



Open

The structure does not physically block the product more than absolutely necessary.

Minimalist

The architecture supports the Astec product using the fewest possible elements to get the maximum effect.

Cohesive

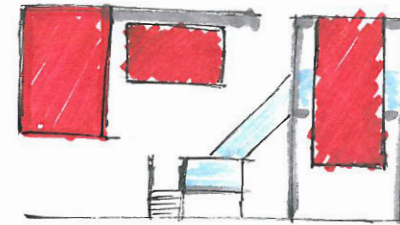
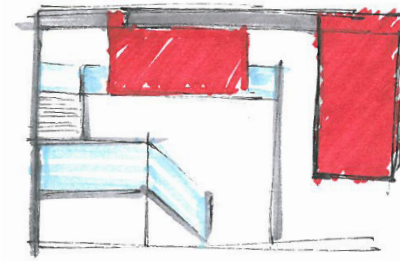
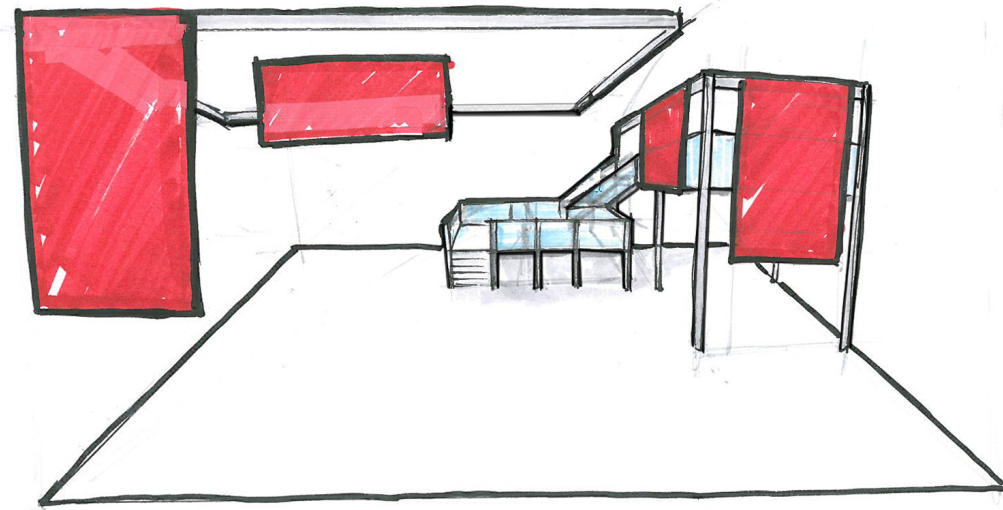
All elements within the booth feel like part of a whole. Individualized elements for each brand are crucial, but the details point back to a larger theme.



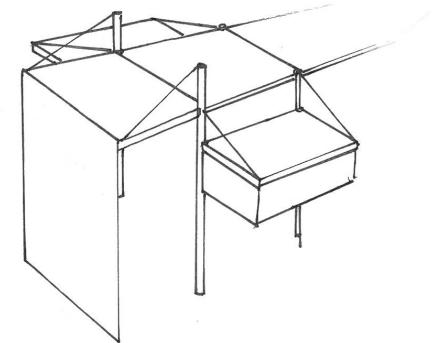
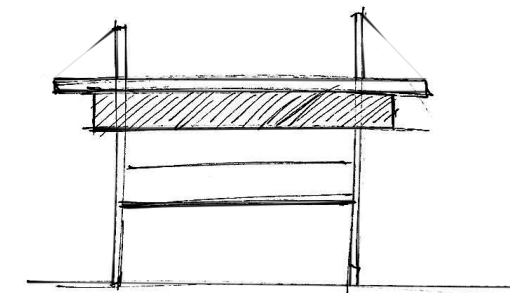
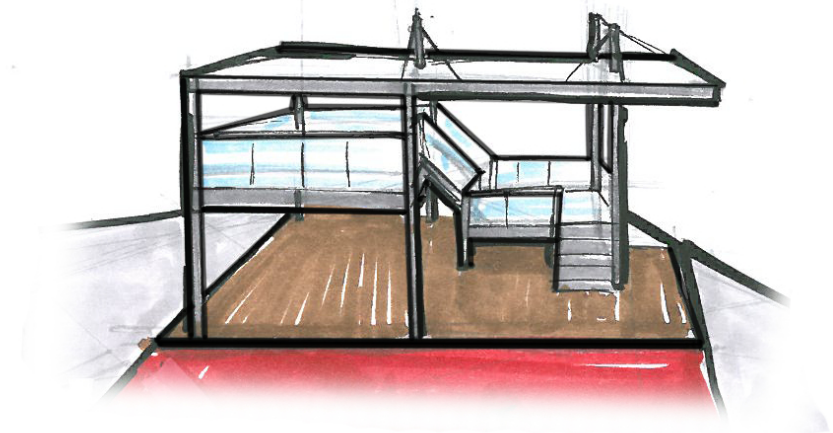
Tan and brown could be used only in Astec branded areas, while red is used throughout the booth.

