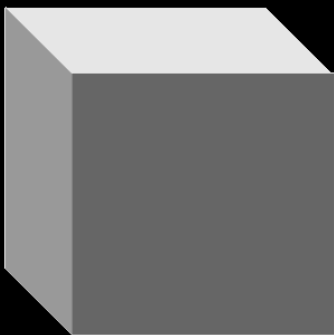


New Kids on the Block combines the simplicity of the cube and the complexity of today's ever evolving materials; the end result is a modest, adaptable, yet fresh exhibit. The displays, made half of Arauco's fire proof MDF, and half from CartonLab's eco-friendly cardboard ensures a retail exhibit that's easy to construct and simple to modify with the help of magnets. Additionally, the displayed materials can be quickly changed out with the ease of Velcro, resulting in the quintessential retail style pop-up booth. The focal point of this retail demonstration is a building block style display space featuring the newest materials on multiple sides of random blocks. The placement of these products gives easy accessibility for visitors to see and feel up close. The blocks represent the creative, divergent thinking of the design community and remind them of their youth, and the core of any new project. On each side of the entrance, two vertical Lego walls greet guests, teasing them to let their inner child come out to play while they use the cubes to create three-dimensional art. Once inside, visitors continue to play when encountering the custom "spinning" block displays which feature more materials. These stands contribute to the fun, playful vibe of the space. The classroom at the back is easy to find via the retro inspired black and white checkered wayfinding. This area features a "demo on demand" station that allows visitors to view and explore the global products on display in real spaces via virtual reality headsets. This is just one of the elements that will allure guests to this tech savvy booth. In contrast, the urban cardboarding utilized for seating encourages sustainability, creativity, and adds to the booth's light-heartedness. Each sample displayed throughout the area includes a unique QR code that when scanned, takes interested individuals directly to a product-specific page that features product overviews, specifications sheets, and/or videos or images promoting the product. Additionally, Interiors+Sources will be able to track the number of scans for each code, providing quick measurements of interest levels for each product. Geofencing is used to send a beacon to visitor's smartphones automatically triggering a text invitation to explore the VR world. The black, white and red color scheme supports brand identity when combined with the Interiors+Sources logo. The neutral white allows the colorful materials to stand out, while the red catches the eye and the black grounds the area. The simple pathway around the booth provides a welcoming, safe and easily maneuverable journey around the world of products and materials. At the end of the show clean-up will be a cinch as the cardboard get flattened and the MDF cubes get stacked. The materials remove for quick packing along with the signage and the booth ends up in one large storage cube.

New Kids On The

BL**CK**

interiors+sources®

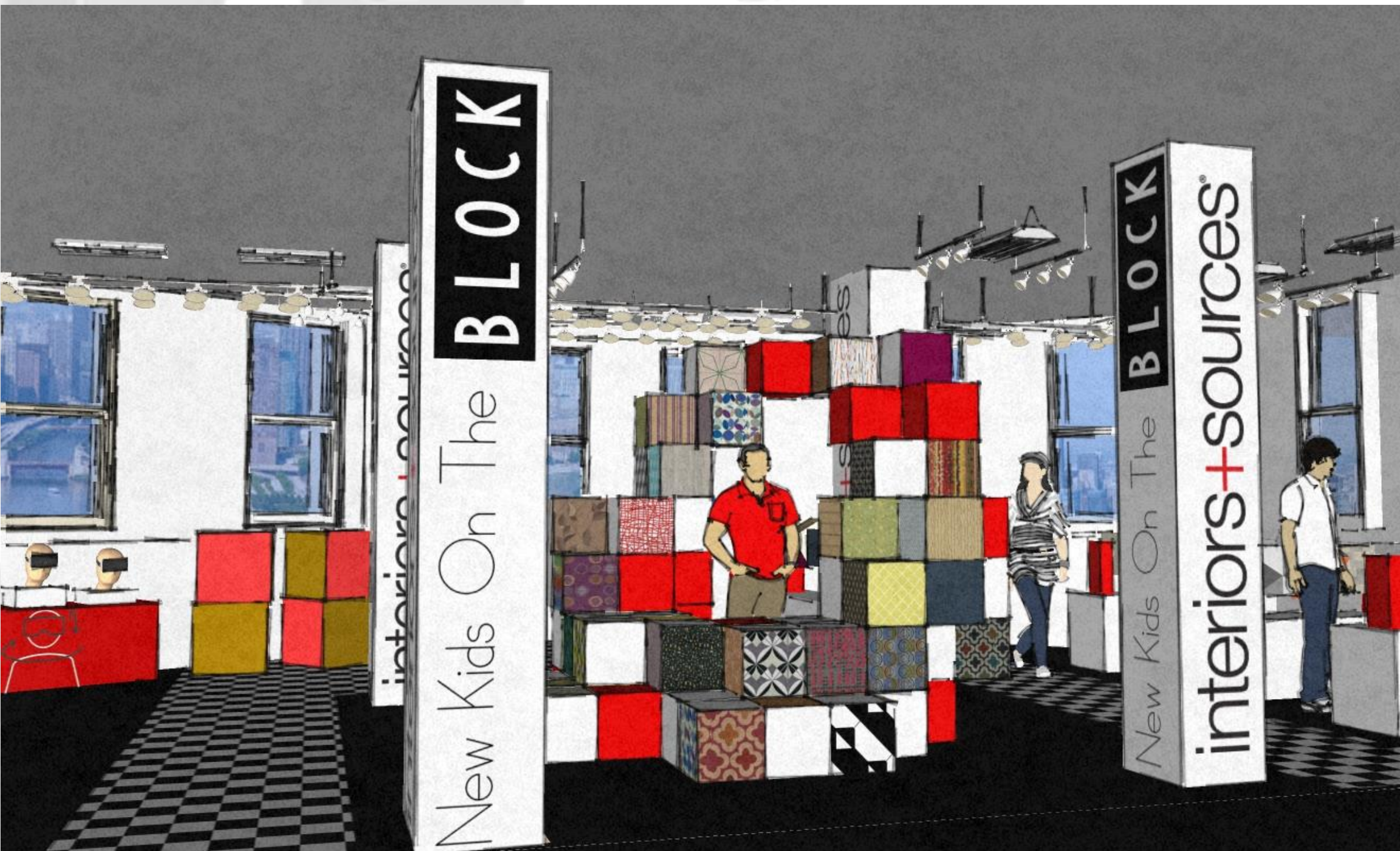
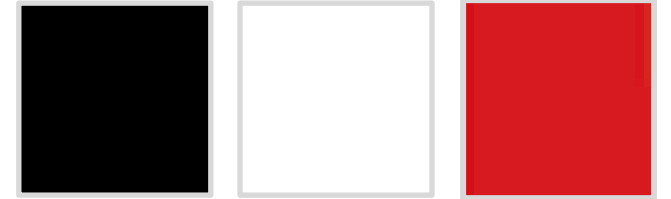
JAMIE GORMLEY SPRING 2018 385.888.3051 JAMIEGORMLEY@MAIL.WEBER.EDU

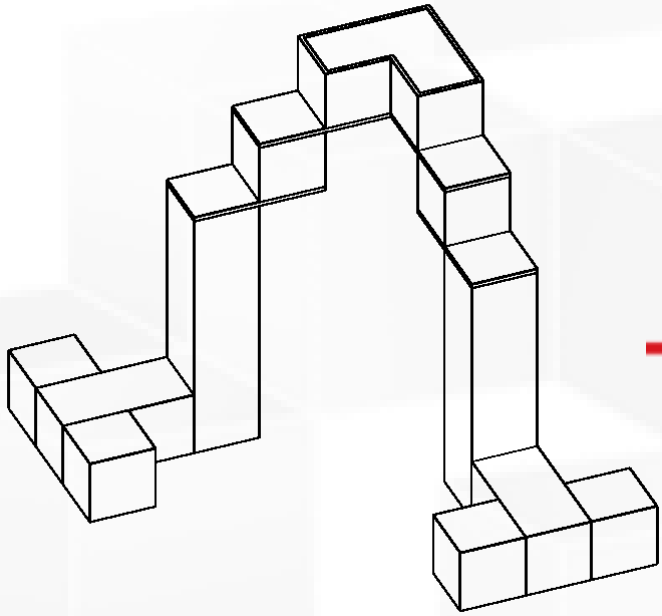
interiors+sources® I Like Design



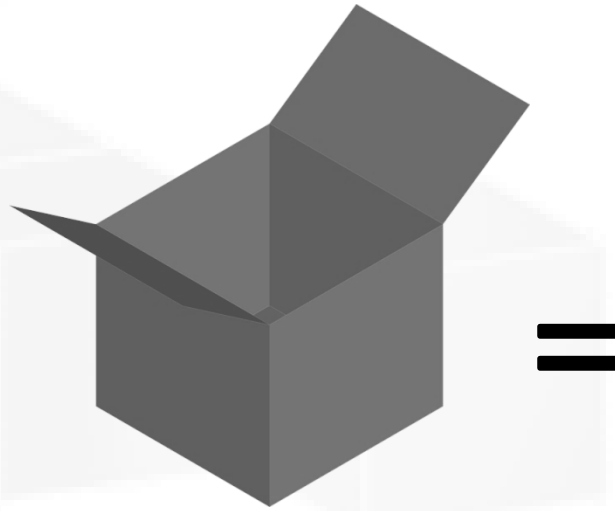
Being the new kid on the block has never been so exciting! 200 of the newest materials from around the globe are displayed on some 140 blocks. This 360 degree display with views of the latest and greatest, will give new meaning to the saying "been around the block."

