

"A 'feature' exhibitor" was how the organiser of Toyfair 2013 described Lego's participation at the event and combine this with a famous and arguably one of the worlds most recognisable brands, a tough challenge for any exhibition contractor to work with, Lego is a demanding client that holds it's reputation and brand in the highest possible esteem. A company must not only be of an exceptional talent but also must be prepared to work beyond what is expected from other clients, fortunately, **Exhibit3Sixty** has the experience and more importantly the 'drive to succeed' with such an enviable client. Exhibit3Sixty has worked and provided excellent results with Lego at previous shows, even so, the commitment to quality Lego demands requires that they put all design briefs 'out to tender'. Exhibit3Sixty's success has been it's ability to produce tender winning design concepts time and time again, and this years contract to design and build the stand for Lego at Toyfair was no exception. Exhibit3Sixty again won the Tender!

The design Brief was a complicated indication of only the minimal requirements that Lego expected to achieve from the event. Also attached was evidence of initial design work from Lego's internal design department, this was sent through in a form of sketches suggesting possible solutions to the brief. The brief detailed 16 separate areas (rooms) that were to be included within the design. Each room was to represent an individual lego brand such as lego star wars, lego Duplo etc. Each of these brands required an individually designed theme that in turn must fit in with the overall stand concept. A major point of the brief was that the stand should be enclosed with only a small entrance to the stand, this was to enable the visitors to be taken 'on tour' of all the lego brands, a path linking various routes was suggested by the brief. Above all the Lego brand was to be presented only in ways that met it's strict brand guidelines.



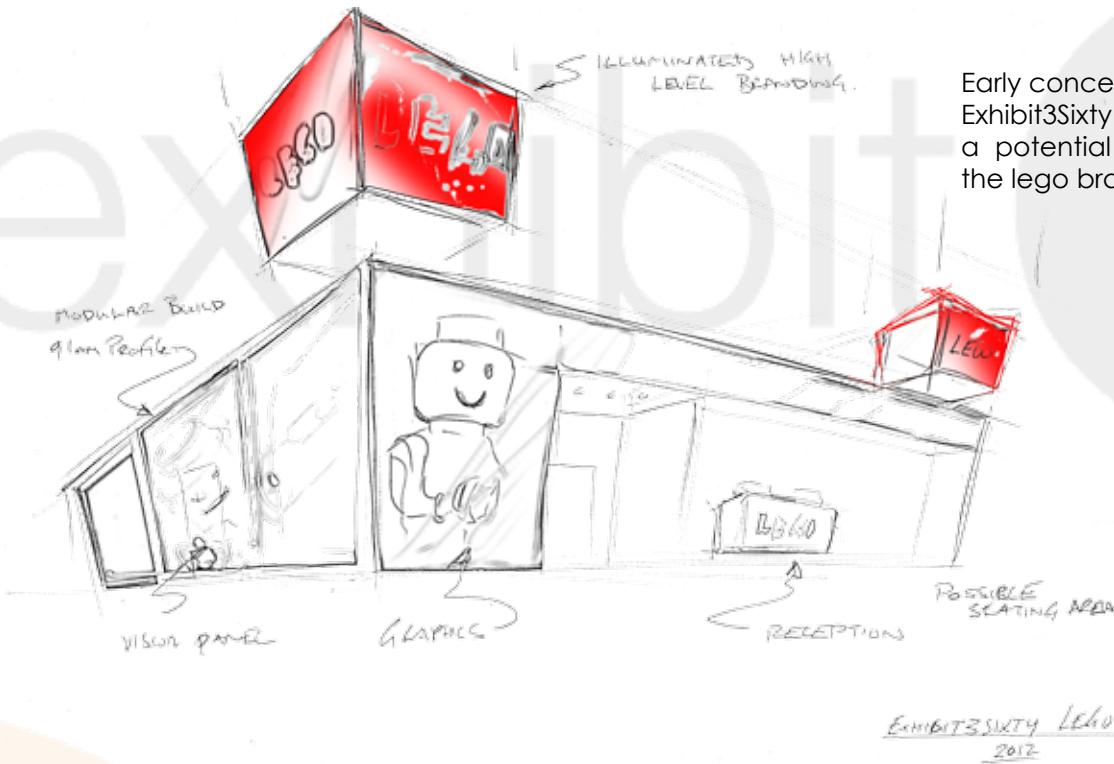
An example of images supplied with the brief suggesting possible solutions to the individual branding requirements of the various rooms.

