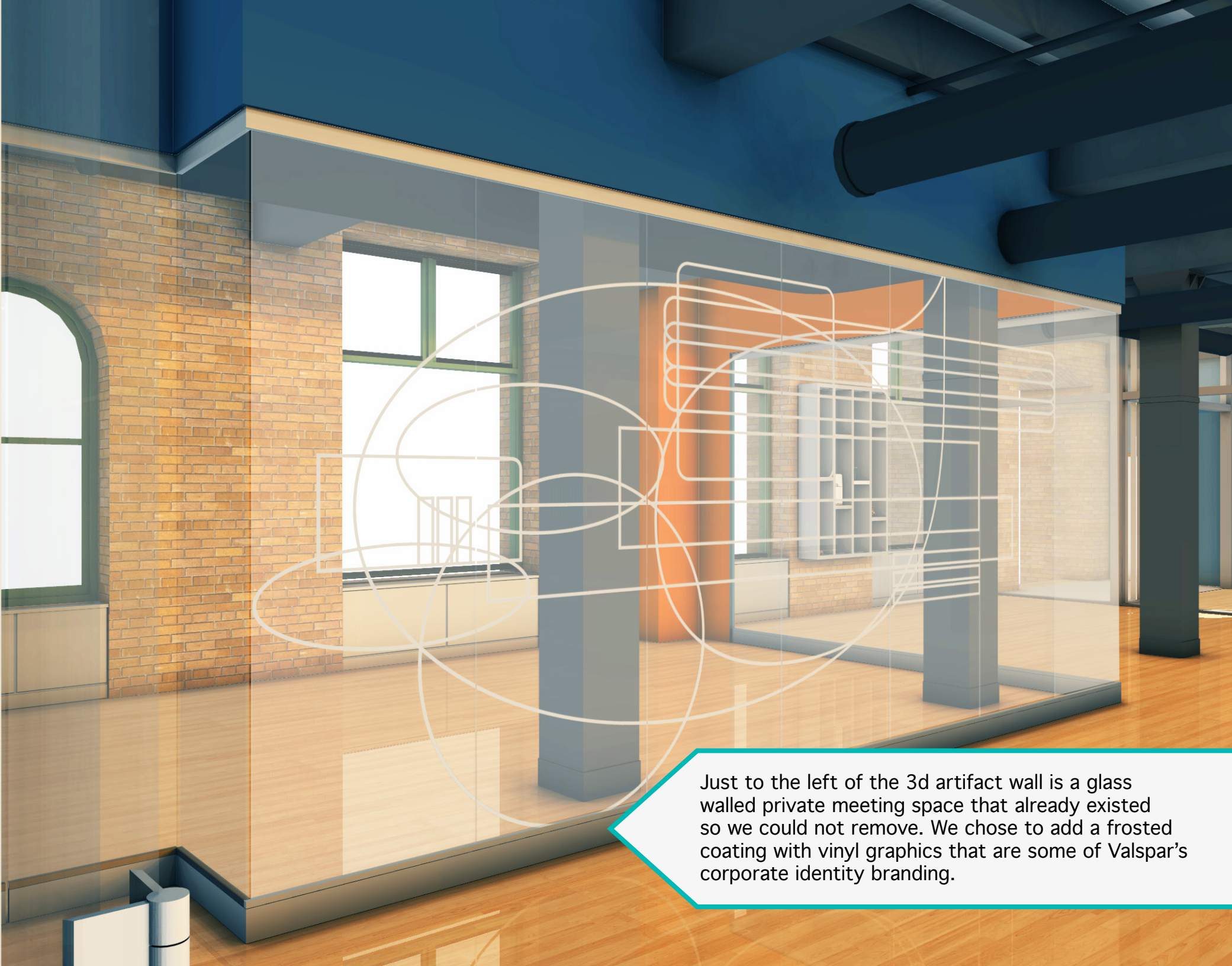
As the guest enters the space they will be greeted by a receptionist who will check them in and offer them a beverage from the mini-fridge located behind the desk. The guest would then invited to sit and relax in the seating area, or explore the space at their leisure.





To the right of where the guest enters is a display case for some of Valspar's 3d artifacts. The artifacts represent various moments throughout the companies long standing history.





