

JAMIE BRIZZOLARA

jamiebrizzolara.com



CASE STUDY: Johnsonite NeoCon Exhibit 2011

JOHNSONITE NEOCON EXHIBIT 2011

NeoCon is an annual interior design trade show based at the Merchandise Mart in Chicago, IL. It is geared towards the design industry and focuses on all things interior: flooring, furniture, paint, fabric, office systems. The list goes on. There are both temporary and permanent showrooms that showcase these types of products.

Johnsonite, a leading commercial flooring manufacturer in the United States, is known for its high-performance rubber flooring products and forward-thinking design, function and aesthetics. Purchased by Tarkett (a well-known European brand) in 2006, Johnsonite has combined select product lines from both brands to create an integrated system that spans rubber, vinyl, linoleum, modular solutions, stairwell management, and finishing.

The 2011 temporary exhibit space, features both Johnsonite and Tarkett products using a custom floor design, graphics, and messaging. The following pages will give you some insight into the process, from conception through the actual show itself.

A great team of professionals collaborated to see this project come to life—consisting of the Johnsonite internal team (production and floor/product installation) and Lucarelli (exhibit fabrication and installation).

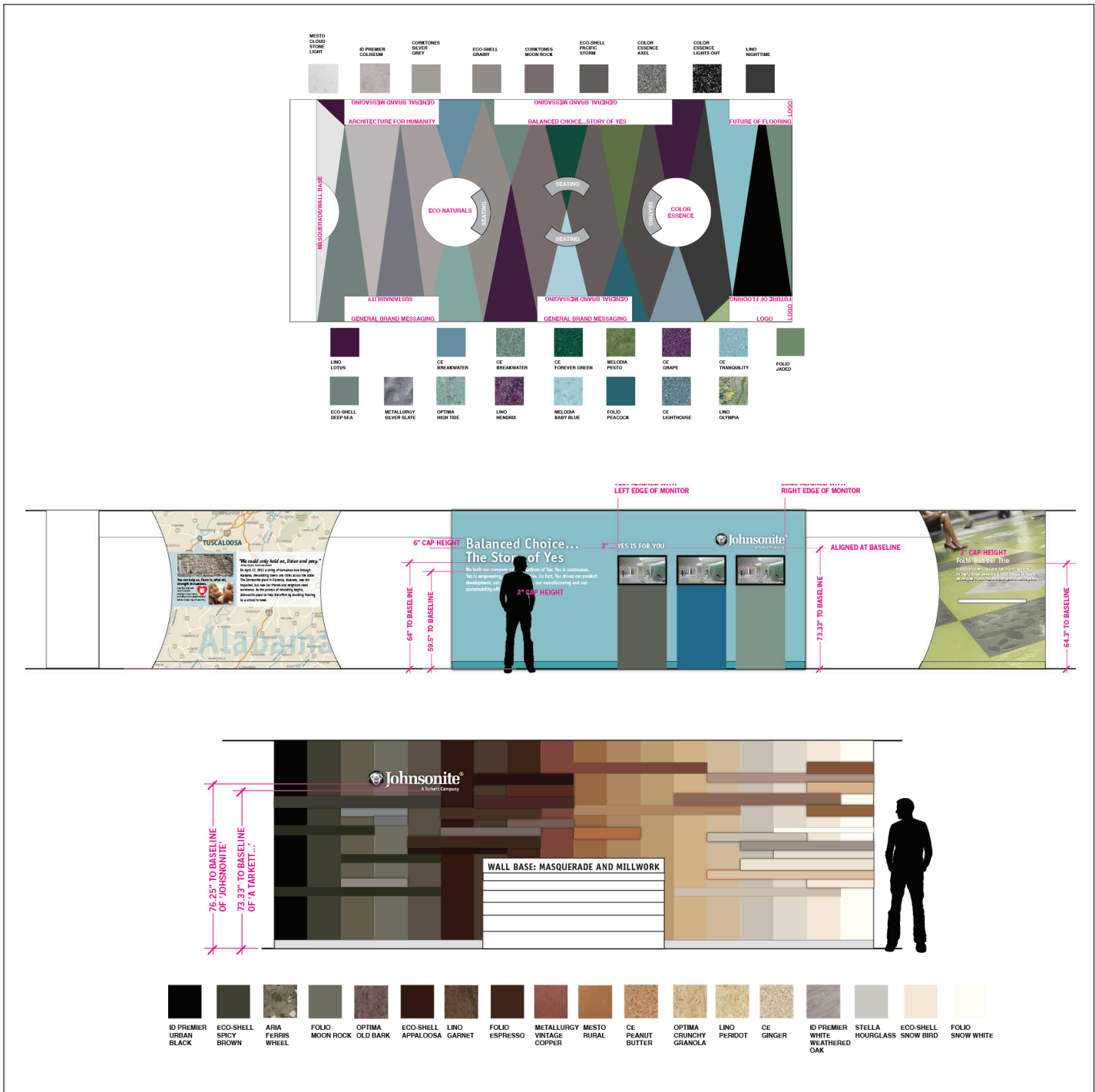
PHASE:
Development

SYNOPSIS:

I work with the client to select the concept and components that will best support the brand and meet their project objectives and budget. In this case a combination of the two concepts was selected

The selected concept is then further developed with a color palette, brand message distribution, and graphic applications.