Due to such a vast amount of information that the brief contained all teams within Exhibit3Sixty, project management, Manufacture, Graphics and Design consulted on possible solutions to the brief. This collaboration within Exhibit3Sixty enables a wealth of experience to come together, the aim was not initially to solve the brief but to discard ideas and concepts that would result in time lost on misguided developments. Each team could 'veto' ideas that they believed were impractical, through this course of action possible solutions to the brief presented themselves quickly and more importantly, likely to succeed. This kind of interaction with in Exhibit3Sixty is one of our secrets to being so successful in winning contracts and producing award winning designs always within budget.

Our solution to the brief was to use a mix of build techniques, thus allowing us to benefit from their specific build advantages and not suffer their disadvantages. We chose to create a perimeter around the stand using a modular construction technique that had the advantage of giving a clean look and feel that was also advantageous to large graphic displays. The Square section modular walls created a canvas for the Lego outer graphic requirements. We were aware that Lego's request for an enclosed stand would not pass the organisers event 'rules and regulations', by using banner graphics to the outer walls we could make sections, every 4m, semi transparent, this would meet lego's request while satisfying the rules of the event organisers.

The internal rooms of the stand were to be constructed from a traditional build technique. The advantage of this being we had much more control to create the various sizes of the room layouts. The traditional build technique, using stock panels, had the benefit of creating a more stable stand construction, this is of paramount importance when building such a large stand.

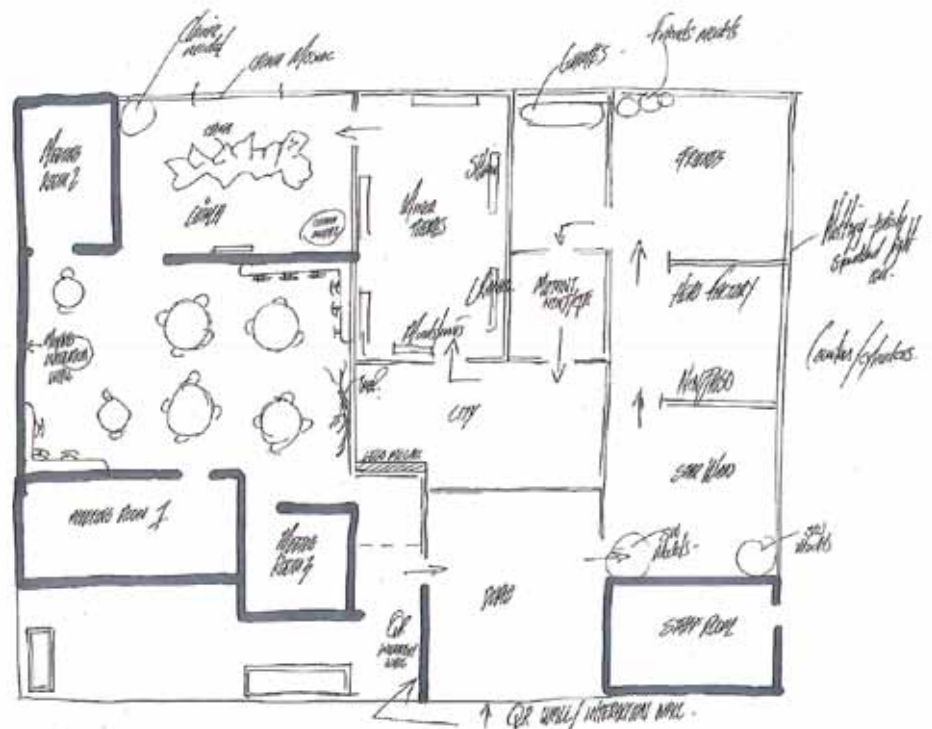
As the exterior height of the stand would be limited to the Modular construction technique the Exhibit3Sixty design team suggested employing some high level branding in the form of hanging banners, this would help to gain show impact and help visitors identify the location of the Lego stand.