Branding Strategy

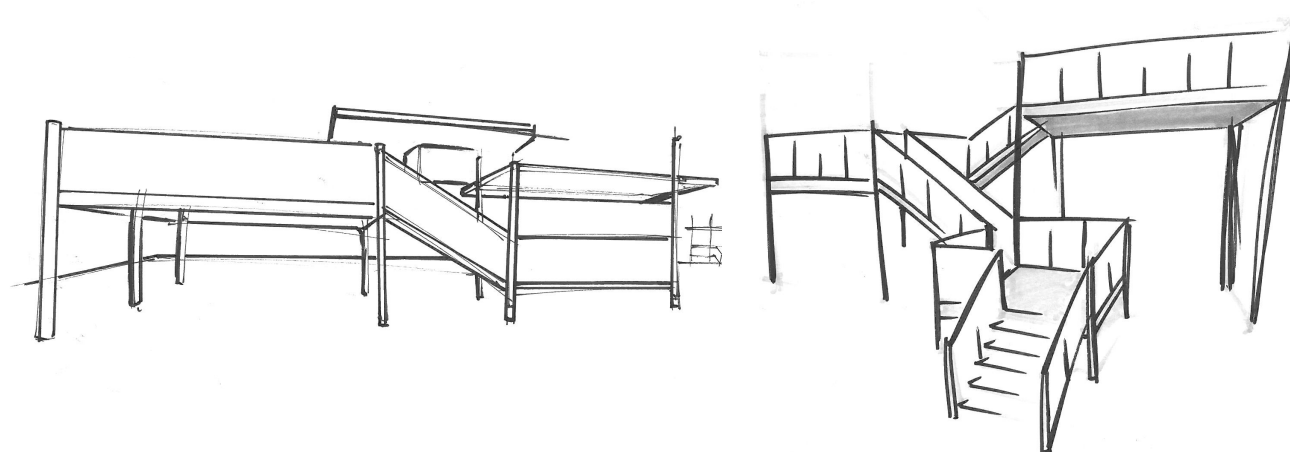




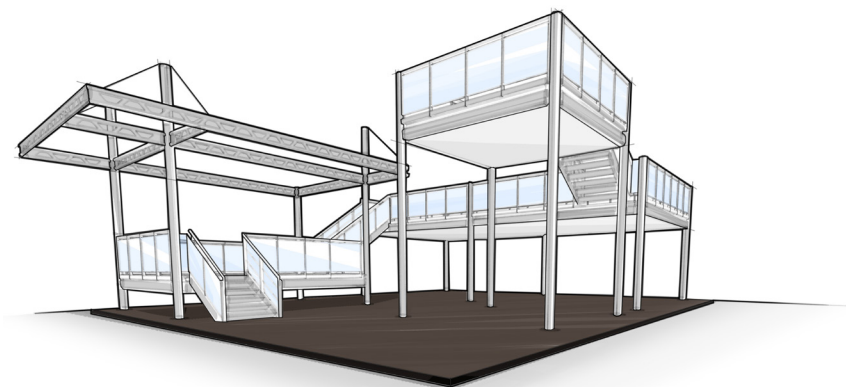
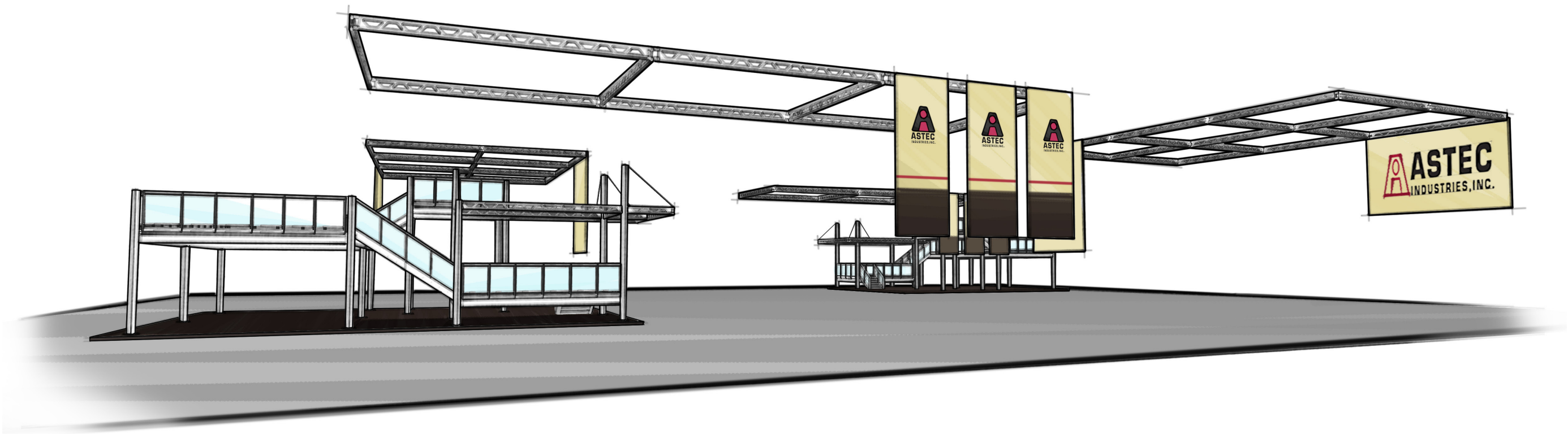
Suspend hanging banners in a way that creates interesting perspective.



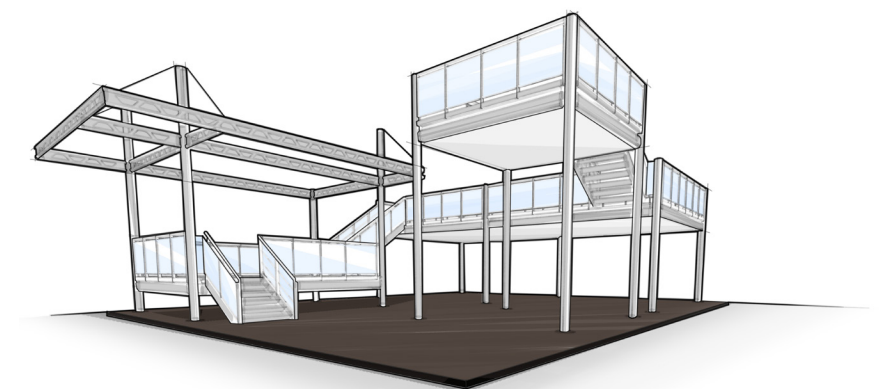
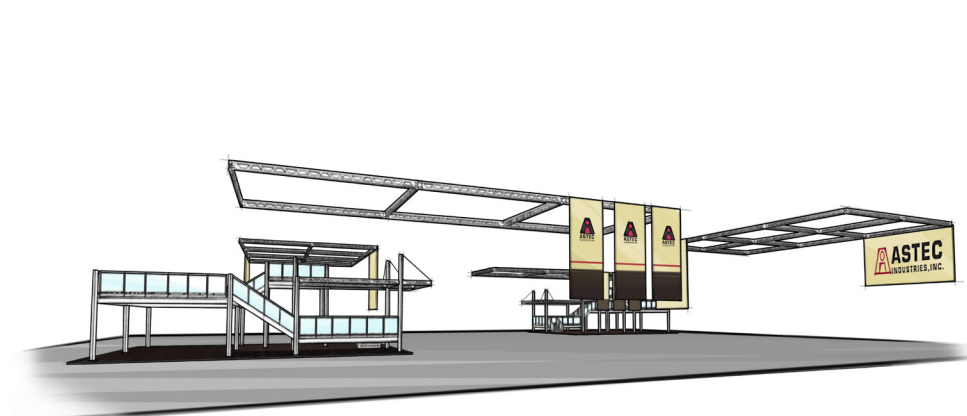
Cantilever part of the superstructure to create more interesting shapes.