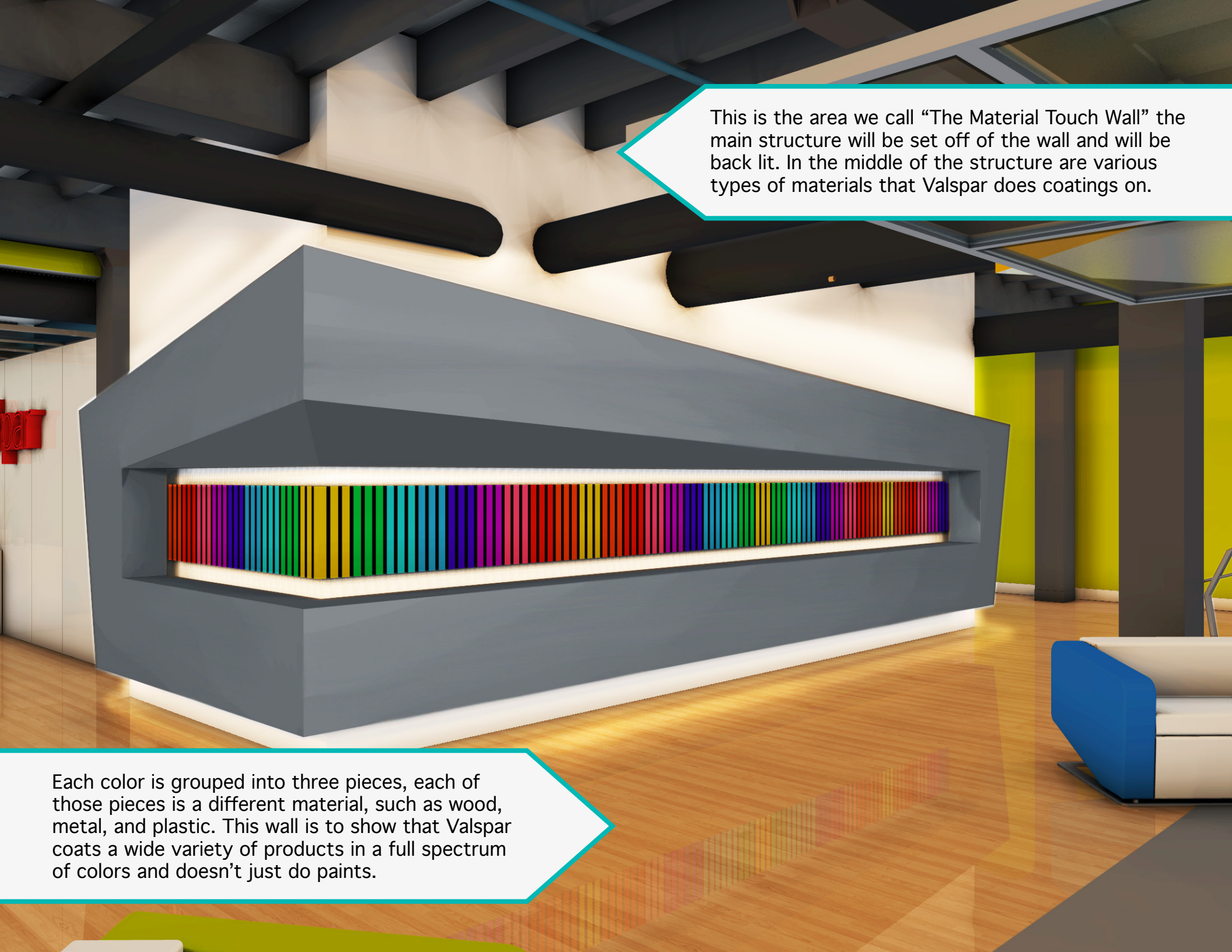
Just to the left of the 3d artifact wall is a glass walled private meeting space that already existed so we could not remove. We chose to add a frosted coating with vinyl graphics that are some of Valspar's corporate identity branding.





In the center of the space is the seating area. We chose to continue the theme of energetic colors and irregular geometric shapes in the furniture and overhead lighting structures.





This is the area we call “The Material Touch Wall” the main structure will be set off of the wall and will be back lit. In the middle of the structure are various types of materials that Valspar does coatings on.

Each color is grouped into three pieces, each of those pieces is a different material, such as wood, metal, and plastic. This wall is to show that Valspar coats a wide variety of products in a full spectrum of colors and doesn't just do paints.

Pillars of Innovation



appearance

application

environment

performance



investments
innovations
insights
insights

This is the display area for the Four Pillars of Innovation. On the large vertical structure there is a monitor embedded that would play a video that explains what the Four Pillars of Innovation are.



The Four Pillars of Innovation are Valspar's four key words to their business philosophies. The combination of video and actual pillars would explain how Valspar uses these to remain the industries leader in coatings and other areas they work within.



Varnish your bathroom with Valspar—the water-proof varnish

SPLASHES won't spot it, puddles of hot, soapy water won't turn it white; even scalding steam won't injure Valsparged woodwork.

For Valspar is positively water-proof! But don't stop at the bathroom—use Valspar everywhere around the house. Wherever you have woodwork you need Valspar to protect and preserve it. You can easily apply it yourself.