Early concept sketch from the Exhibit3Sixty design team showing a potential solution to maximise the lego brand at Toyfair.

The suggested 'tour of brands' was the main challenge to successfully fulfilling the Lego brief. With 16 rooms to visit, some of which were to contain large physical display models and others to contain seating/meeting areas the design required a substantial amount of time 'space planning'. Numerous suggestions were considered and presented to Lego at a very early stage in the concept development as the design teams experience told them changes on the room layout at later developments stages could provide major obstacle to overcome. This fore thinking of potential problems by Exhibit3Sixty prevent problems further 'down the line'. This is something that only an experienced contractor can understand, another reason why Lego chose to work with Exhibit3Sixty. By securing a suitable approved layout from Lego the development could continue in the knowledge that a suitable design concept to the brief had been effectively secured.

A concept sketch showing the initial layout of the rooms that was presented to and ultimately agreed on by Lego. The plan would change slightly as the development continued but the initial layout is virtually the same as the final design



The initial presentation of the design was in person at Lego uk. Both Exhibit3Sixty project management and design teams made the presentation. The designers presented the design concept and potential brand room layout specifications while the project management presented the build material suggestions and potential costs of the various concepts. By making a formal presentation in person the Lego staff could better understand the potential of the design and their suggested changes and potential outcomes could be discussed with the Exhibit3Sixty designers Directly. With such a large and complex stand the meetings 'in person' were invaluable to the success of the Lego exhibition stand.



The Initial Presentation was well received by Lego. It was expected that some changes would be requested. Exhibit3Sixty understand this to be an integral part of the stand development as it enables the client to better express their requirements as it's difficult to be fully representative of all needs and outcomes in the drafting of the initial brief. Once the client sees the first concepts this usually allows the client to see opportunities that had never been considered. The lego stand was no exception and the changes requested were issues that lego had not initially perceived. The design changes were controlled by Exhibit3Sixty helping guide the client to continue to make progress on the stand development.



Over the course of the development about nine substantial amendments were worked through, each one creating a more concise and closer realisation of the clients needs.



