

Client:
Bowens International

Exhibition:
PDM PhotoPlus 2008

Venue:
Jacob Javitt Centre, New York City, USA.

The Brief:

Bowens International are the only remaining British manufacturer of high quality studio lighting, supplying over 60 countries. Bowens offer prestige equipment and challenged us to create a modular stand that could be used in different configurations throughout the USA. Working in the USA is a challenging and expensive proposition and as such creating a simple yet effective stand was the main aim. Bowens have a facility in Chicago and as such this was the base at which to store the stand (flat packed) between shows, from here it is shipped by road to various venues across North America. To date we have installed the stand at the Javitt Center, New York and are scheduled to install at the MGM Grand Ballroom, Las Vegas in 2009.

The Design:

Firstly a modular platform was used, beech MFC squares cut as 1m x 1m boards that fit together in a tongue and groove method. This gives an "out of the crate" solution that is very quick to lay and allows power cables to run under. The main build of the stand is created from the Octanorm modular system, powder coated in corporate colours to customise and create the bespoke look. The ceiling gantry is created from the Struktur™ system and was fixed over the stand at 3m high. It is used to display a large amount of product allowing the Bowens team to demonstrate hands on within the stand. Above are the striking logos and graphics that towered over the stands adjacent allowing the stand to be seen from all areas of the Hall. All of the stand fitting associated with the stand break down into a single 9ft x 4ft x 4ft crate, providing a complete cost-effective solution.



Evention are the first exhibition contractor to take the time to understand our product, our industry and our company to help give us the competitive edge we hold in our marketplace. Never before have we had such support and experience on board that results in superb exhibition stands.

Robert Cook, Marketing Manager.