

天龍軒

T I N L U N G H E E N



Vision

The concept behind my design is to get entrepreneurs to feel like opening a Tin Lung Heen would be beneficial to them and their city because major cities in North America lack an authentic, high in luxury Chinese dining experience.



Inspiration

Frank Lloyd Wright Falling Water home is a big inspiration for my exhibit. This home has a balance of industrial materials and natural materials. It uses all of the elements and that helps harmonize the home with a Feng Shui feel. Also using the Feng Shui rules inside of my exhibit helps bring the authentic Chinese environment. Keeping everything balanced and trying to use circular furniture and lighting to harmonize the heavy blocky style architecture.



Theme

“Bring Hong Kong to Your Block”

This is a good theme and message to market the Tin Lung Heen exhibit because it explains the vision in a small, catchy saying that will be memorable for the user. It is also a call to action for the entrepreneurs coming into the exhibit by telling them to “Bring Hong Kong to Your Block”. This theme is also personal to the attendees because it is telling them to bring Hong Kong to their city.



Design Strategy

I made my exhibit with a “blocky” architecture to go along with the theme I have created. The blocky architecture is used elegantly and has a high end luxury feel. Using colors like red and black is a very important aspect in making the booth represent a traditional Chinese experience. In Chinese culture red is the color of wealth and well being. The materials I am using are going to be high end polished metals, polished shellac materials and woods to help balance out the Feng Shui within the exhibit. Using a mixture of industrial materials and natural materials will help harmonize the energy within the exhibit. Using dim lighting will help bring in that luxury feel and help bring calm into the exhibit compared to the noisy and bring trade show halls.