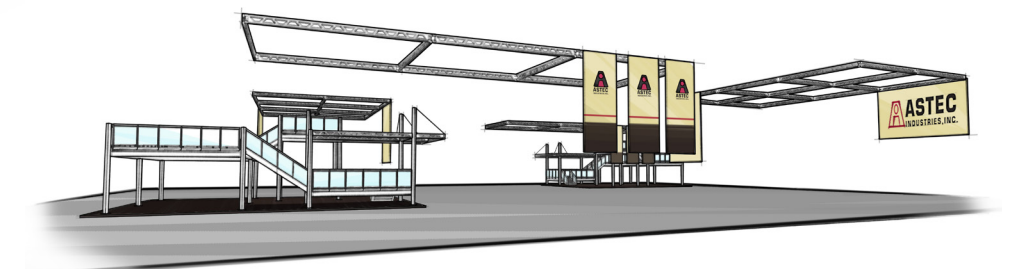
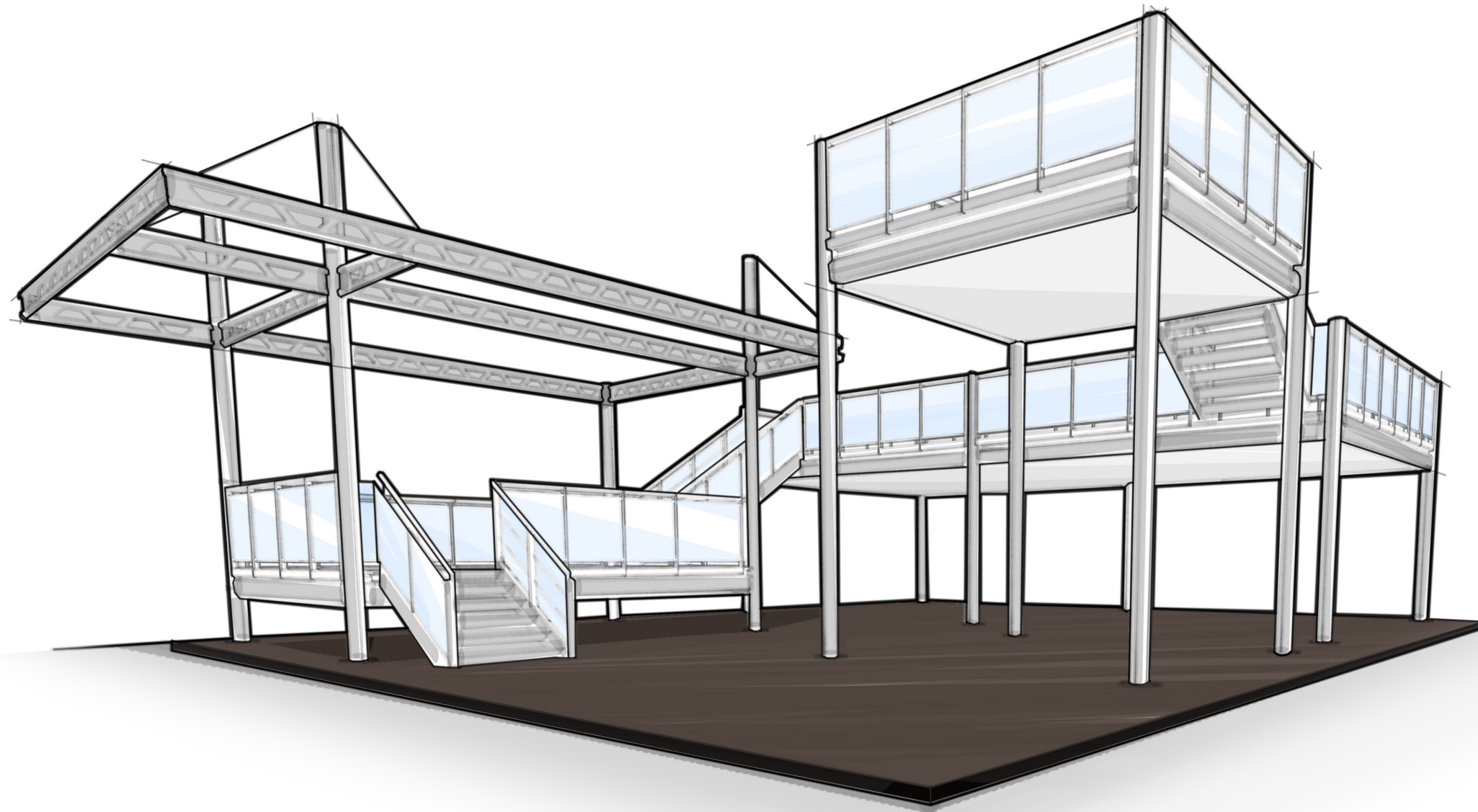
Create a third level viewing platform for a better view of the machinery.



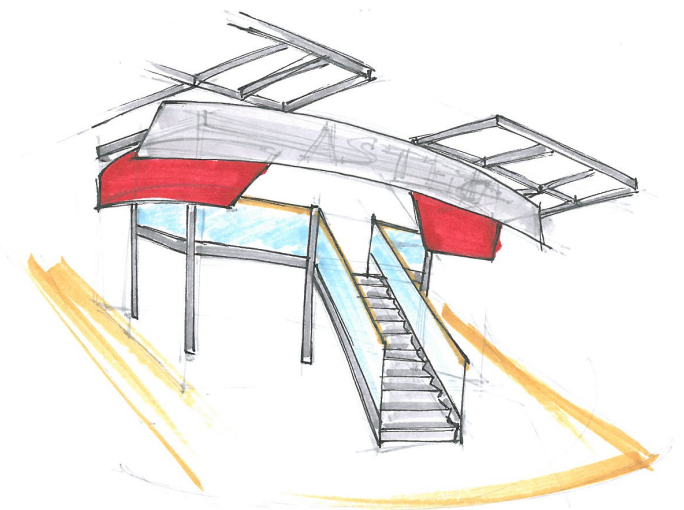
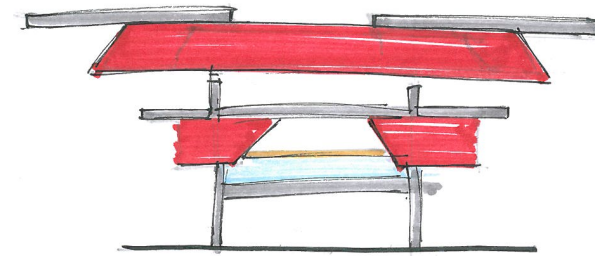
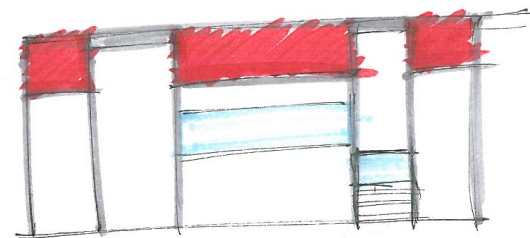
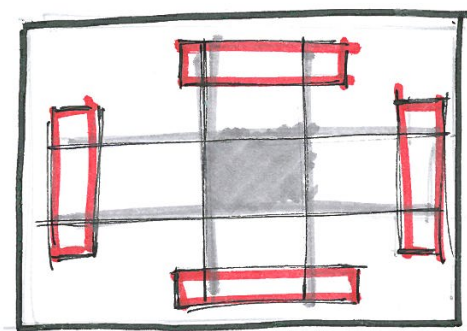
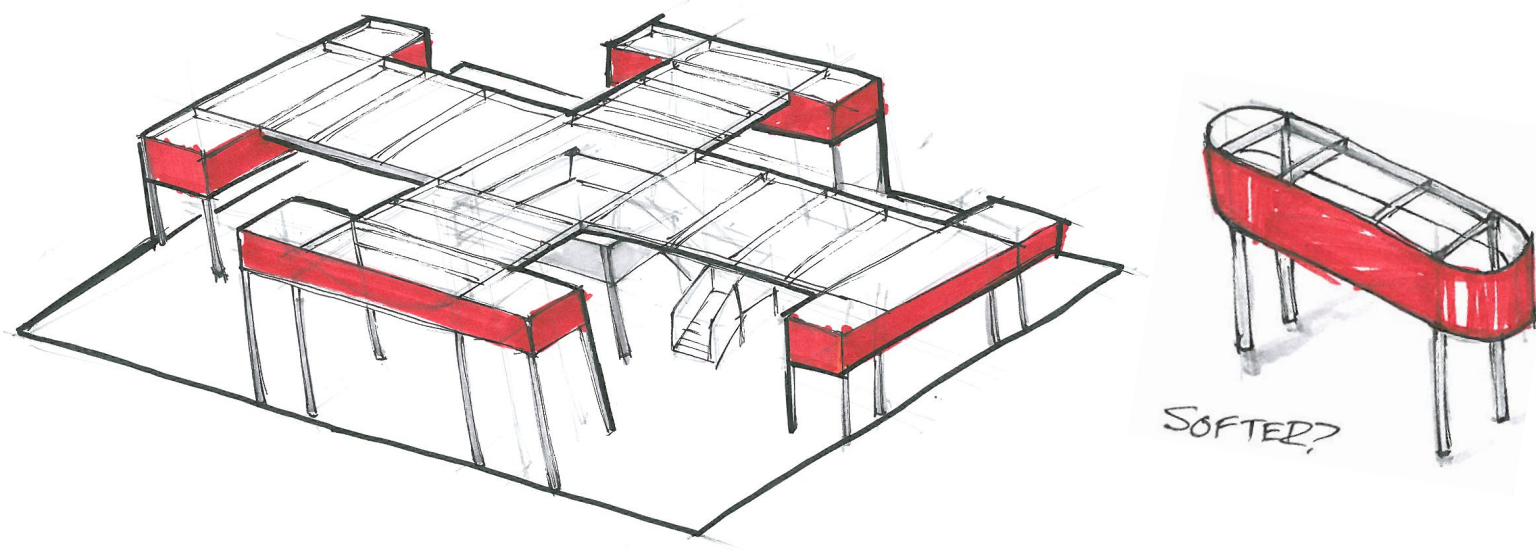
Concept One.view one



