

PEARLESCENCE HELPS EXHIBITUS UNITE 3 ALCOA BRANDS



Project: Kawneer 30' x 50' Island Exhibit
Product: Pearlescence 2429-G Vapor
Location: Tucker, GA
Phone: 770.814.8181
Website: www.exhibitus.com

“The reason we selected Pearlescence Vapor was the luminescent quality. It gave so much depth and warmth to balance and complement the other colors.”

— Renee Long, Senior Account Executive, Exhibitus

SITUATION

Based in Georgia and known for building innovative trade show exhibits for companies like Toshiba, Wells Fargo, and Deloitte, Exhibitus is a design-build firm that designs, builds, and manages tradeshow booths, corporate interiors, and more.

In anticipation of the AIA Convention 2014 in Chicago, Kawneer, a manufacturer of architectural aluminum systems approached the Exhibitus team to tackle a challenge that had never been done by their parent brand Alcoa: Unite three Alcoa brands (Kawneer, Traco and Reynobond/Reynolux) in a cohesive trade show exhibit.

Exhibitus utilized Pearlescence 2429-G Vapor to successfully unite all three brands in a cohesive and inspiring exhibit, which was designed in a flowing, curved style reminiscent of the work done by architect Zaha Hadid.

OBJECTIVE

Beyond building an exhibit that was innovative, durable and high design, the top priority for the Exhibitus team was uniting all three brands, while establishing them independently by featuring their unique products. Because of the complex nature, the team worked with each brand for nearly a year to ensure each brand was represented.

“Alcoa went so far as to redesign the logo of Reynobond/Reynolux to ensure they created a cohesive look with the other two brands,” Long says.

The Kawneer team also wanted an exhibit that drew attendees into the space and encouraged them to explore each brand’s products. One way this was achieved was by utilizing Pearlescence Vapor as an accent throughout the entire space.

“We’ve always been impressed with the durability, so our selection was purely a design choice.”

— Renee Long, Senior Account Executive, Exhibitus

DESIGN

After seeing a mockup of a cabinet using Pearlescence 2429-G Vapor, the Kawneer team fell in love with the surface and moved forward with the booth design.

“The Vapor Gloss surface helped dictate the colors of the rest of the exhibit,” Long says. “We were happy because that’s the color scheme we wanted to go with all along.”

The Pearlescence Vapor surface was utilized as an accent throughout the exhibit. It was used on portions of the cabinets, the video wall, and the base of the reception desk. It was also used inside each of the product pods where the full-size products are displayed.

“Pearlescence Vapor provided a coordinating neutral palette that did not compete or further complicate blending the logo colors.”

“Pearlescence Vapor surface helped dictate the colors of the rest of the exhibit,” Long says. “We were happy because that’s the color scheme we wanted to create by providing a warm accent to the whole property.”

— Renee Long, Senior Account Executive, Exhibitus

RESULTS

Overall, the client was thrilled with the outcome of the exhibit. And because the color of Pearlescence Vapor is so close to the color of the new Reynobond/Reynolux logo, it further unified the space and helped to guide attendees through the tradeshow booth.

“The Kawneer corporate VP of marketing said it was everything she wanted it to be,” Long says. “The entire team at corporate was very excited about the whole build and bringing three brands together.”

The exhibit will also be used during the Greenbuild International Conference and Expo in New Orleans this coming October. And with an expected 5-year lifespan, the Kawneer team plans on using it for many more shows after.

“Now that we’ve used Pearlescence Vapor, we envision it’ll become more popular with our other designers because it’s such a nice finish.”

— Renee Long, Senior Account Executive, Exhibitus



Pearlescence 2429-G Vapor

EXHIBITUS OVERVIEW

Principal:	Brad Falberg, Founder and President; Mike Edwards, VP of Creative Services; Todd Bugg, VP of Operations
Specialty:	Trade show, mobile, museum, corporate interiors, themed environments.
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Phone:	770.814.8181
Website:	www.exhibitus.com