

LAMIN-ART ADDS “MODERN” FEEL TO TRADESHOW BOOTH

Project: Thomas Land and Development Tradeshow Booth

Product: Pearlescence Graphite 2418

Company: Expo Displays

Location: Birmingham, AL

Phone: 800.FOR.EXPO

Website: www.expodisplays.com

PUTTING THE BEST FOOT FORWARD

Thomas Land and Development is a developer of large-scale, master-planned properties, including big-box power centers, grocery-anchored neighborhood centers, luxury hotel, multi-family residential and office projects. A major player in the industry, Thomas Land and Development always needs to represent itself as one of the best and most innovative developers, and that is exactly what they aimed to do at the annual International Council of Shopping Centers (ICSC) Tradeshow in Las Vegas.

“To do right by the client, we needed to put together one of the most elaborate, incredible booths we’ve ever done.”

— Sam Benton, Project Manager

To make an impact at the ICSC Tradeshow, Thomas Land and Development turned to Expo Displays, whom they had worked with eight years prior on a similar project. Expo Displays, headquartered in Birmingham, AL, is a leading designer and manufacturer of portable and custom tradeshow exhibits. According to Expo Displays Project Manager Sam Benton, the project was an exciting opportunity for the entire team.

“There was a lot of work that went into this project, including a few late nights,” says Benton. “But a project like this one is totally worth it. Thomas Land and Development provided a lot of inspiration, and a lot of leeway to make something really special. Everyone threw themselves into this project, from Designer Scott Hays to Detailer Justin Wilcox, and all the carpenters in our shop.”



AN ELEGANT MIX OF RUSTIC AND MODERN

When Thomas Land and Development approached Expo Displays, they provided the basic requirements; a 20' X 50' space, made to look like a modern home, which would stand apart on the Las Vegas showroom floor. The final design provided by Expo Displays mixed modern and rustic elements to achieve the unique look sought-after by the client. A major piece to creating the modern aesthetic desired was Lamin-Art's Pearlescence Graphite 2418.

“The design vision was to make it look like a modern home”

— Sam Benton, Project Manager

“I was inspired by the architecture Thomas uses in their retail developments,” says Designer Scott Hays. “They’ve developed extremely impressive retail centers, which is where I found the basis of the design. The choice to use Lamin-Art came from the unique texture and look that sets it apart from any standard grey laminate. We had to use a really unique laminate to accent the uniqueness of the exhibit.”



A COMPLEX AND SOPHISTICATED FINAL PRODUCT

The ICSC Tradeshow booth seamlessly integrated elements of modern and rustic styles to create a one-of-a-kind space. Evolutia, a reclaimed building materials company in Birmingham, AL, provided reclaimed wood for the booth. Finished with linseed oil, the wood creates the warm, authentic feel requested by the client.

Accents made with Pearlescence Graphite 2418 are found throughout the booth and provide a clean, modern touch. Hays picked the particular Lamin-Art product for its sheen and ability to compliment the rich wood. According to Benton, Lamin-Art helped the entire project become a success.

“The client was blown away! They were overjoyed, and couldn’t believe how good the final product looked.”

— Sam Benton, Project Manager

“Lamin-Art was incredible to work with!” says Benton. “Our contacts went above and beyond for us here at Expo Displays. We ordered a large quantity of laminate, and Lamin-Art did everything necessary to make sure we got what we wanted and when we needed it.”



Pearlescence Graphite 2418



EXPO DISPLAYS OVERVIEW

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| Principals: | Jeff Culton, CEO |
| Specialty: | Portable and custom tradeshow exhibit design and manufacturing |
| Location: | Birmingham, AL |
| Phone: | 800.FOR.EXPO |
| Website: | www.expodisplays.com |