To keep consistency of brand and to allow the displayed materials to take center stage, a simple color scheme was selected.

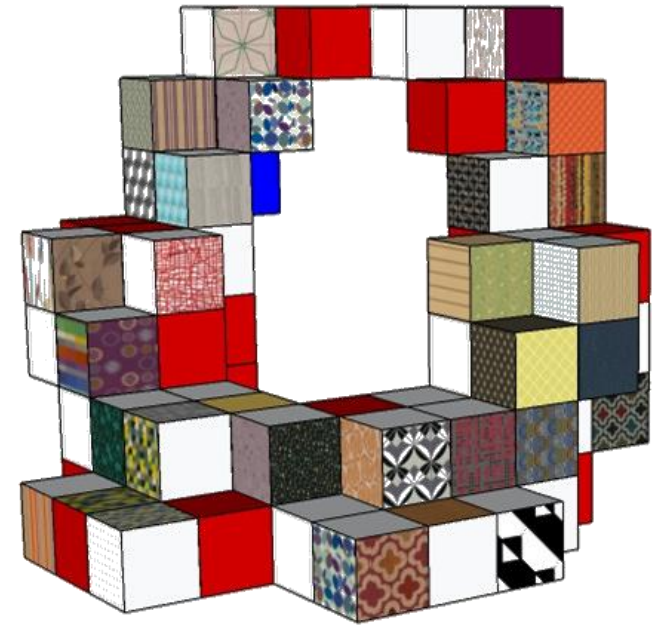




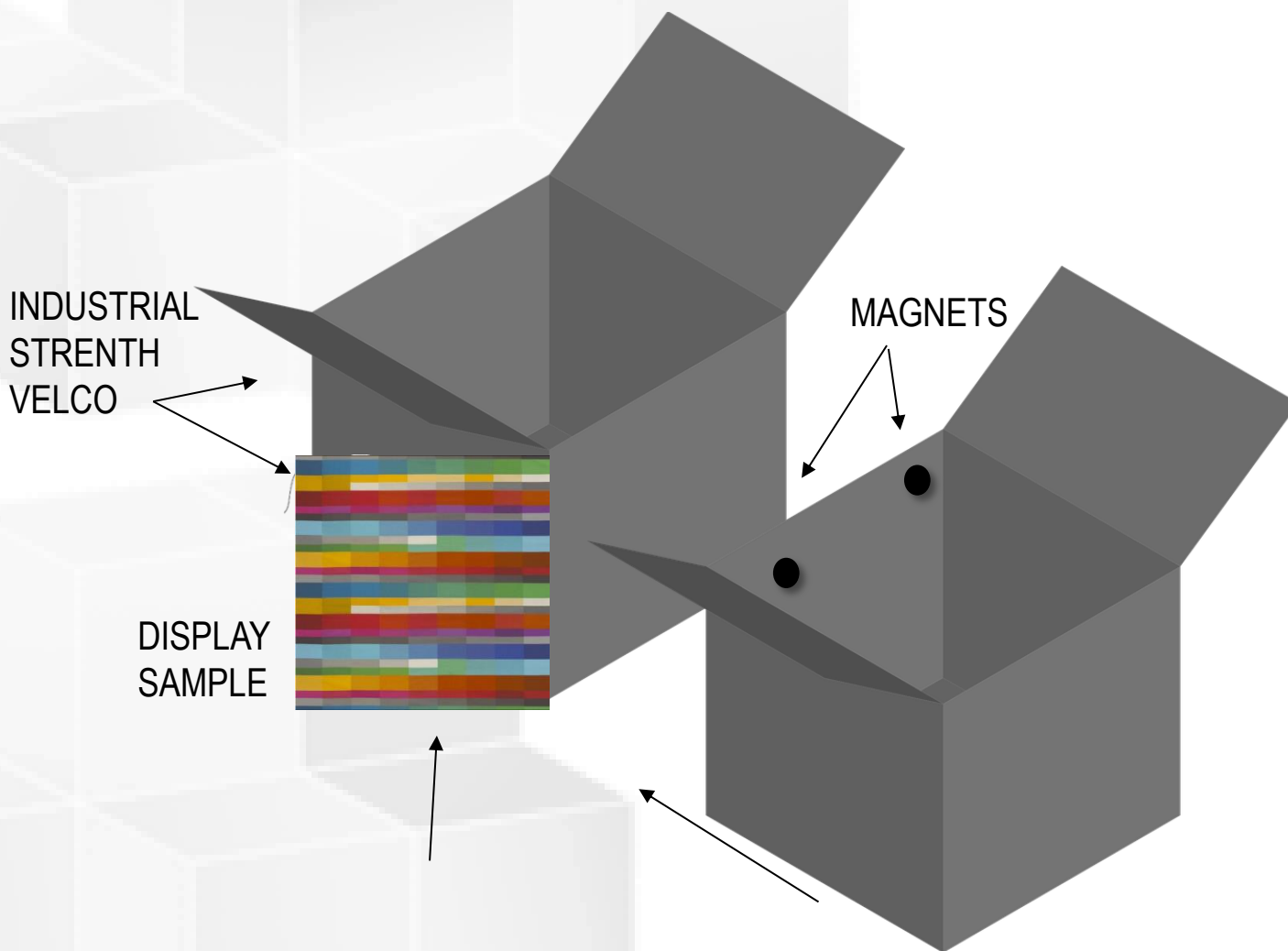
MDF CORE



CARDBOARD CUBES

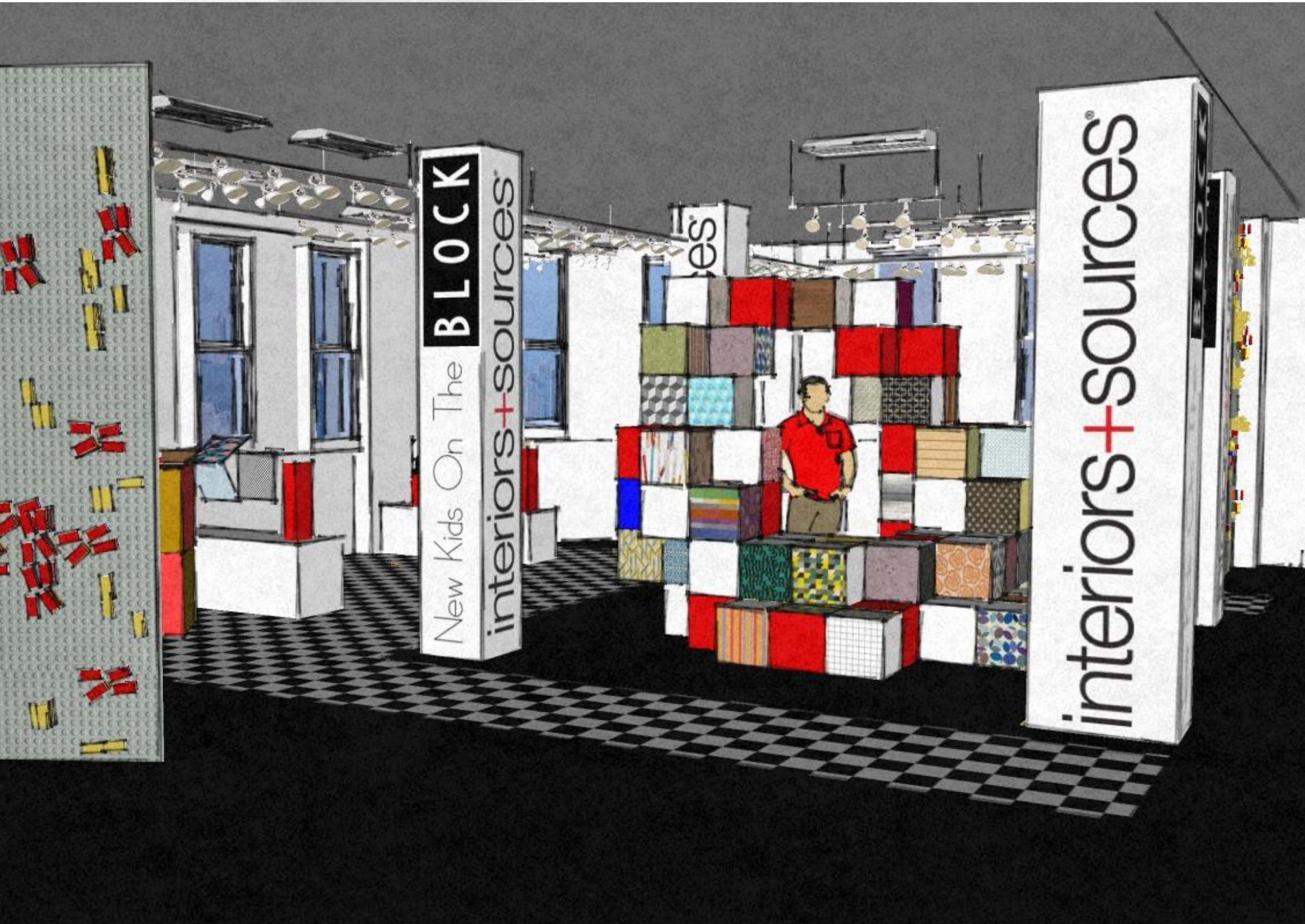


MODULAR DISPLAY



CONCEPT BUILDING BLOCKS

CartonLab's cubes are made up of layers of corrugated cardboard, Hexacomb Falconboard and re-board which when combined, create a product with superior structural performance. In addition, the cubes are 100% eco-friendly, contain no VOC, and are FSC and/or FSI certified. Not only is this product exceptionally rigid and lightweight but it is also durable, scratch and warp resistant. Heavy duty magnets are used to hold the cardboard cubes into place while Velcro is used to secure the materials to each side. Using temporary securing options ensures that this booth is ready to change its look, any time, any place.



↑
Lego walls greet guests entering from both sides just begging to be played with!

