

SKYLINE SOLUTION

Rachel Harris

#KissMeAtKCon

The group that will be performing is a South Korean boy band called uKiss. They have a large international fanbase and are well known in the kPop scene. The decision to feature this band was made based upon their diverse fanbase and in an effort to promote their image. The social media tag to increase awareness of the event is #KissMeAtKCon. “KCon” can be substituted for the name of the event.



Current Trends & Approach

Straight-line architecture built with systems is popular because it is less expensive than custom builds. Because of the flexibility of this project, the custom build will really draw attention.

Trending colors tend to be cooler, with light wood tones to add some level of warmth. The booth takes on this trend but simplifies it using mostly white with blue colored light accents in particular areas to bring out the international style of the booth.

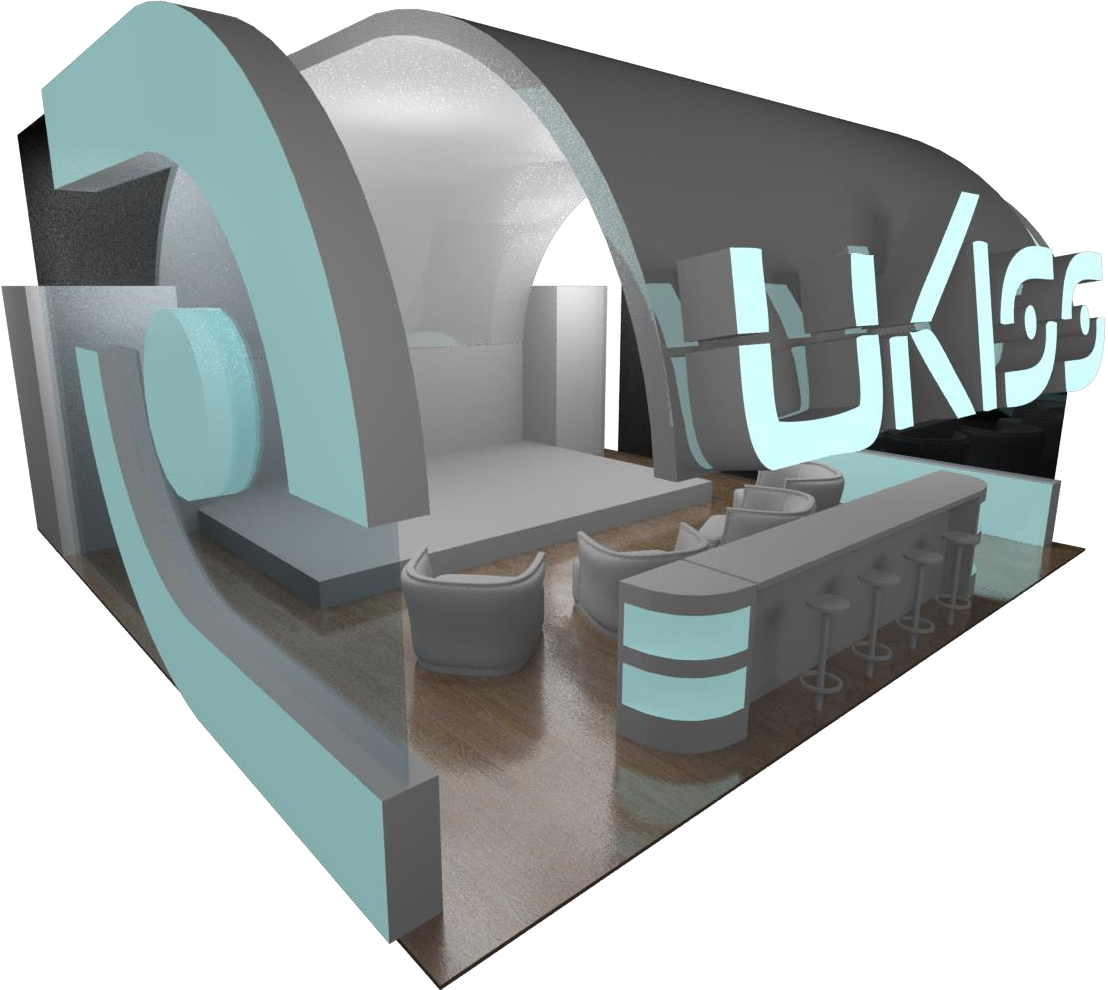
The majority of the booth has a glossy white finish and can be made from any sort of wood or wood-like material to uphold its solid structure. The flooring can be laminate with a wood texture or authentic wood flooring for a more complete look.