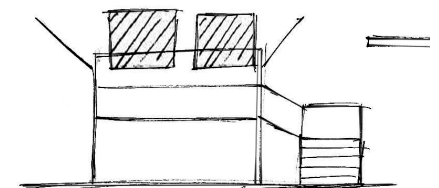
Concept One.view two



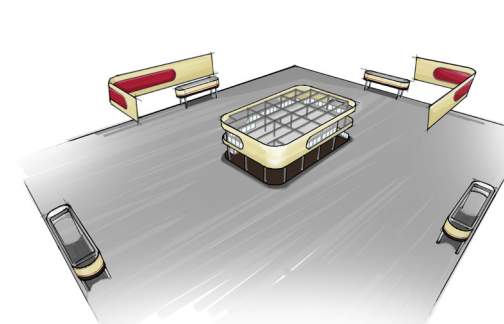
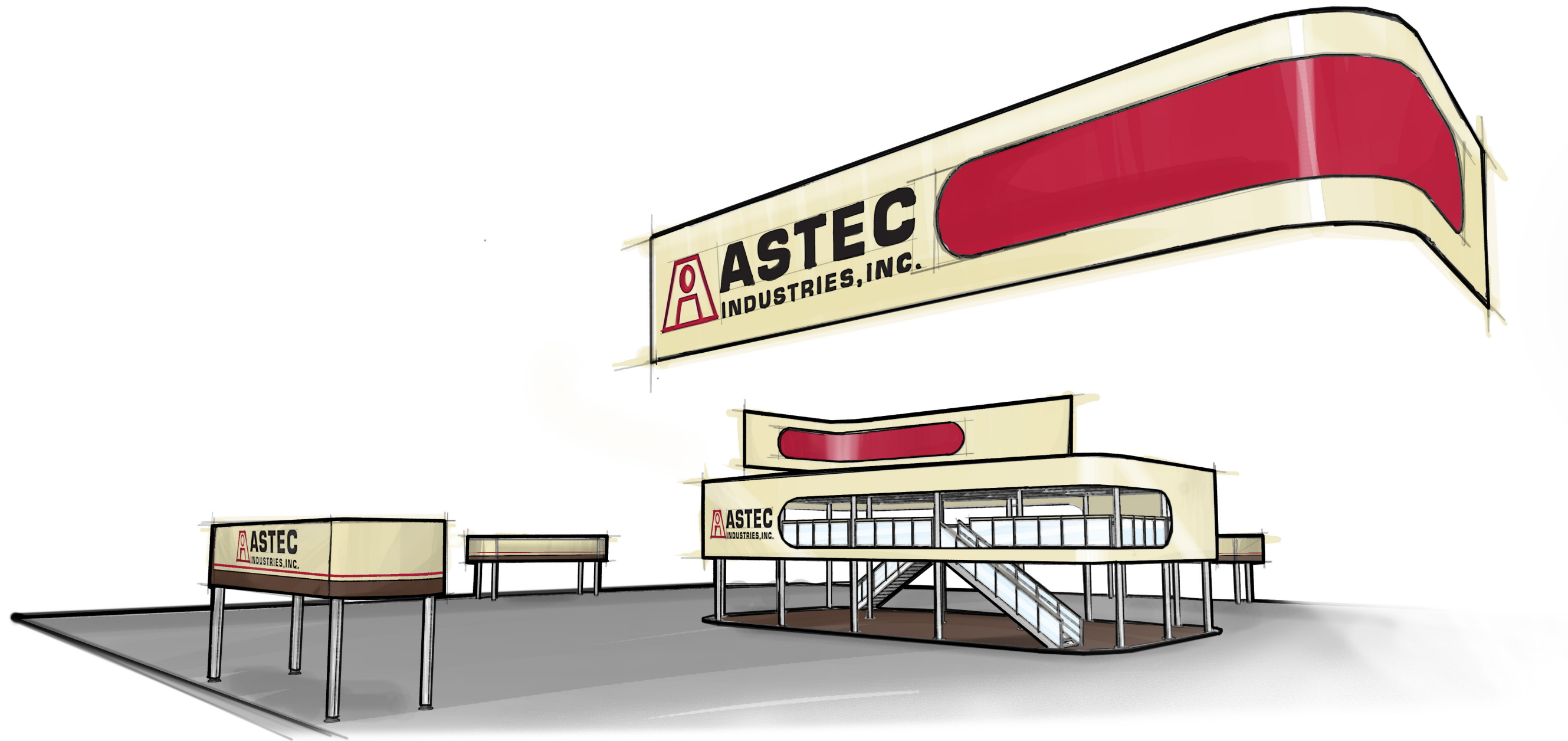
Concept One.view three