interiors+sources®
I Like Design



TECHNOLOGY BLOCK BY BLOCK

GeoFencing



Virtual Reality

THE
FUTURE
OF **VR**

VIRTUAL REALITY IS
NOT JUST FOR GAMES

DID YOU KNOW?
Revenues from VR products are expected to increase from \$90 million to...

\$5.2 BILLION BY 2018

EDUCATION

FROM THIS TO THIS!

<p>Discover dangerous parts of the world and unique environments that once would have been too deadly to visit</p>	<p>Travel through different times for history lessons and meet famous pioneers from 100's of years ago</p>	<p>The army can use VR to train soldiers to deal with combat without throwing them into a dangerous environment</p>
---	---	--

DID YOU KNOW?

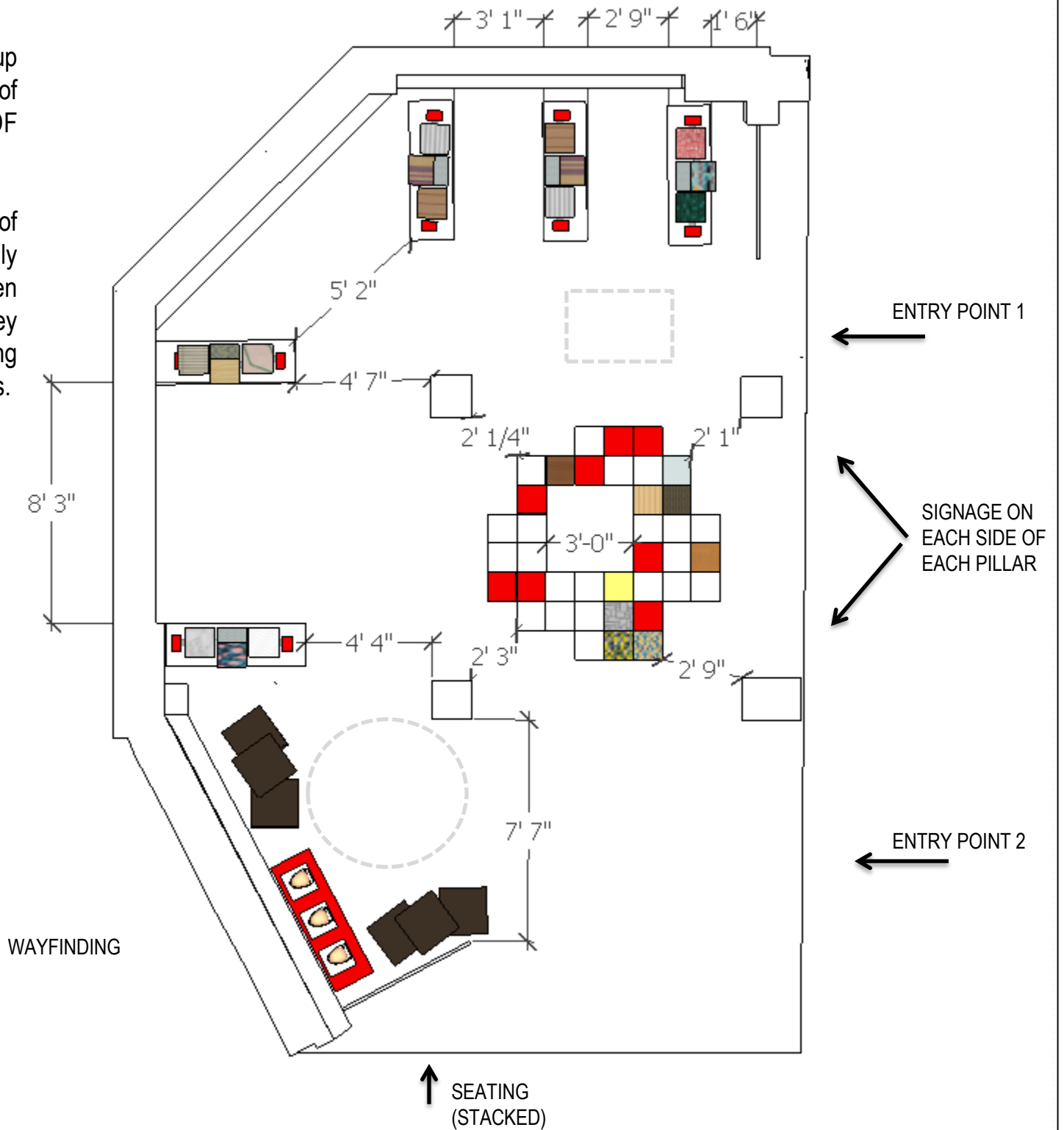
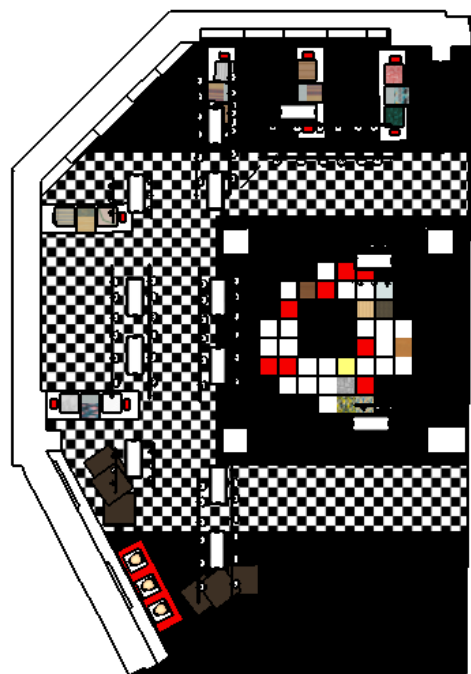
By 2018, the number of active VR users is forecast to reach
171 MILLION

Custom QR Codes



Lightweight but sturdy Falconboard makes up the structure of the signage displayed on each of the built-in columns. Like the cubes and MDF used, this product endorses sustainability.