Concept 2



Concept 3



Concept 4



Concept 5



Concept 6



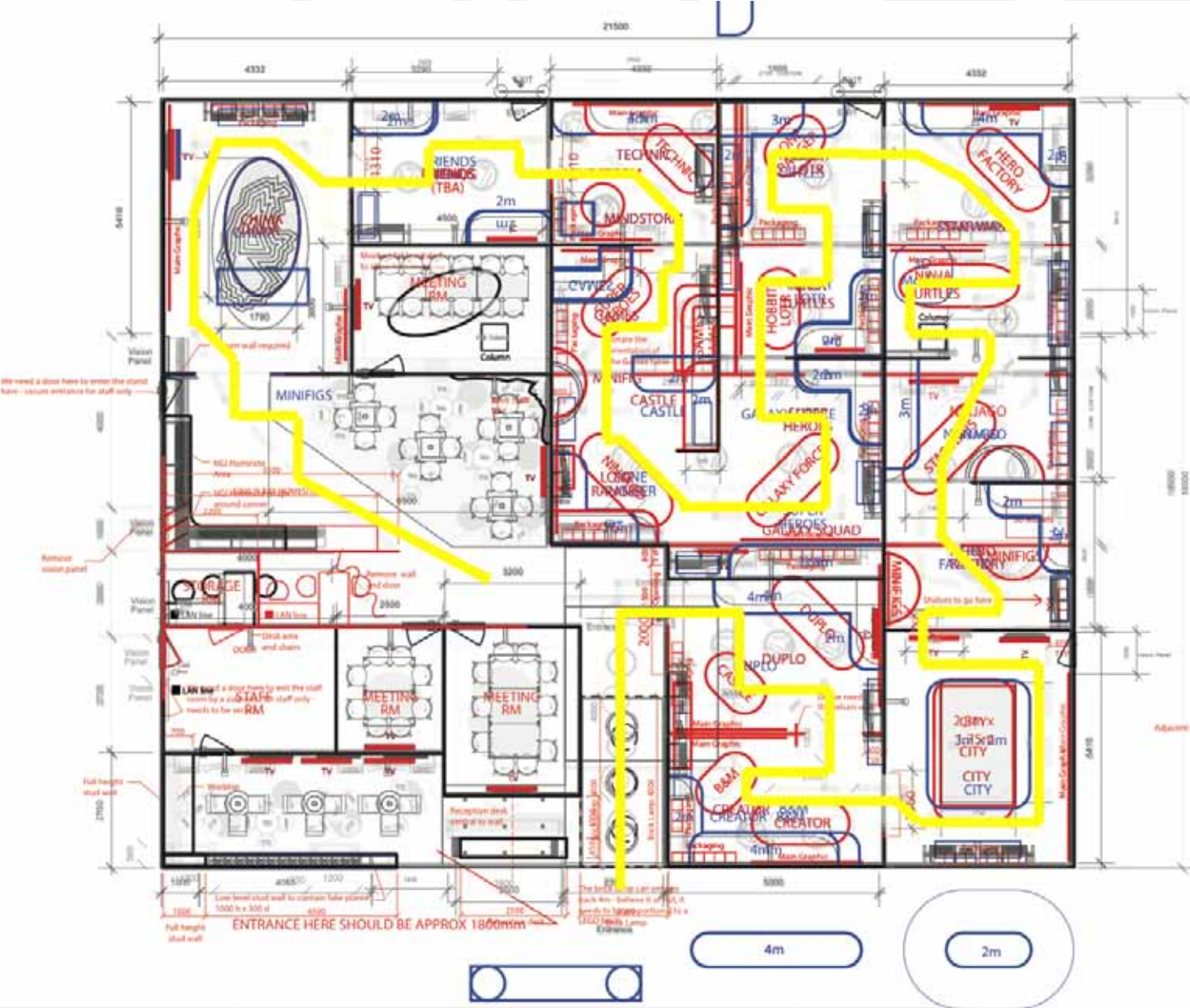
Concept 7



Concept 8

The development process required an experienced project manager to fully control what was a very detailed process conveying and presenting information via Design and the client. Although the amendments were substantial they were mostly of an aesthetic nature, this was effectively due to the forethought of the design team securing a suitable stand layout with the client early in the concept stage.

As the development continued more attention was paid to the internal layout of the product displays which consisted of life size lego statues, lego products and interactive 'play plinths' that allowed visitors to 'play' with and experience the latest lego products. Lego placed major importance on the positioning of all display areas and required detailed plans of potential display positions. A further request was to understand the 'traffic flow' around these displays and look for potential bottle necks that could disrupt the 'tour'.



An example of a working plan of potential traffic flow

Numerous complicated 'traffic flow' plans were created to look for any potential problems that could arise with the chosen display positions. With lots of product positional changes a solution was eventually chosen with the understanding and discussion with Lego that the selected layout option would only be validated once the show had opened!. Exhibit3Sixty project management were very confident with their suggested layout as they have years of experience with event design. The layout was as expected proved correct with no issues being mentioned by the lego staff after the event.

