

Client:
Inspace.

Exhibition:
Chartered Institute of Housing 2008.

Venue:
Harrogate International Centre, Harrogate, UK.

The Brief:

Inspace, a well respected specialist for creating, maintaining and improving social and affordable housing contracted us to design and build a high specification stand for the CIOH exhibition held annually at the Harrogate International Centre. They had booked two spaces for the show facing each other across the walkway but they specifically wanted to ensure a continued theme with the aim of ensuring both stands were fully utilised. Graphical imagery was the main requirement to demonstrate effectively the services they provide as well as the projects they were undertaking at the time. Hospitality was also key, the need for comfortable seating and to deliver refreshments both hot and cold.

The Design:

We decided that it was important to join the stands if at all possible, so we designed an illuminated elliptical bridge that joined both of the stands and spanned the aisle. This had the same look as the large circular lightboxes that were fixed above both stands to create a complete look. Ceiling canopies were used over both stands to house downlighters to create an "ambient" feel, while a variety of elliptical lightboxes each to 3.0m high created imposing imagery.

We decided to focus the smaller stand on hospitality and as such the store area was fully equipped with a refrigerator and coffee maker to offer both hot and cold drinks.

The main stand saw a reception counter and was very much focused on delivering the Inspace literature and communicating the intended message delivery to the prospective buyers.

The overall aim was to create an open inviting stand with a specific area for informal chat and hospitality, with a big emphasis on imagery. We feel we got his one spot on and it undoubtedly helped Inspace to their most successful show at CIOH.



Many thanks to all the team at Evention for all their hard work with the graphics and for producing a wonderful stand and we look forward to working with you on our next stand in Birmingham.
Jane Brown, Business Development Co-ordinator.