The wayfinding within the booth is composed of rubber interlocking tiles. These tiles not only provide clear a clear wayfinding path when combined with the solid black option, but they also provide food relief for each visitor offering cushion they are not getting in transition spaces.

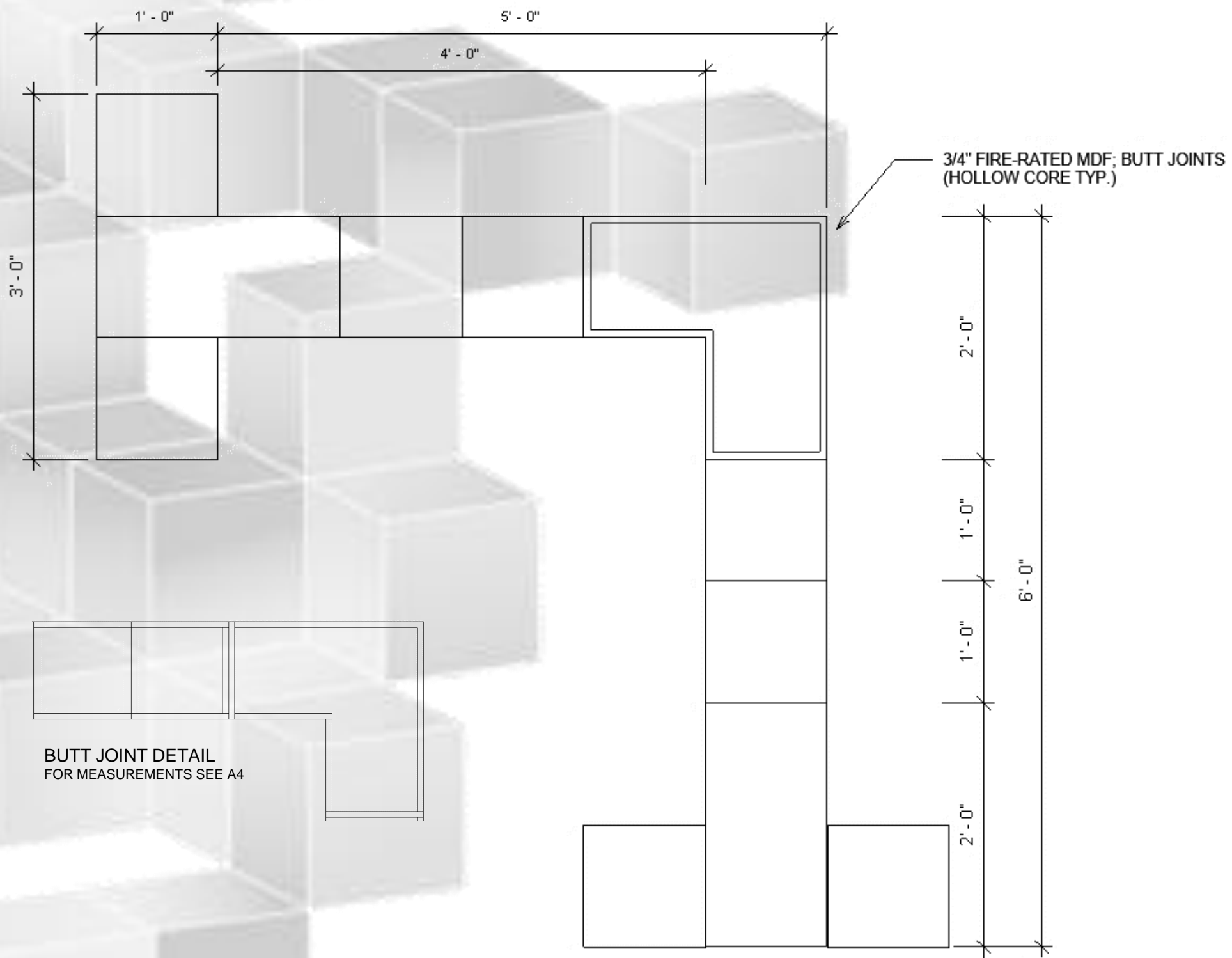


interiors+sources®
2017NeoCon Booth

I Like Design

FLOOR PLAN

Date	FEB. 2017
Drawn by	Jamie Gormley
Scale	1/4" = 1' - 0"
Sheet no.	A8



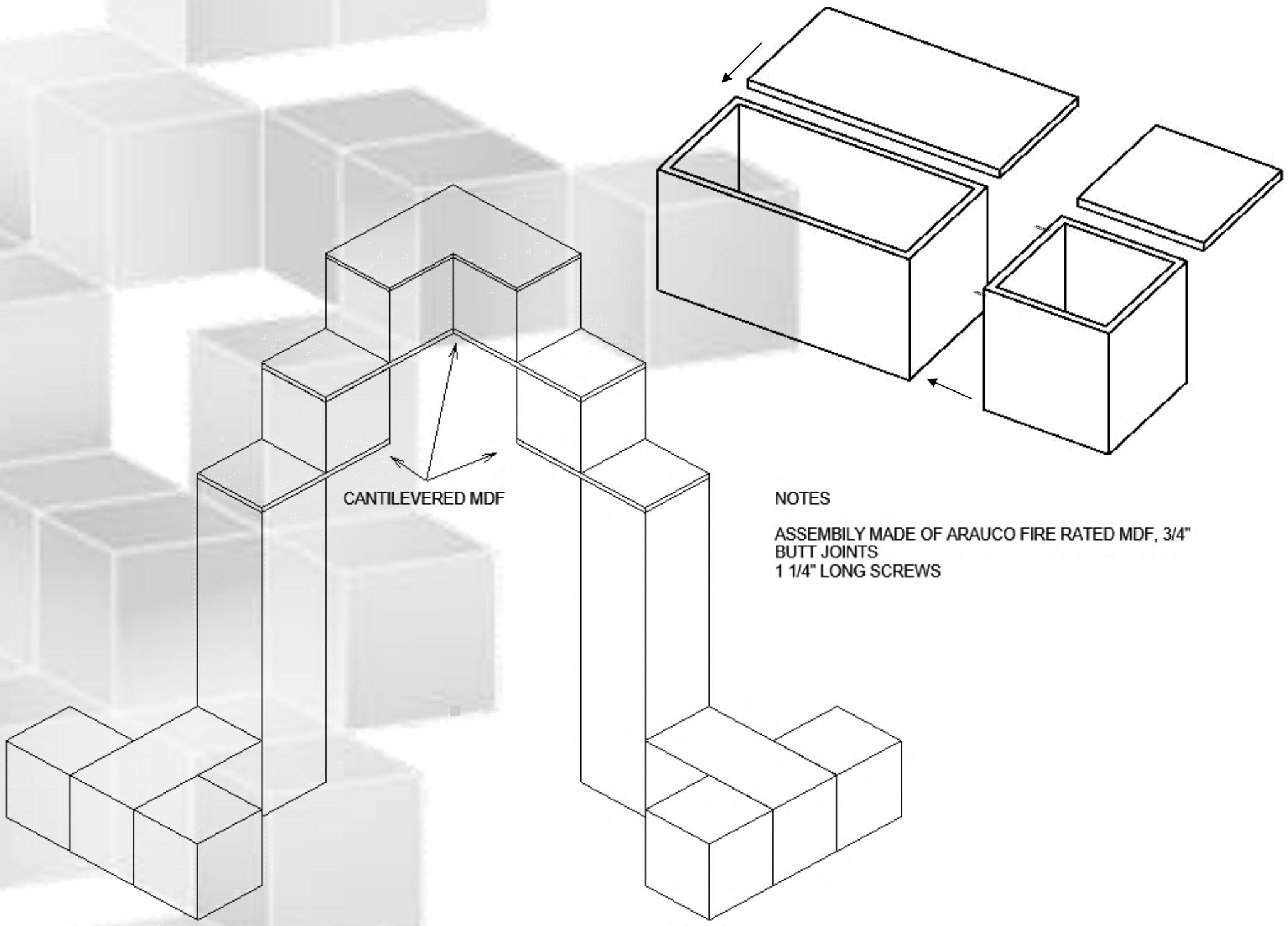
① Core Top View
1" = 1'-0"