My exhibit designs always highlight the service and/or product, making that distinction clear to the show participants. With Johnsonite, the product is displayed on as many of the exhibit surfaces as possible. Those are called out with small images of the color, texture, and name. This makes it easier for the client to visualize the concepts.



PHASE:
Development/Fabrication

SYNOPSIS:

Once the final design is approved, each individual element is finalized; specifying the final color palette, product distribution, and messaging. Final drawings are issues with dimensions and materials noted to both the client and display house.

The display house further engineers specific components, as required, for fabrication. The final artwork is then applied to drawings and as separate artwork files.

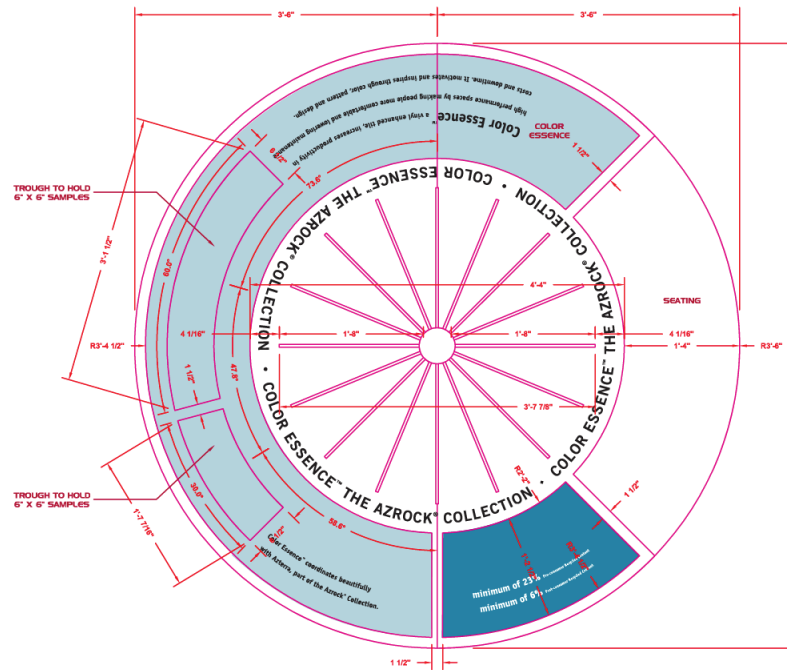
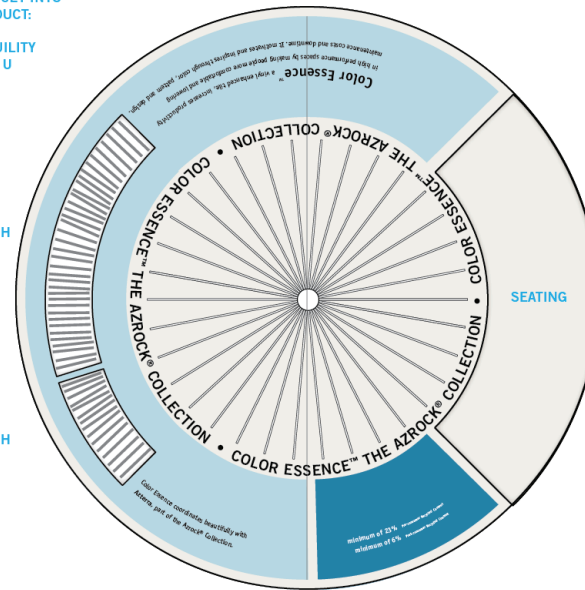
LARGE BLOCKED BLUE AREAS INDICATE
COLOR ESSENCE PRODUCT INSET INTO
WHITE COLOR ESSENCE PRODUCT:

LIGHT BLUE = CE121 TRANQUILITY
DARK BLUE = CE 130 BLUE 4 U

PRODUCT SAMPLE TROUGH
COLOR ESSENCE

PRODUCT SAMPLE TROUGH
AZTERRA

ALL LETTERING IS INDIVIDUAL CUT
VINYL LETTERS APPLIED TO PRODI
SURFACES (WHITE AND BLACK).
PLEASE DO NOT USE LARGE STICK
TYPE VINYL APPLICATION.



PHASE:
Installation

SYNOPSIS:

And then, the final design is brought to life.



PHASE:

The Finished Product – NeoCon 2011



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