



Travelport • 20' X 50' • GBTA 2014

I was introduced to Fusion three years ago and have not looked back since. Having dealt with other exhibit companies in my past, none compare to the professionalism, partnership and quality that we receive from Alan and the team. Once we commit to a design, they quickly takeover and become an extension of my team that's always watching my back and budget.

— Sharon Poulos
Director, Americas Marketing
Travelport

TRAVELPORT

Objective

Create a custom rental exhibit featuring dedicated areas for educational sessions, product demonstrations and semi-private meetings within a streamlined, open floor plan. The design and setting should be a functional, comfortable one as an off-the-show-floor Hospitality Suite would exist for formal, high-level meetings. Provisions for noise control and storage were also critical requests.

Approach

Given the long, narrow configuration of this space, we elected to place two (2) conference rooms on the left-hand side and a series of four (4) product demonstration pods on the right. This permitted us to design the remaining structural components around these elements and create an open passageway for foot traffic to flow freely through the space. Essentially cutting the floor plan in half, a 2nd walkway allowed pass-through from the right and left-hand aisles and created a definitive break between the front and back product "demo pods" and conference rooms. A 16'H identity pillar separated these areas on the left-hand aisle and served as the structural anchor connecting to the 14'H wall and storage tower seen, respectively, near the front and back of the booth.

Entering from the front, visitors encountered a welcome desk and an educational area which permitted presenter-guided sessions to occur using audio visual support. The 14'H privacy wall separated this venue from the conference room on

its opposite side, and it was critical to the design as it also offered structural support for the blue-framed fabric canopy covering this shared space. For design balance, a similar canopy was used near the storage room.

Once inside, the conference rooms and "demo pods" could be seen. Largely enclosed by blue-framed walls, the meeting rooms featured frosted Plexiglas panels overlaid by sheer fabric sheeting to create a comfortable, noise-controlled environment. Each room possessed a 42" recessed monitor, pendant lighting, an external catering service counter and accommodations for six (6) seated persons.

The "demo pods" permitted casual interaction between visitors and Travelport personnel, and each featured an integrated 32" monitor, workspace and accommodations for two (2) seated persons. Strategically placed, these allowed four (4) white, fabric covered frames to span overhead and bring continuity to the design. The pods were housed within blue-framed structures and displayed internal/external graphic treatments.

Results

Fusion's successful implementation of Travelport's requests resulted in an open design solution that achieved all of their needs without feeling crowded or overwhelming. According to our client, their customers felt the space was fresh, inviting and demonstrated their technology edge vs. the competition.