interiors+sources®
2017NeoCon Booth

I Like Design

CORE - FLOOR PLAN VIEW

Date	FEB. 2017
Drawn by	Jamie Gormley
Scale	1" = 1'-0"
Sheet no.	A1



CANTILEVERED MDF

NOTES

ASSEMBLY MADE OF ARAUCO FIRE RATED MDF, 3/4"
 BUTT JOINTS
 1 1/4" LONG SCREWS

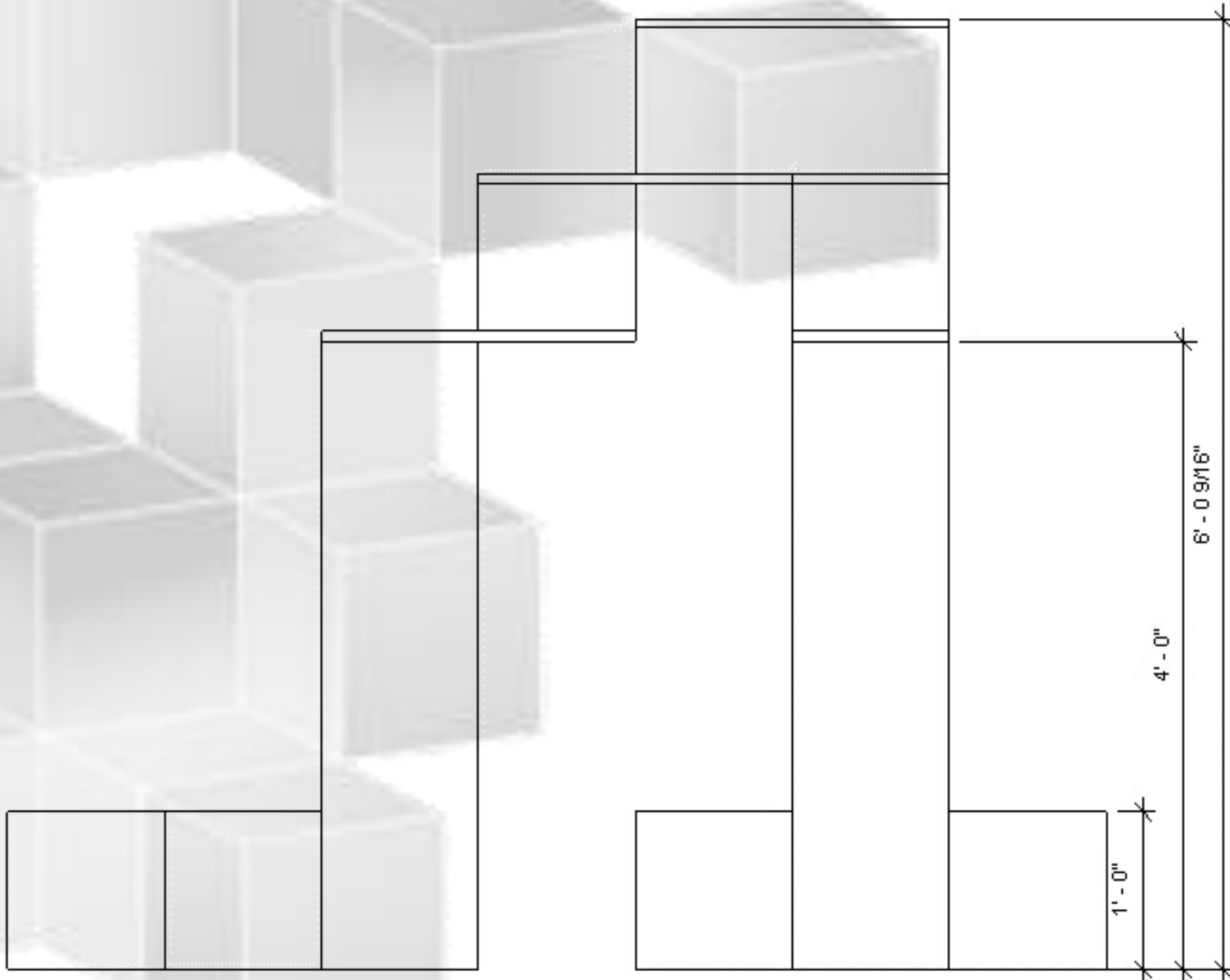
① DISPLAY CORE
 3/4" = 1' - 0"

interiors+sources®
 2017NeoCon Booth

I Like Design

CORE - MATERIALS

Date	FEB. 2017
Drawn by	Jamie Gormley
Scale	3/4" = 1'- 0"
Sheet no.	A2



① SIDE VIEW
1" = 1'-0"