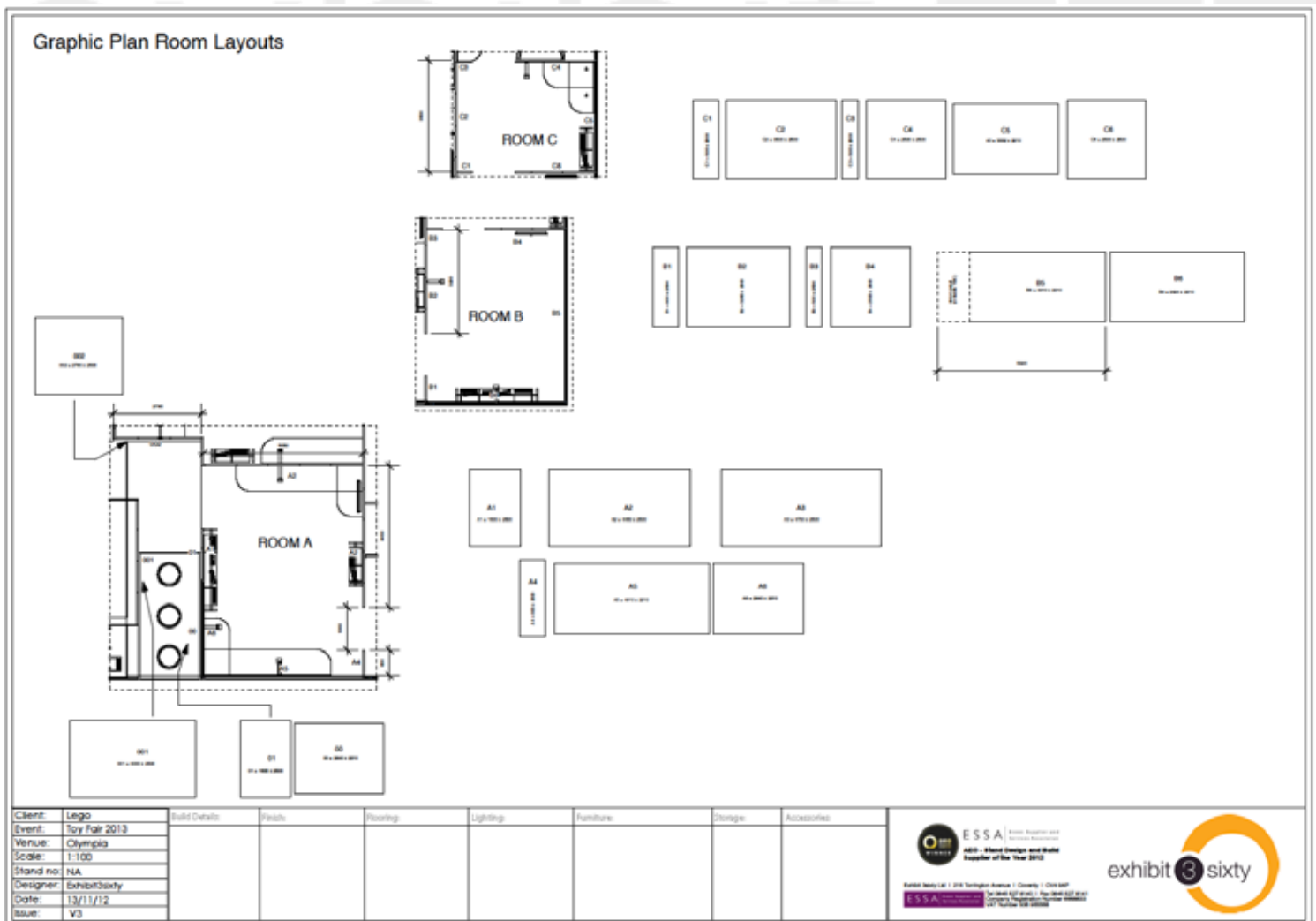
After the design development stage all concept work had been completed. The final concept was presented to Lego and was given the green light. Lego were more than happy with the outcome of the design and development program. The design met all of their initial requirements and through Exhibit3Sixty's competence in delivering stand experiences numerous additions not in the brief had been added to the final concept. The use of the outer banners was a real hit with the brand designers at Lego allowing for a very successful presentation of the Lego brand.



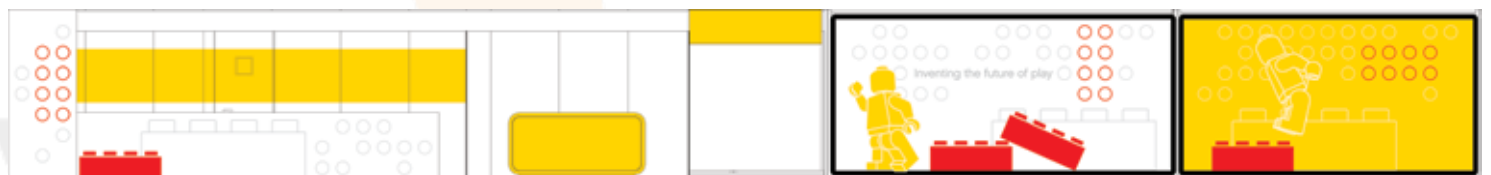
An external meeting area that was suggested by Exhibit3Sixty was incorporated to the front of the stand that created a waiting room where visitors could be entertained while waiting for a 'tour guide' to take them through the Lego brand experience. The high level 'branding' cubes were also incorporated as suggested by Exhibit3Sixty creating a point of recognition within the exhibition hall. Other suggestions from Exhibit3Sixty were incorporated into the design, these suggestions created a far more fulfilling experience for Lego at Toyfair.