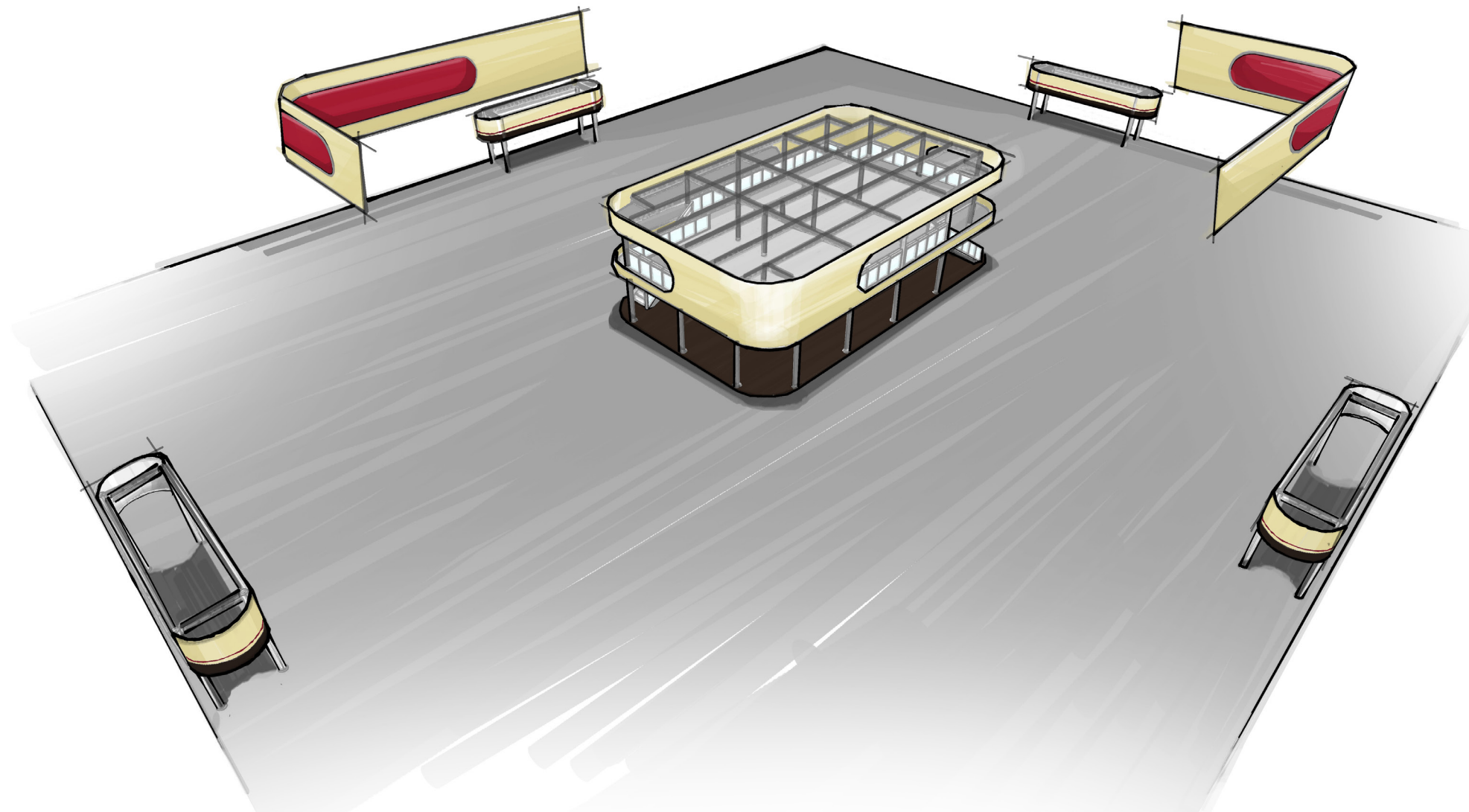
Create gateways into booth space to help connect a central deck with the aisles.



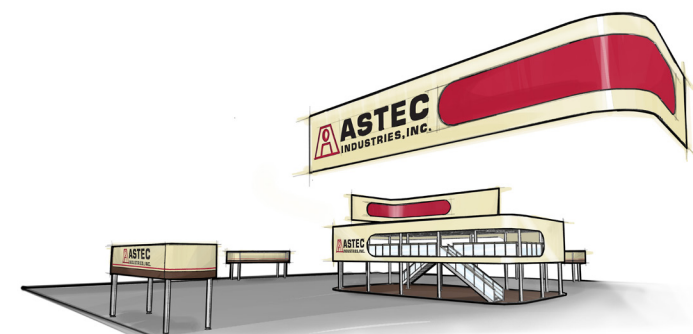
Use fabric to help simplify the architecture into core messaging elements.

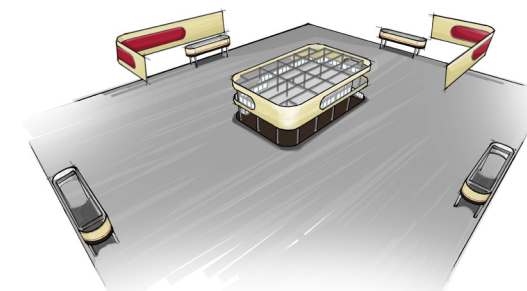
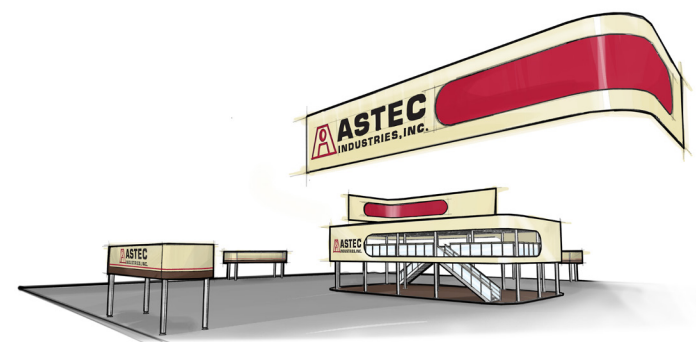
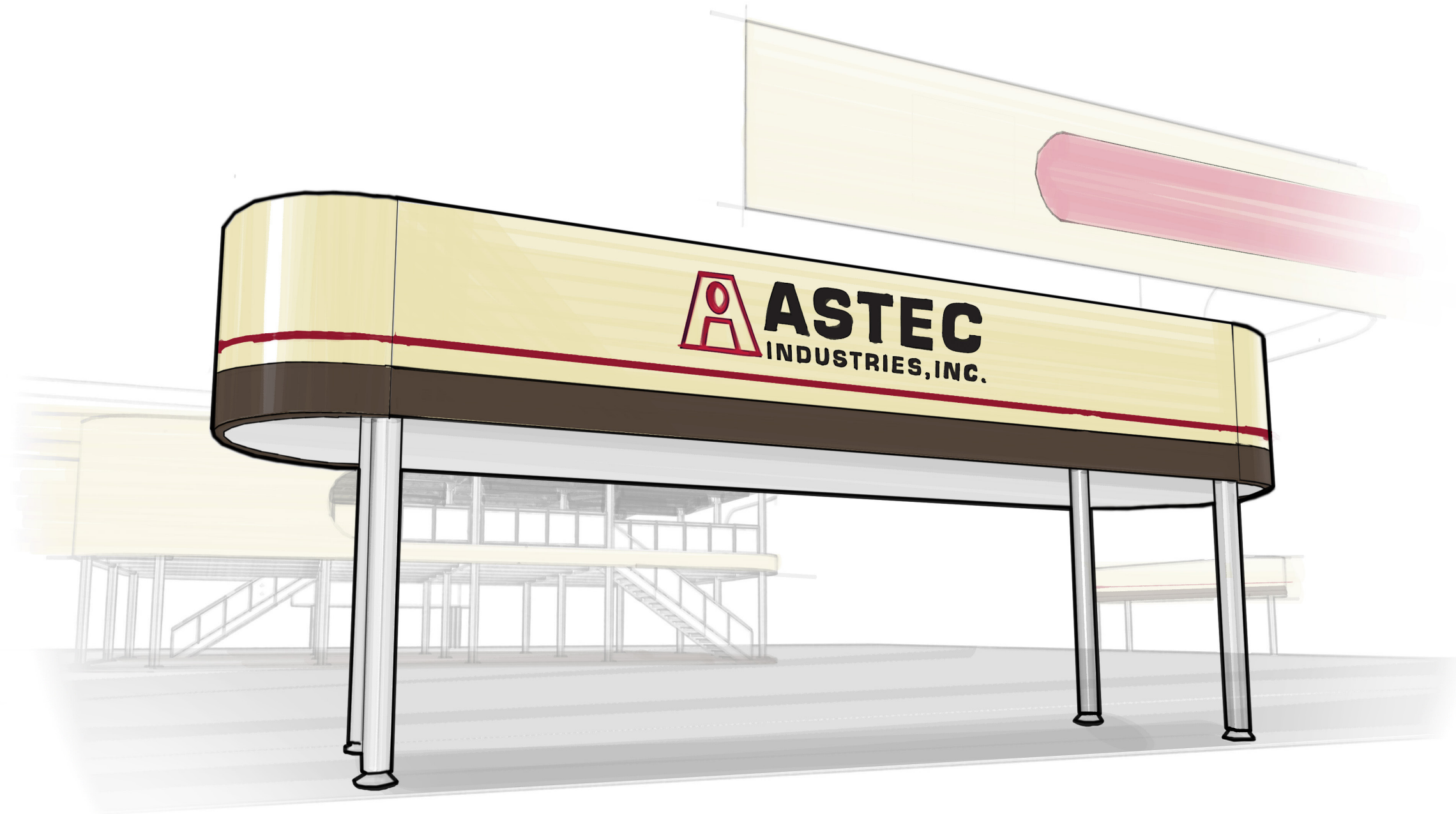