interiors+sources®
2017NeoCon Booth

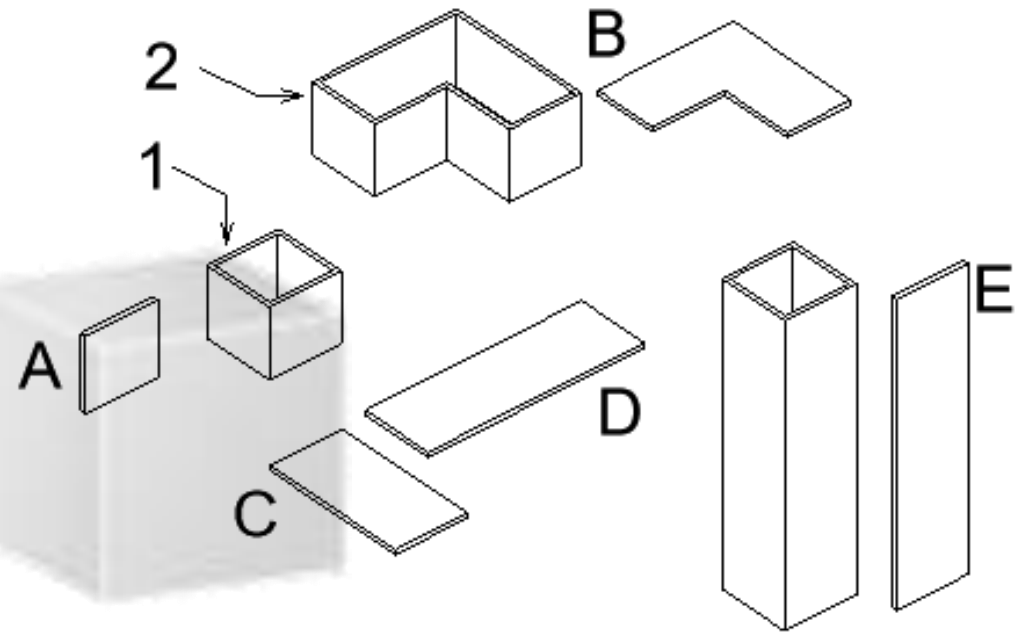
I Like Design


CORE - SIDE VIEW

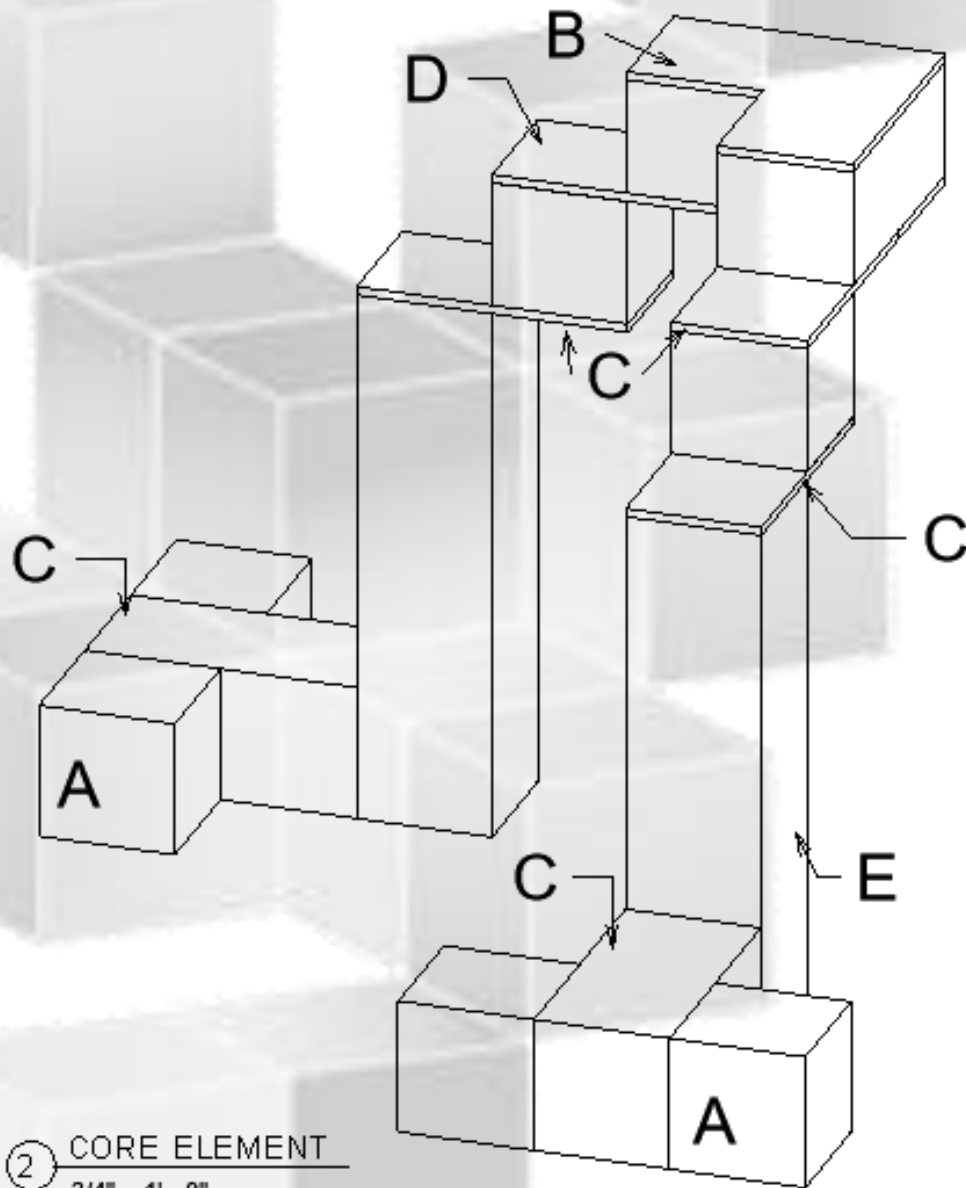
Date	FEB. 2017
Drawn by	Jamie Gormley
Scale	1" = 1'-0"
Sheet no.	A3

KEY

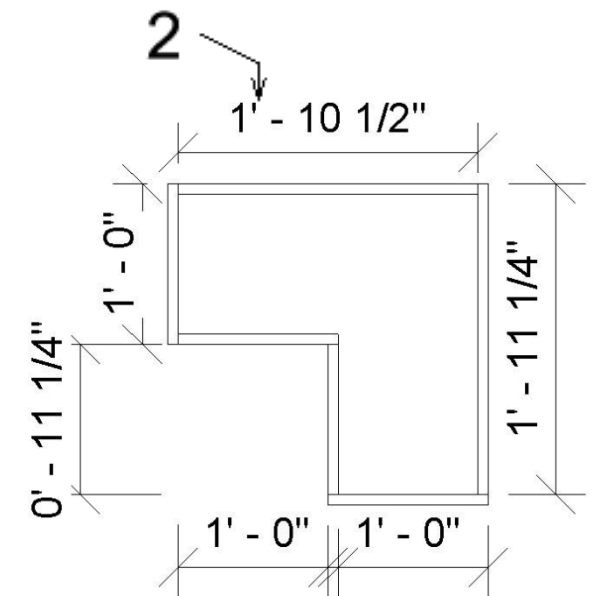
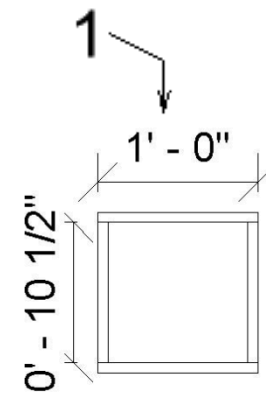
- A** CUBE SIDES, 3/4" FIRE-RATED MDF; SEE #1 FOR DIMENSIONS
- B** CORE TOP, 3/4" FIRE-RATED MDF; SEE #2 FOR DIMENSIONS
- C** CANTILEVERS/TOPS, 3/4" FIRE-RATED MDF, 2' x 12" X 5 TOTAL
- D** CANTILEVER # 2, 3/4" FIRE-RATED MDF, 3' x 12", X 1
- E** CORE BASE, 3/4" FIRE-RATED MDF
2 CUT TO 4' x 12", 2 CUT TO 3' - 10 1/2" x 10 1/2"



① CORE DECONSTRUCTED
1" = 1' - 0"



② CORE ELEMENT
3/4" = 1' - 0"



NOTE

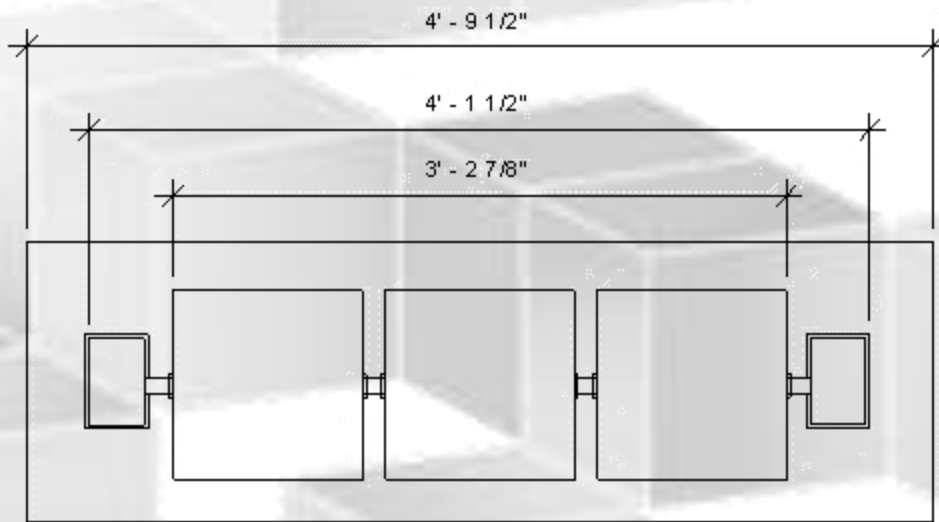
ALL QUANTITIES LISTED ARE PER SIDE UNLESS NOTED OTHERWISE
 SIDE 1 MIRRORS SIDE 2
 EACH SIDE OF 12 x 12 CUBE IN CORE HAS (2) 12 x 12 SIDES & (3) 10 1/2" x 10 1/2" SIDES
 TO ACCOMMODATE BUTT JOINT CONSTRUCTION
 12 x 12 CUBES ABOVE CANTILEVERS HAVE 2 SIDES OF EACH SIZE NOTED ABOVE