As the stand development was passed to the Exhibit3Sixty build team for component construction the stand graphics were organised. Lego have their own internal graphics department and requested that graphic panel sizes were passed to them so they could produce the artwork for the show. The Exhibit3Sixty design team produced highly accurate working drawings of all internal and external walls where graphics were to be placed. These sizes presented on the working drawing were checked and checked again by both Design and Project management as delivering wrong sizes would lead to expensive printing errors. This attention to detail highlights Exhibit3Sixty's quality control methods that are applied to all work undertaken.



An example of one of a number of graphic plans showing the level of detail that was supplied to the Lego graphic department. Each plan not only presented sizes but also the location and position of the graphic and as such the plans were used by the building teams to correctly install the graphics.



An example of the artwork produced from the graphic plans.

Once the stand components had been constructed 'test builds' were conducted. These 'test builds' allowed small areas of the stand to be constructed in the workshop. By building sections of the stand a set of 'instructions' can be created, obviously the Exhibit3Sixty stand builders understand how the stand will be built but by creating a set of instructions the stand can be packed and stored on the delivery vehicles in such away as components can be unloaded when needed, ie put the first required parts on the truck last. By doing this the on-site installation and build of the stand can be achieved quicker and with less confusion. This helps greatly when on-site construction times are short.

In the case of the Lego stand numerous vehicles were used to transport the vast array of components, the more ordered the logistics the better, and although tight with time, the Lego stand was installed on time and handed over to the Lego staff with time for them to install all their display products before the opening of the show. We believe it is this experience that allows Exhibit3Sixty to really excel as a stand contractor.

The Lego Stand installed on-site



The main entrance and the waiting area. The build created a quality of finish that is to be expected when working with a client of Lego's Stature.



A design feature was to create an inverted Lego brick effect with lighting to cover the main entrance to the stand.

The outer walls presented a large surface area for the application of graphics. The internal lighting created an illumination effect on the outer graphic walls adding to the visibility and aesthetic of the stand.



The Internal main meeting area of the stand. During the development Lego were so impressed by the amount of space achieved they decided to use the area to display 'in-store' retail stands.



The individual branding areas of the 'tour' were each designed to spaciouly display various product, both in graphic and physical models forms. The spacious feel was a chosen design feature to minimise congestion from 'traffic flow'.



The openness of the walls allowed for large graphic areas that added context to the brand displays.





From: Nigel Warway [mailto:gbNigWar@LEGO.com]
Sent: 03 March 2013 14:03
To: Andy@exhibit3sixty.co.uk
Subject: London Toyfair

Hi Andy,

Massive thanks for all your efforts in building this years stand. As im sure your more than aware the show was a great success for us. We had so many favorable comments about the stand from our staff and visitors, it's been quite remarkable. It's been a long road organising the Toyfair event and your input and experience has made the process run a whole lot smoother. Having you on-site personally during the build up was also very welcomed. Your staff were as always very approachable and the help they gave installing our material was a real lifesaver!

Looking forward to working with 3sixty next year.

A job very well done,

Nigel

Kind regards,
Nigel

At Exhibit3Sixty we believe that the Lego stand exemplifies our credentials as a quality Stand Design and Build Contractor.

We focus on creating long term client relationships the we truly value. We will turn down work if we know it will put us under too much pressure to deliver a quality solution. We are a united team of dedicated professionals who work together taking pride in the service that we supply. We continue to strive to be the best Event Contractor we can be! We hope you have enjoyed viewing this example of the service we provide.

Kind regards,

The team from Exhibit3Sixty.