Concept Two.view one

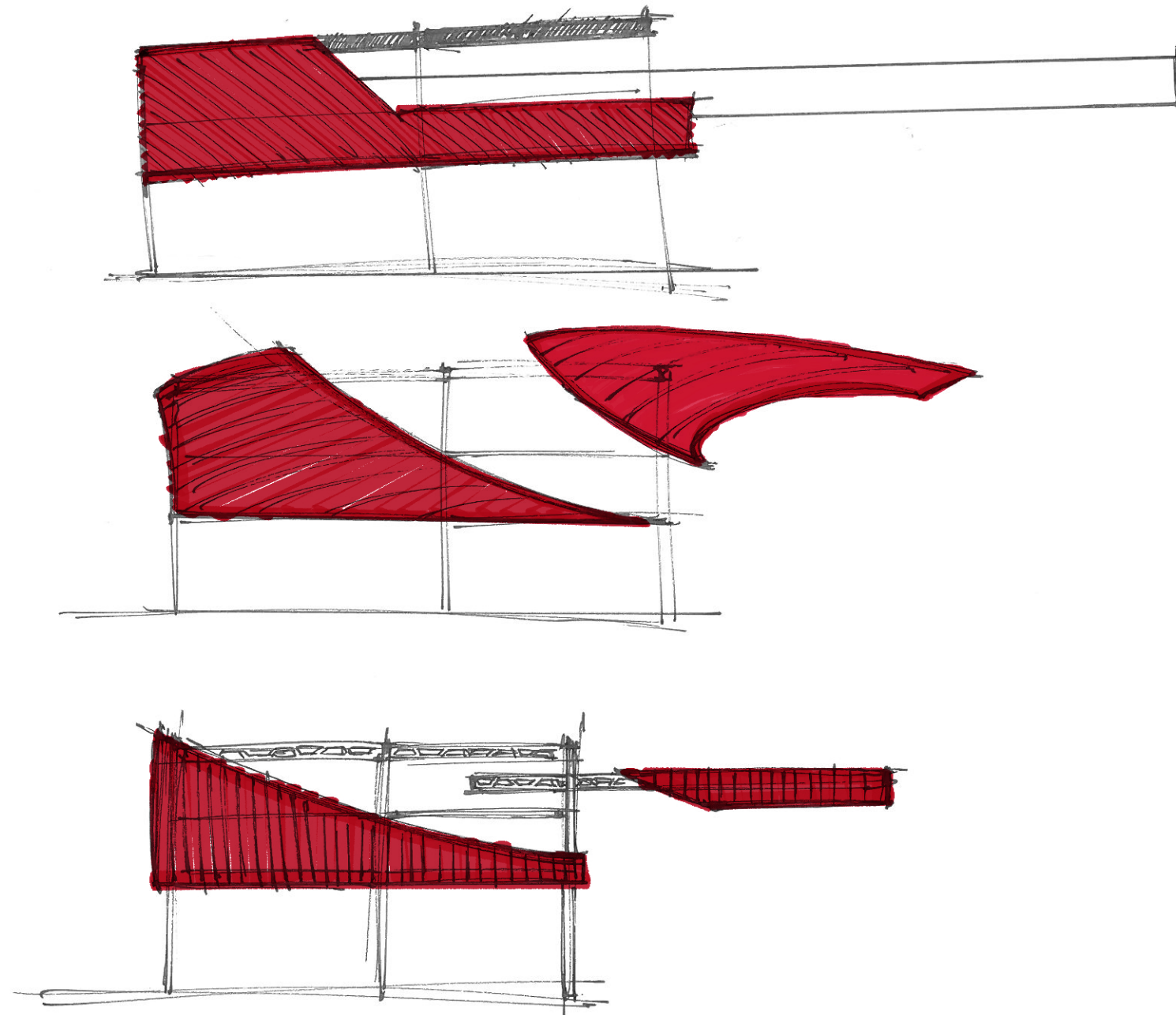


Concept Two.view two

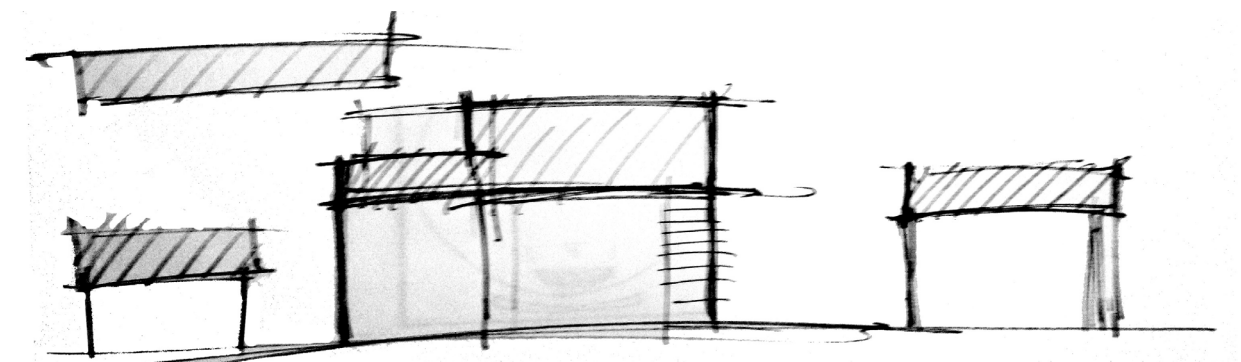
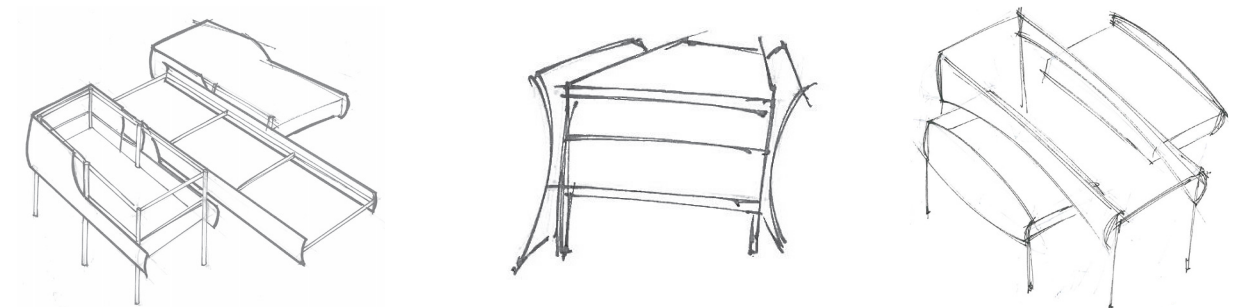
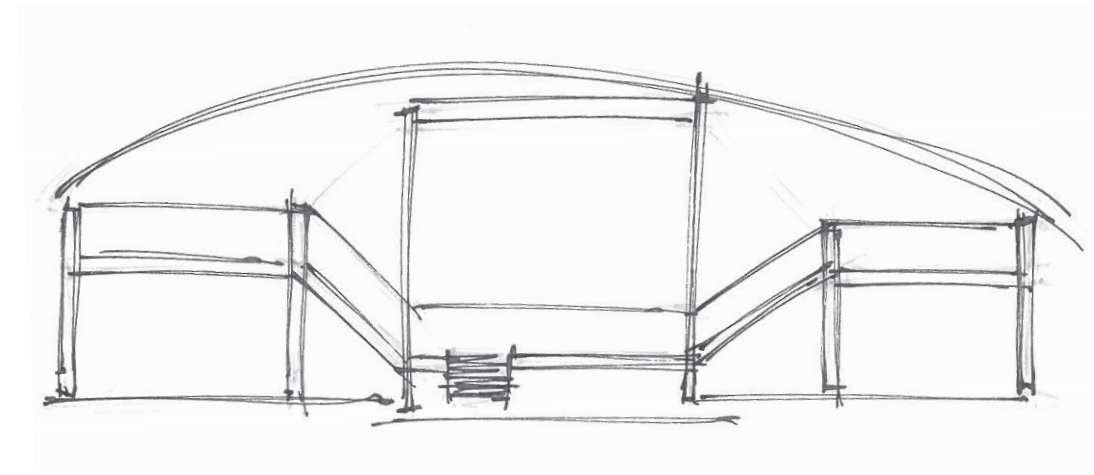