interiors+sources®
2017 NeoCon Booth

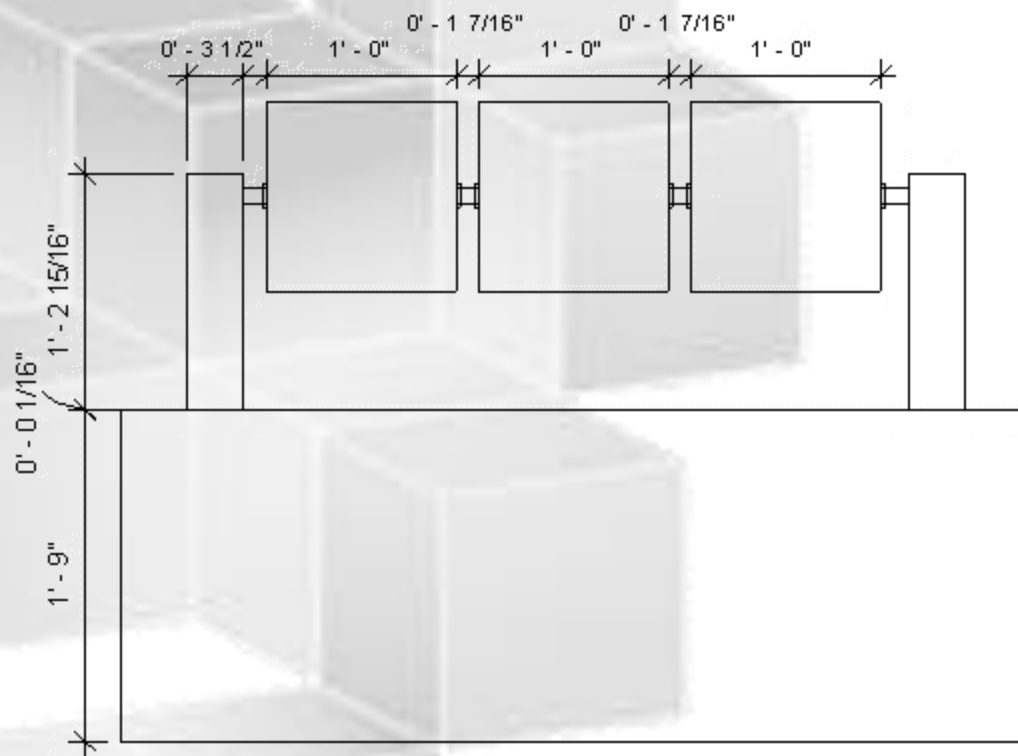
I Like Design

CORE EXPLOSION

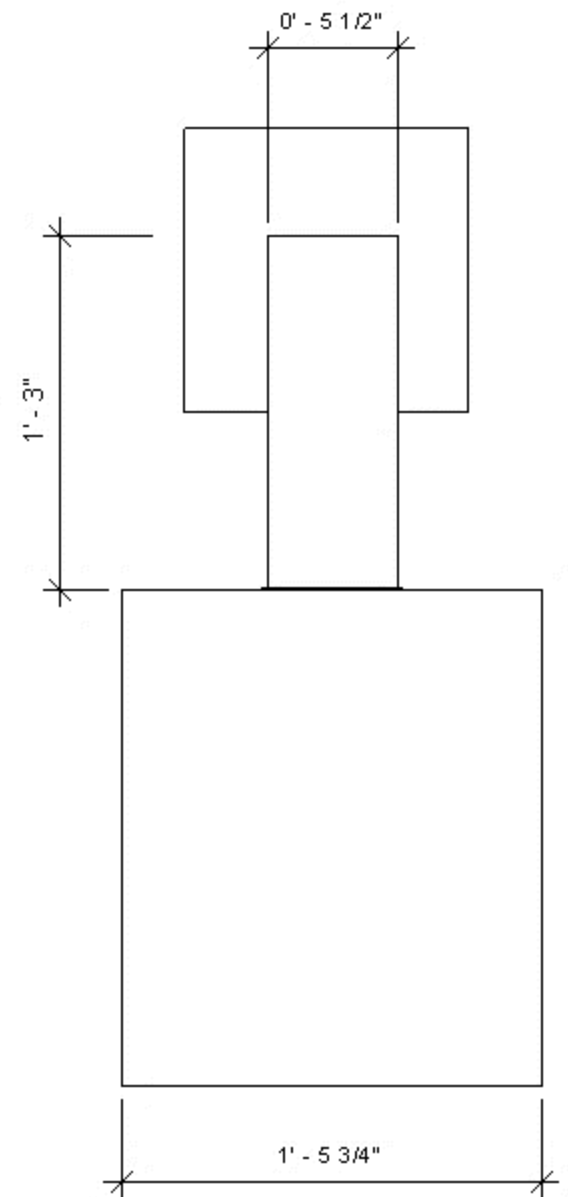
Date	Feb. 2017
Drawn by	Jamie Gormley
Scale	As Indicated
Sheet no.	A4



① TOP VIEW - SPINNING BLOCK
1" = 1'-0"



② FRONT VIEW - SPINNING BLOCK
1" = 1'-0"



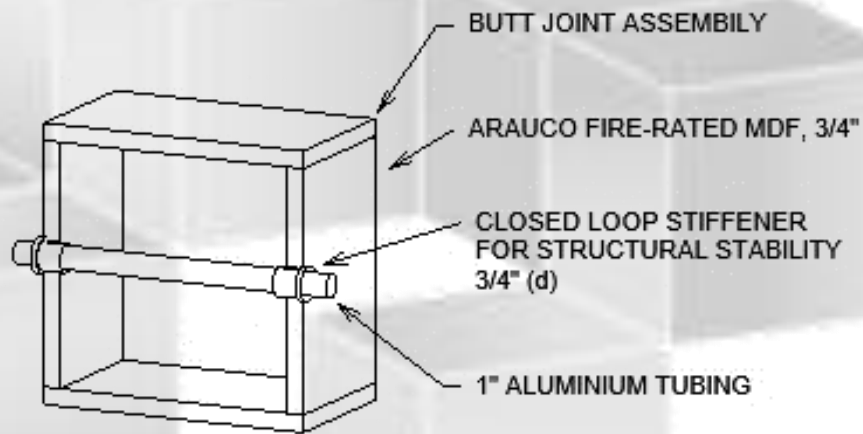
③ SIDE VIEW - SPINNING BLOCK
1 1/2" = 1'-0"

interiors+sources®
2017NeoCon Booth

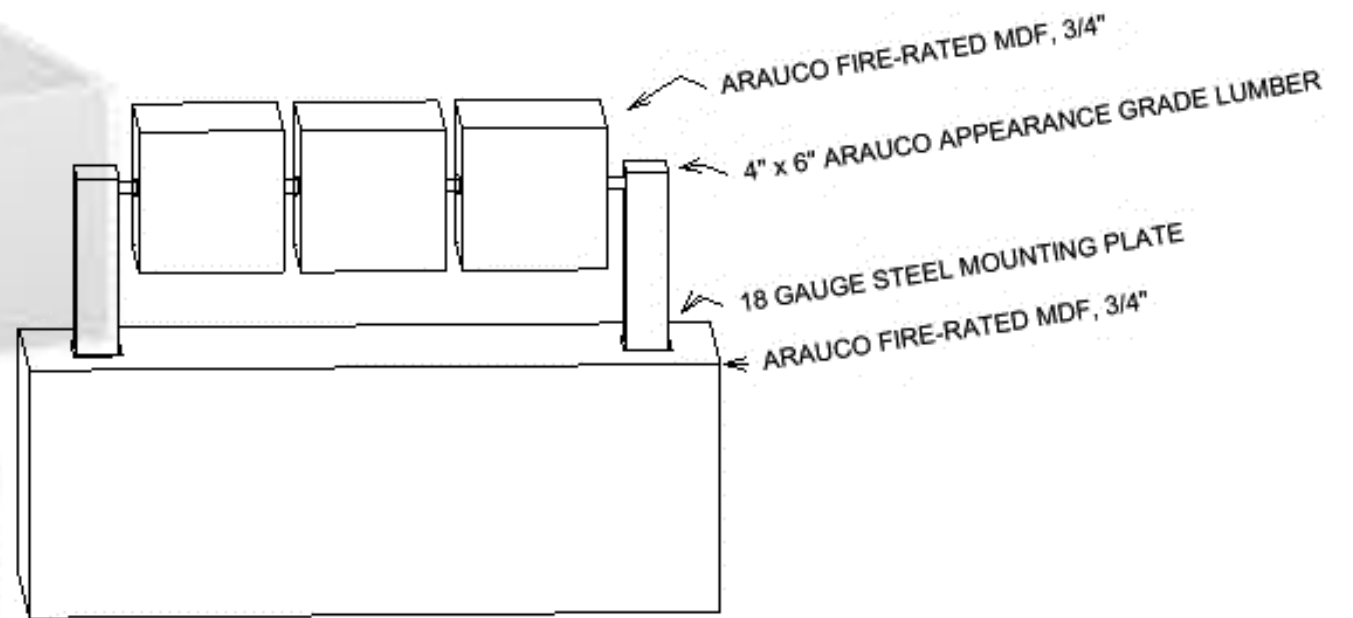
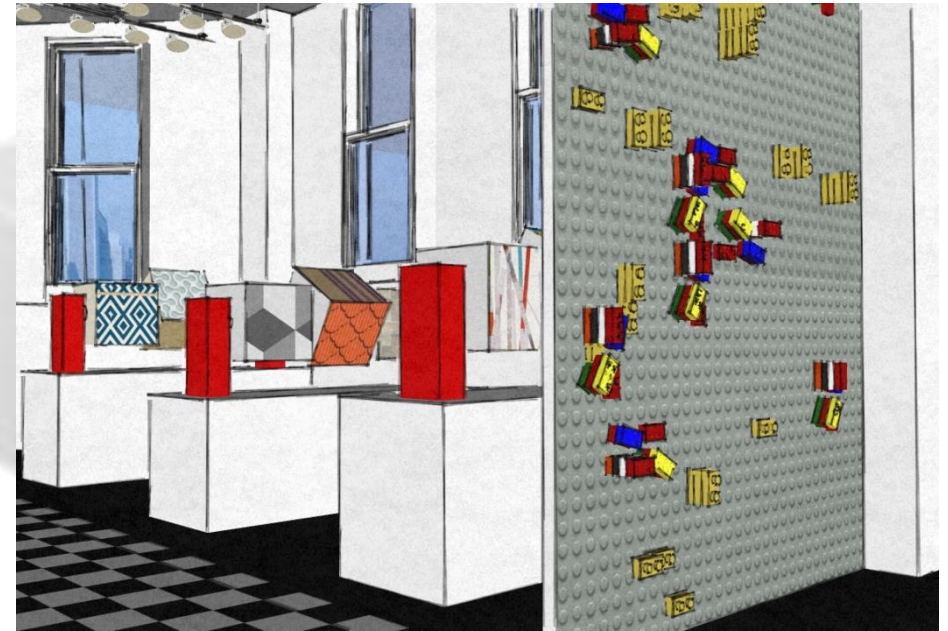
I Like Design