Inspiration

The inspiration for the booth design comes largely from the logo itself. Shapes are derived from the logo letters to create the space and represent the band's identity. The simplistic color pallet was chosen to keep the chance to re-use or refurbish it open.

The modern and simplistic look may not necessarily coincide with the current brand's identity, but the identity is constantly adapting and changing based on their newest album. The logo itself has even evolved slightly between each album produced.

The decision to make the booth simplistic and clean was to allow other smaller decorative elements to enhance the space and match the current identity without having to sacrifice the availability of the booth in the future. The wall behind the stage has a matte material that can be projected upon to create a backdrop that fits each individual song's personality.

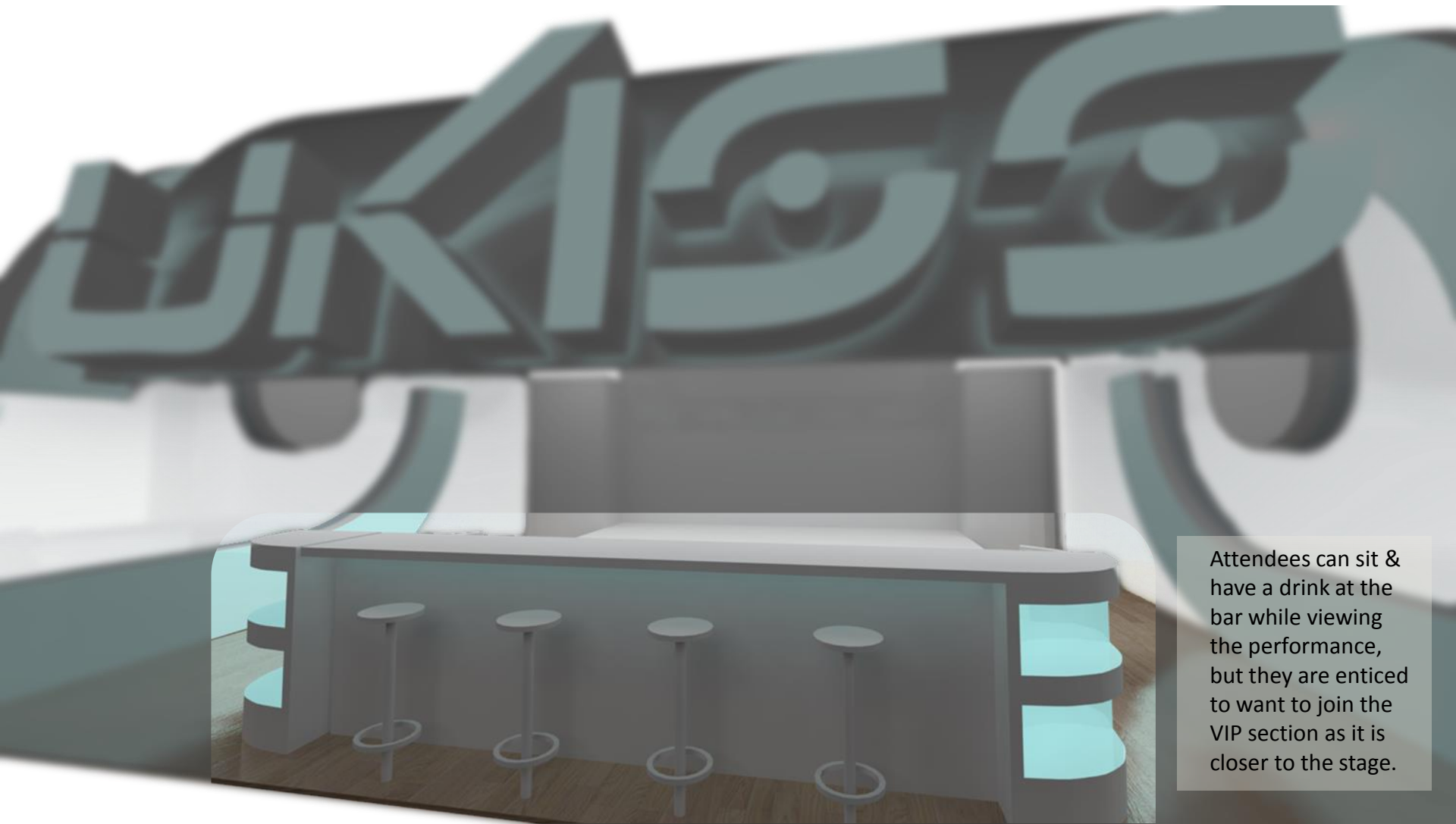




3D Logo

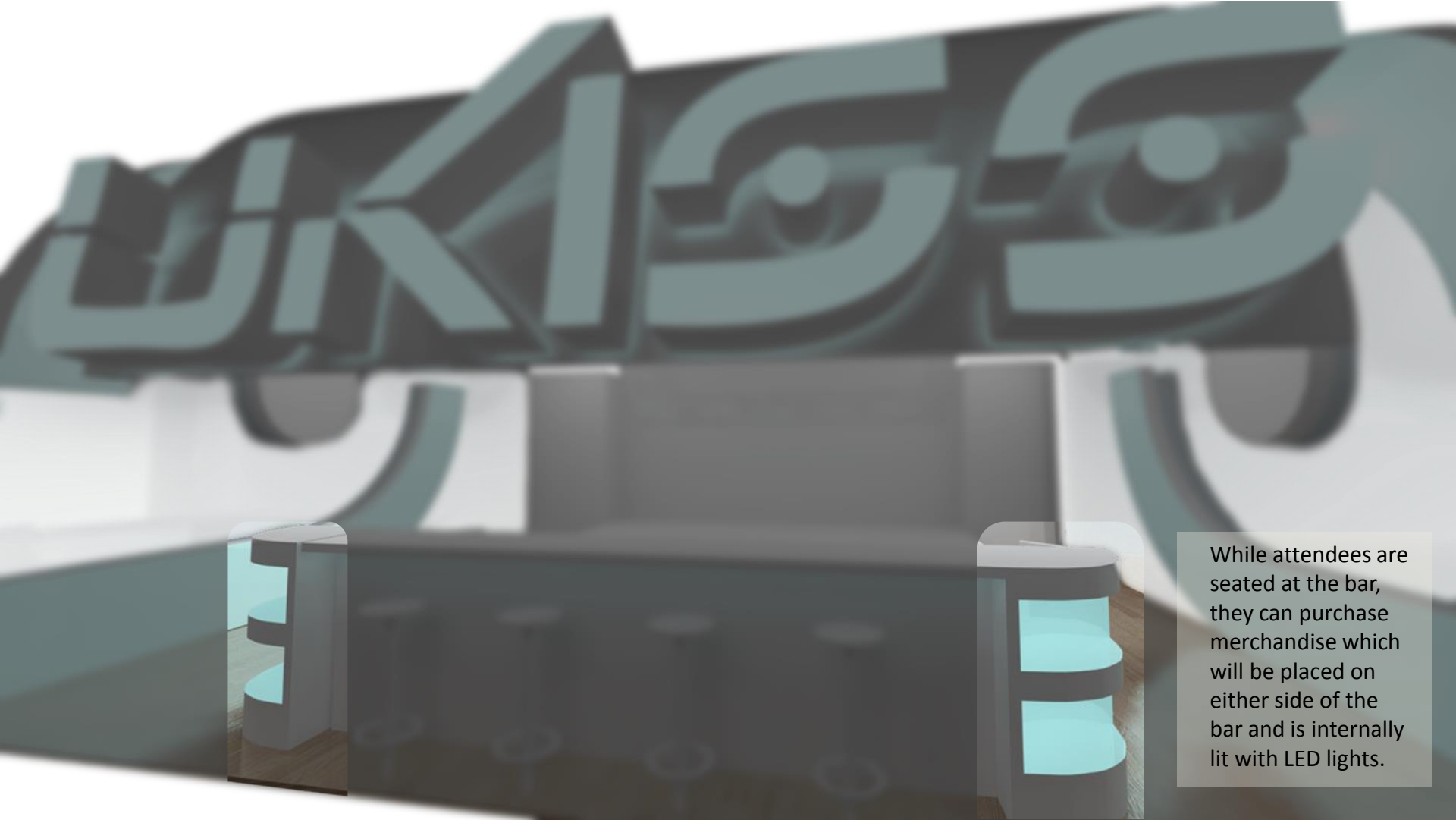


The logo is lit up with LED lights internally and glows from the front and back.



Attendees can sit & have a drink at the bar while viewing the performance, but they are enticed to want to join the VIP section as it is closer to the stage.

Bar and drink area



While attendees are seated at the bar, they can purchase merchandise which will be placed on either side of the bar and is internally lit with LED lights.

Merchandise area





Four VIP lounge chairs are comfortably placed for close viewing and can be moved if necessary.

VIP seating

The raised stage is 12'x20' and can be easily accessed at any point because it is lower to the ground. When the band isn't performing, the stage will double as the backdrop for photo ops.