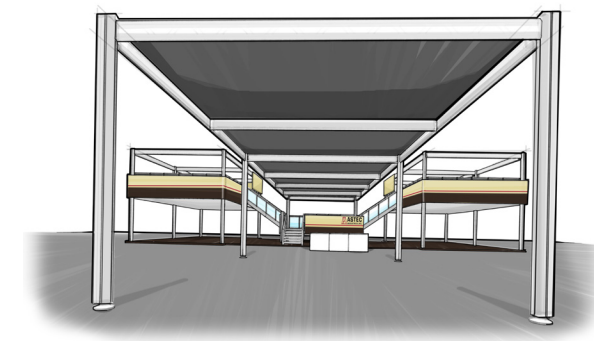
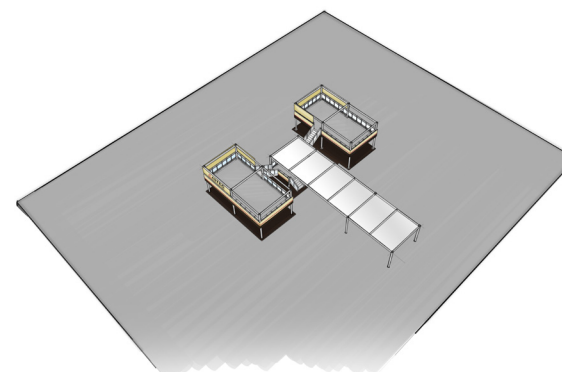
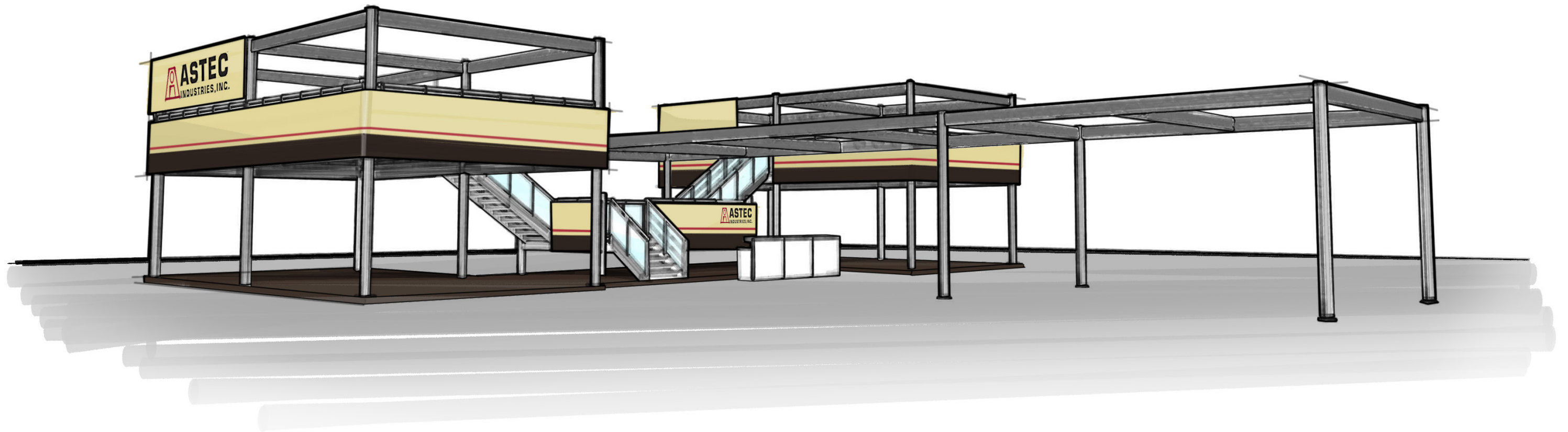
Concept Two.view three