SPINNING BLOCK

Date	FEB. 2017
Drawn by	Jamie Gormley
Scale	As indicated
Sheet no.	A5



① 3D SECTION VIEW DETAIL
3/4" = 1' - 0"



② 3D FRONT VIEW
1 1/2" = 1' - 0"

interiors+sources®
2017NeoCon Booth

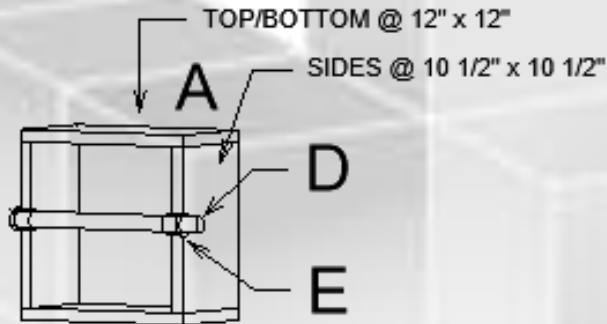
I Like Design

SPINNING BLOCK - MATERIALS

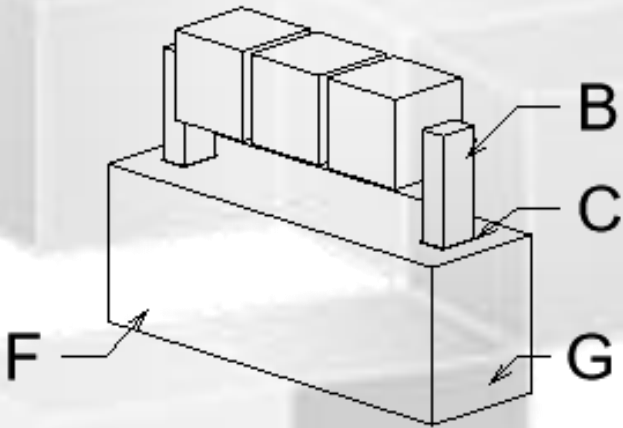
Date	FEB. 2017
Drawn by	Jamie Gormley
Scale	As indicated
Sheet no.	A6

KEY

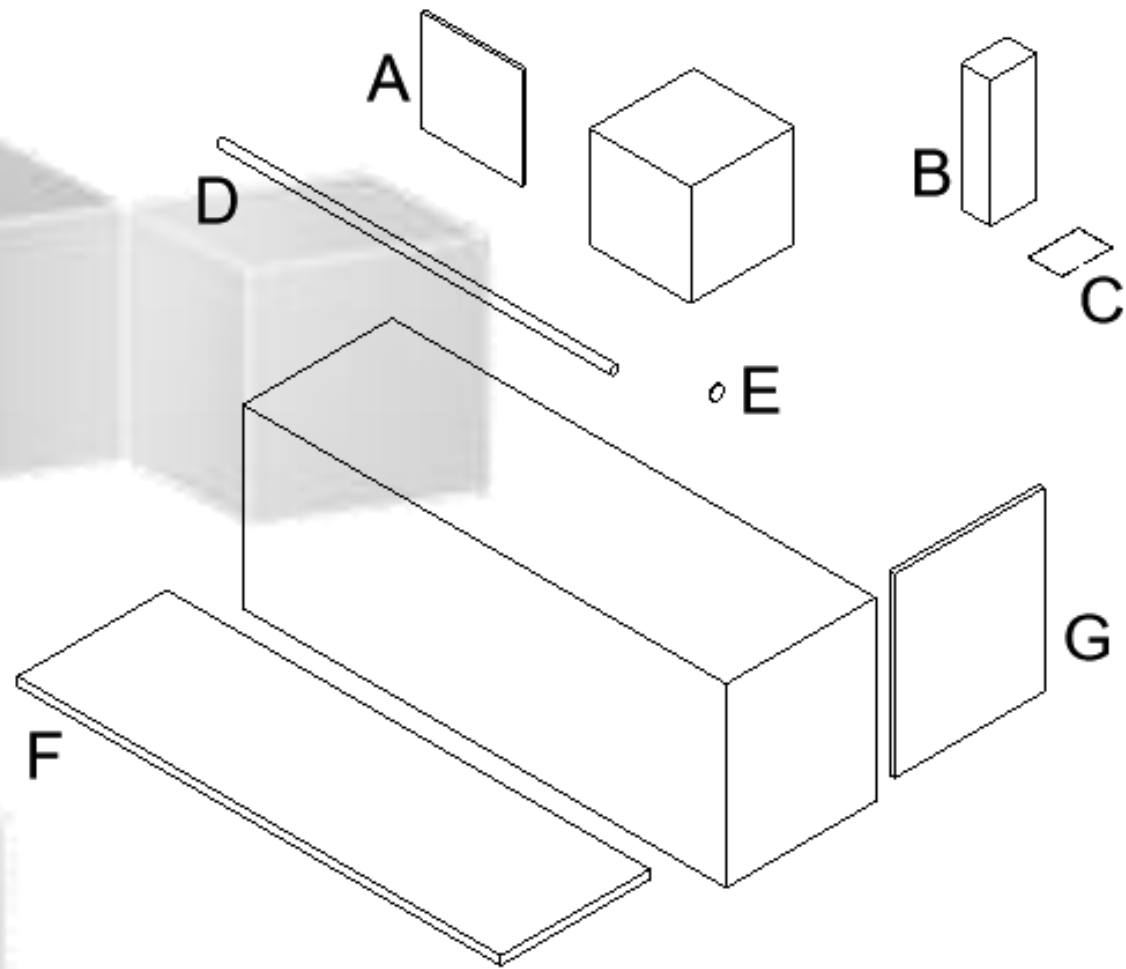
- A** CUBE SIDES, 3/4" FIRE-RATED MDF
(6 CUT TO 12" x 12" & 6 CUT TO 10 1/2" x 10 1/2")
- B** POST, 4" x 6" LUMBER X 2
- C** STEEL MOUNTING PLATE, 18 GAUGE X 2
- D** ALUMINUM PIPE, 3'-10" LONG, 1/2" (d) X 1
- E** CLOSED LOOP STIFFINERS, 3/4" (d) X 6
- F** STAND SIDES, 3/4" FIRE-RATED MDF, 4' - 9 1/2" x 1' - 9" X 2
- G** STAND BASE, 3/4" FIRE-RATED MDF, 1' - 7 1/2" x 1' - 4 1/2" X 2



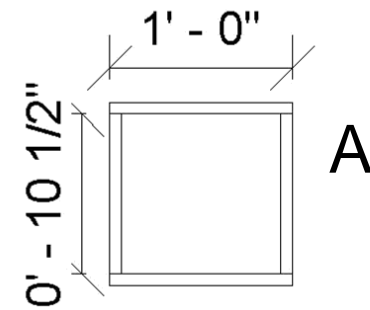
② CUBE SECTION
1" = 1' - 0"



③ SPINNING BLOCK ELEMENT
1/2" = 1' - 0"



① SPINNING BLOCK - DECONSTRUCTED
1" = 1' - 0"



NOTE
ALL QUANTITIES LISTED ARE PER UNIT (5 UNITS TOTAL)

interiors+sources®
2017 NeoCon Booth

I Like Design

CUSTOM CUBE EXPLOSION

Date	FEB. 2017
Drawn by	Jamie Gormley
Scale	As Indicated
Sheet no.	A7



interiors+sources®

THANK YOU

FOR YOUR CONSIDERATION

I **Like** Design