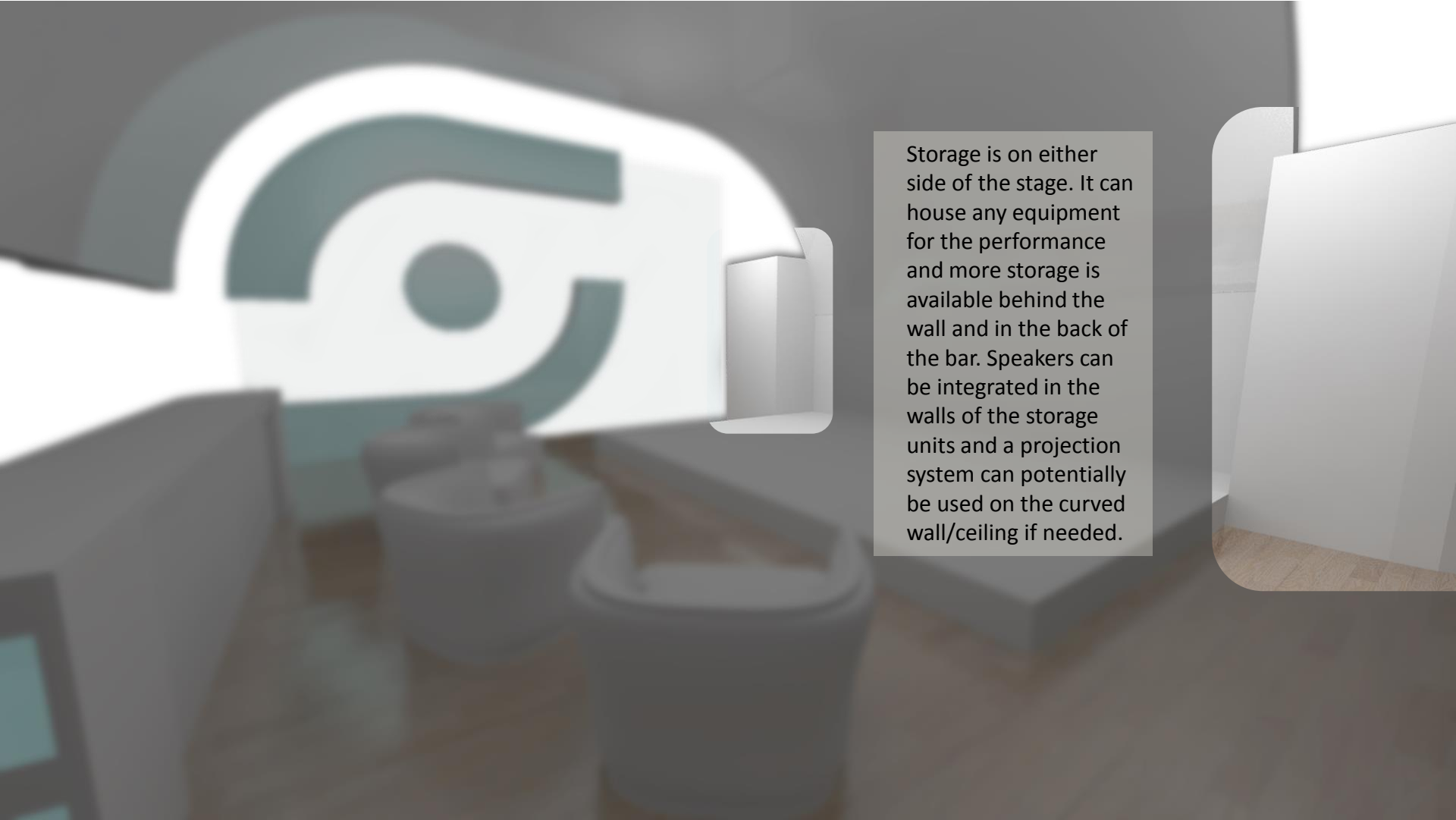
Raised Stage

'S' Wall



On either side of the booth there is a Plexiglas wall with the 'S' from the logo as a sculptural piece. This is to help block sounds from the aisle and to also add a small level of privacy for the VIP viewers while still allowing curious eyes to peek inside the booth.

Storage



Storage is on either side of the stage. It can house any equipment for the performance and more storage is available behind the wall and in the back of the bar. Speakers can be integrated in the walls of the storage units and a projection system can potentially be used on the curved wall/ceiling if needed.

THANK YOU