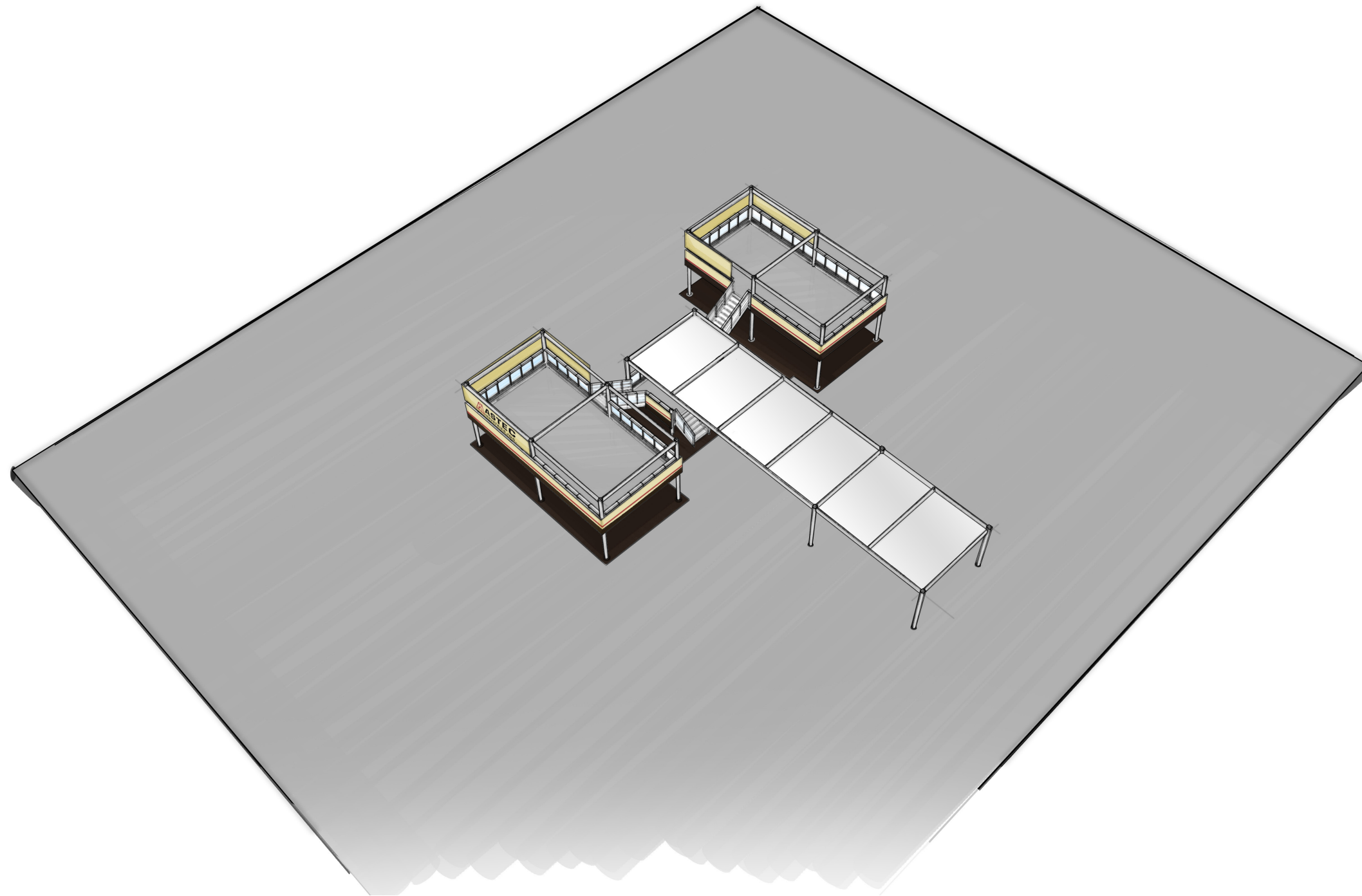
Create a “grand entryway” to bring people into the central structure.



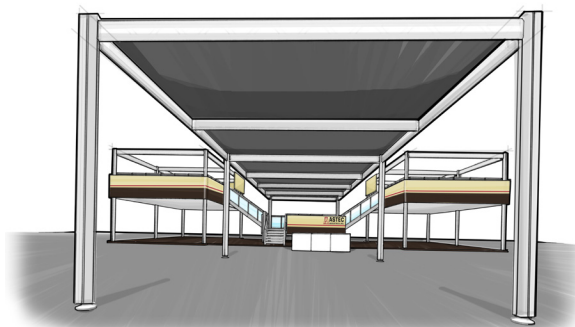
Use fabric to create positive and negative space within the structure.

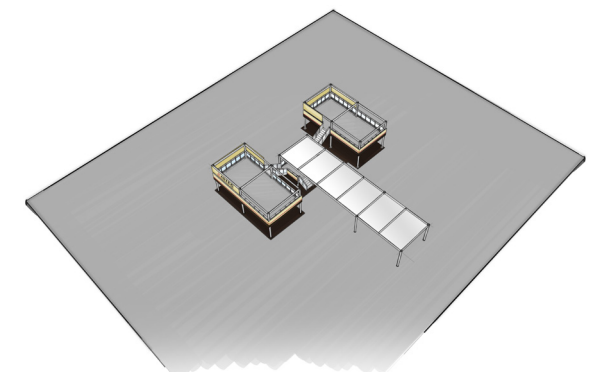
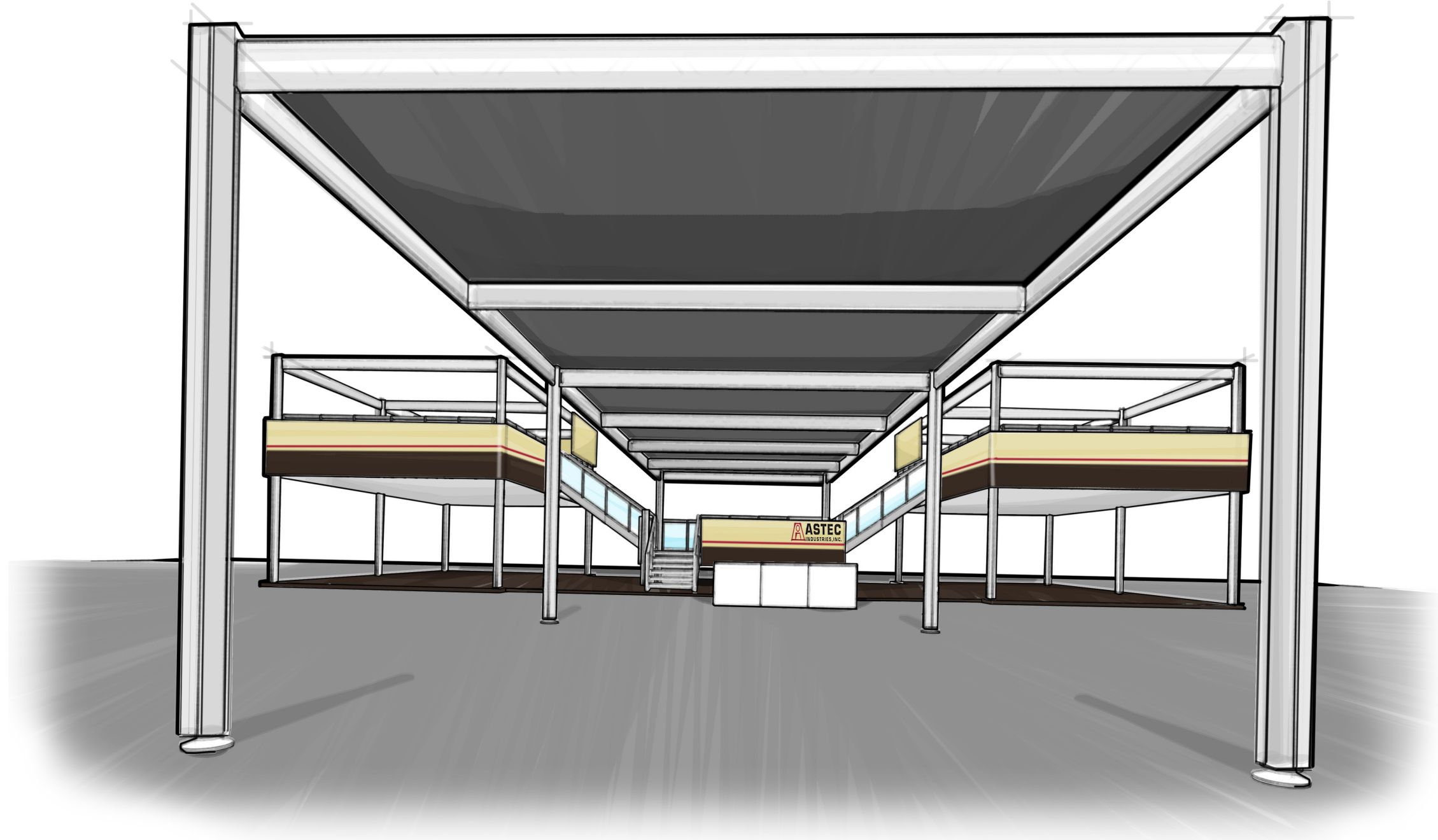


Concept Three.view one



Concept Three.view two





Concept Three.view three