

THE BRIEF

The original brief for Redwood Global was to design a stand using our Hex Structure which they had seen on our website. They wanted to move away from the standard square/rectangular shape but still utilising plenty of branding opportunities. After several designs we created the event space using our 64.95sqm Hex structure and 2 x 5m structures for cover of an outdoor seating area. Once the brief was discussed, and several designs and visuals were sent, the client came to a decision on the final design. This was then handed over to a dedicated project manager to fulfill and deliver the project. They were responsible for making any amendments along the way and ensuring the finished project was completed on time and to the clients expectations.

THE CLIENT

Our client - Redwood Global. Redwood Global are a valued client who we have worked with for 3 years now on various forestry shows.

The brief and structure design was revolved around one of their products - Först. The Först slogan says it all... 'Rely on it'. Först is a brand developed out of a clear view of and a focus on excellence.

THE SHOW

The ARB Show 2018 provides the perfect platform for everyone. From trade people to those simply interested in arboriculture, this is a fantastic opportunity to sample wares from all aspects of the industry. As well as benefiting from live demonstrations from the experts, the show also offers contractor workshops to educate those who are keen to learn more.

VISUALS

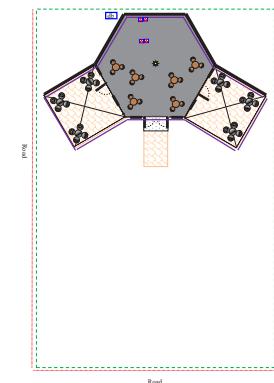
To start with, Redwood Global received a 'T-Plan' of an idea with the use of the Hex. This gave an indication of how much space they have in and around their structure and plot as these are drawn to scale (including the furniture).

This was one of the first visuals that was provided to the client, however things were altered throughout the process of finalising what was feasible and suitable for their needs.

FEEDBACK

"Very happy with the structure, thanks."

We are now working with the client on their next event - APF in September 2018.



THE END RESULT



The base of the structure, walls and roof took nearly 2 days to build with 6 men.

To install the structure throughout from branding, tension fabrics, gutter boards, flags etc, this took a further half day with an additional 2 members of the internal team to complete the fit out. It was a real team effort with some challenges with uneven ground but the end result was sleek, clean and impactful.



Photos by Phil Curtis