VALENTINE'S VALSPAR

The Varnish That Won't Turn White

Use Valspar—
—on doors and woodwork,
—on front hall and stairs where wet shoes and dripping umbrellas quickly ruin ordinary varnish,
—on the front door and on all window sills for protection against rain or snow.

—on linoleum, composition and oilcloth. It's wonderful how Valspar will brighten and add to the life of such floor-coverings.
—on your furniture, especially the dining-room table and sideboard, for spilled liquids or hot dishes will not mar a Valsparged surface in the slightest.

And beware of this: Don't let yourself be talked into buying a cheap varnish, for Valspar is worth double the price of an ordinary varnish, though it costs very little more.

VALENTINE & COMPANY, 443 Fourth Ave., N. Y.
Sole Manufacturers of Valspar Varnishes and Lacquers
New York Chicago VINCENNES Toronto London
Boston Albany Philadelphia St. Paul St. Louis
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Special Offer: Don't be content merely with reading about Valspar—
For 10¢ in stamps we will send you enough Valspar to finish a small table or chair. Or, if you will write, send Duke's name on before the end and send us only 15¢ for the sample set.

Your Name: _____
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Duke's Name: _____

Drive a Valsparged Car!

valiant, parking "Up-to-date" class!

VALSPEAR'S VALSPAR LACQUER

The Easy Way to Buy Valspar

VALSPAR LACQUER

VALSPEAR LACQUER



On the side wall of the space there is cases that house some of Valspar's 2d artifacts. The 2d artifacts are a collection of ads and documents that detail Valspar's long lasting history.



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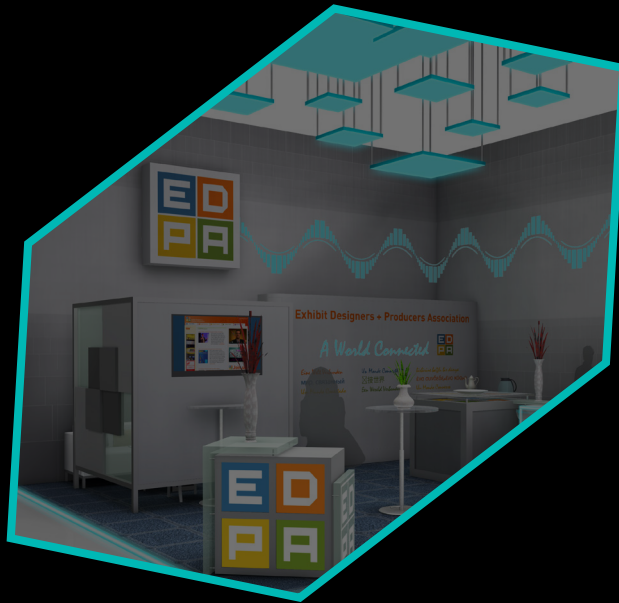
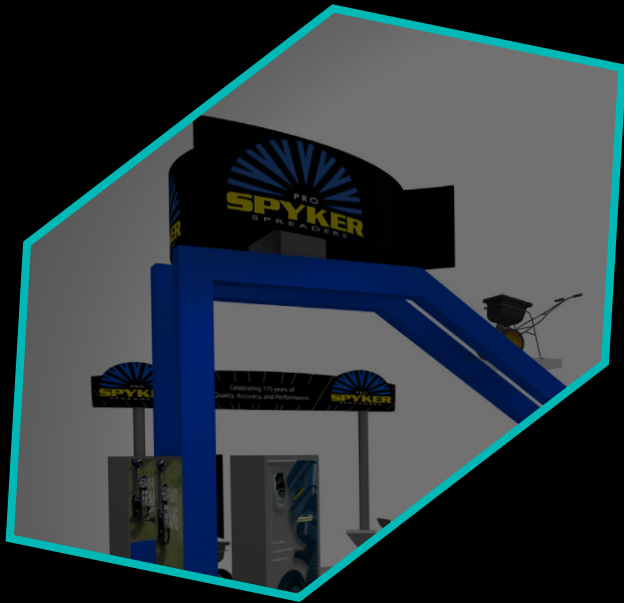
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For 10¢ in stamps we will send you enough Valspar to finish a wash tub or chair. Or, if you will write, send dealer's name or address for our next send us only 15¢ for the same one.
Your Name
Your Address
Dealer's Name





This project was challenging at times due to some of the restrictions we had with not being able to change certain elements of the space and getting 4 peoples schedule synchronized. But I am very proud of the final product we came up with.



Thank You

I would like to thank you for looking through some of my work I've done over the last year. These projects have all helped me grow as a designer and I believe I have prepared me for beginning my career in the exhibit design industry.



Do not follow where the path may lead.
Go instead where there is no path and leave a trail.

-Ralph Waldo Emerson

Jeramiee Meisler

Exhibit | 3D | Graphic

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