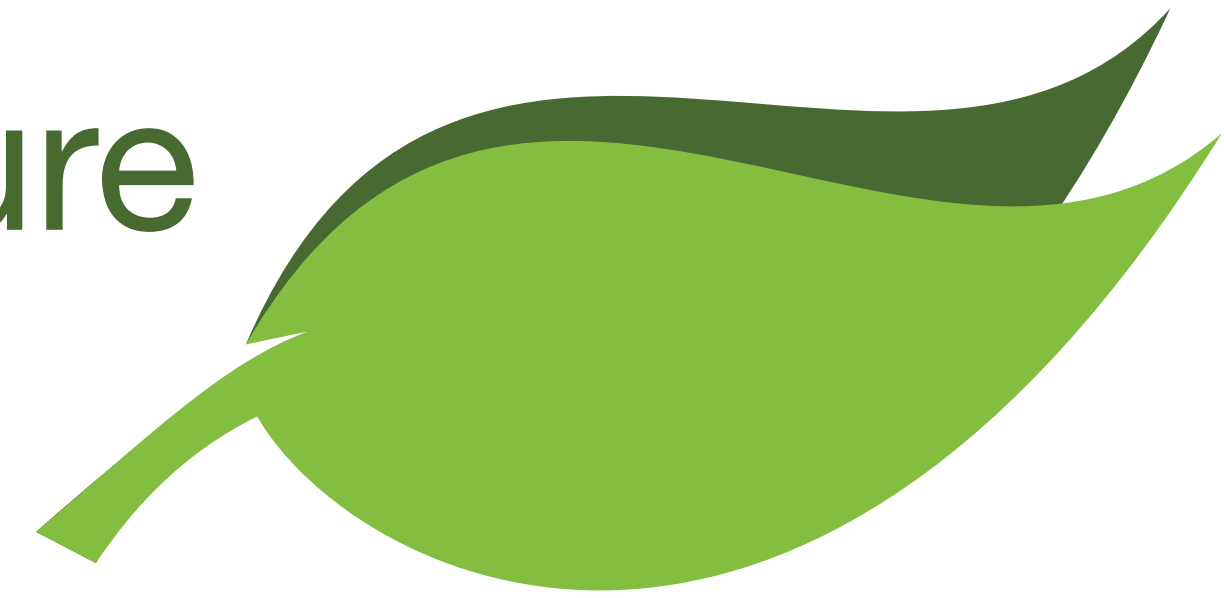


**PANTONE®**

Matching Color With Nature



# Vision

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My vision for this exhibit is to focus on Pantone's color of year Greenery. Pantone puts a lot of effort into depicting a color of the year and it needs to be expressed.

The color Greenery has effects on us emotionally and physically. When you see the color Greenery it calms you down, and slows your heart rate. This is because Greenery takes you back to nature which is rooted in our DNA from millions of years of evolutionary interaction with nature.

You can feel this when you take a walk along a river and you hear the sounds of water on the rocks. You immerse yourself in the sound of the green leaves blowing through the trees. The world seems so alive that you can smell the green grass and pines needles. It takes you back to our beginnings as human beings and replenishes us in the springtime. It's this beauty and calming feeling that I drew inspiration from when I represented Greenery.

When People enter this exhibit I want attendees to feel a calming sensation because of the aspects of nature. Yet I want them to feel alive with the color of Greenery and know how important color is to our lives.

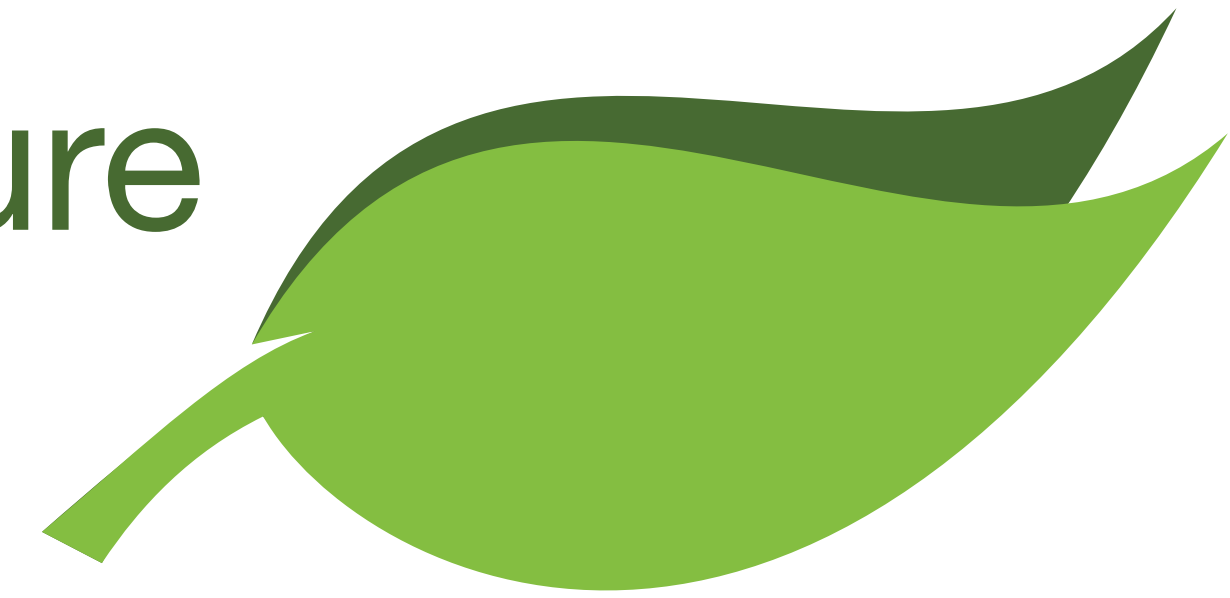
When Attendees leave this space they will know about Pantone's color matching system. Exhibitors will gain an interactive association with how Pantone creates a color matching system on many different surfaces.

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# Theme

Matching Color With Nature

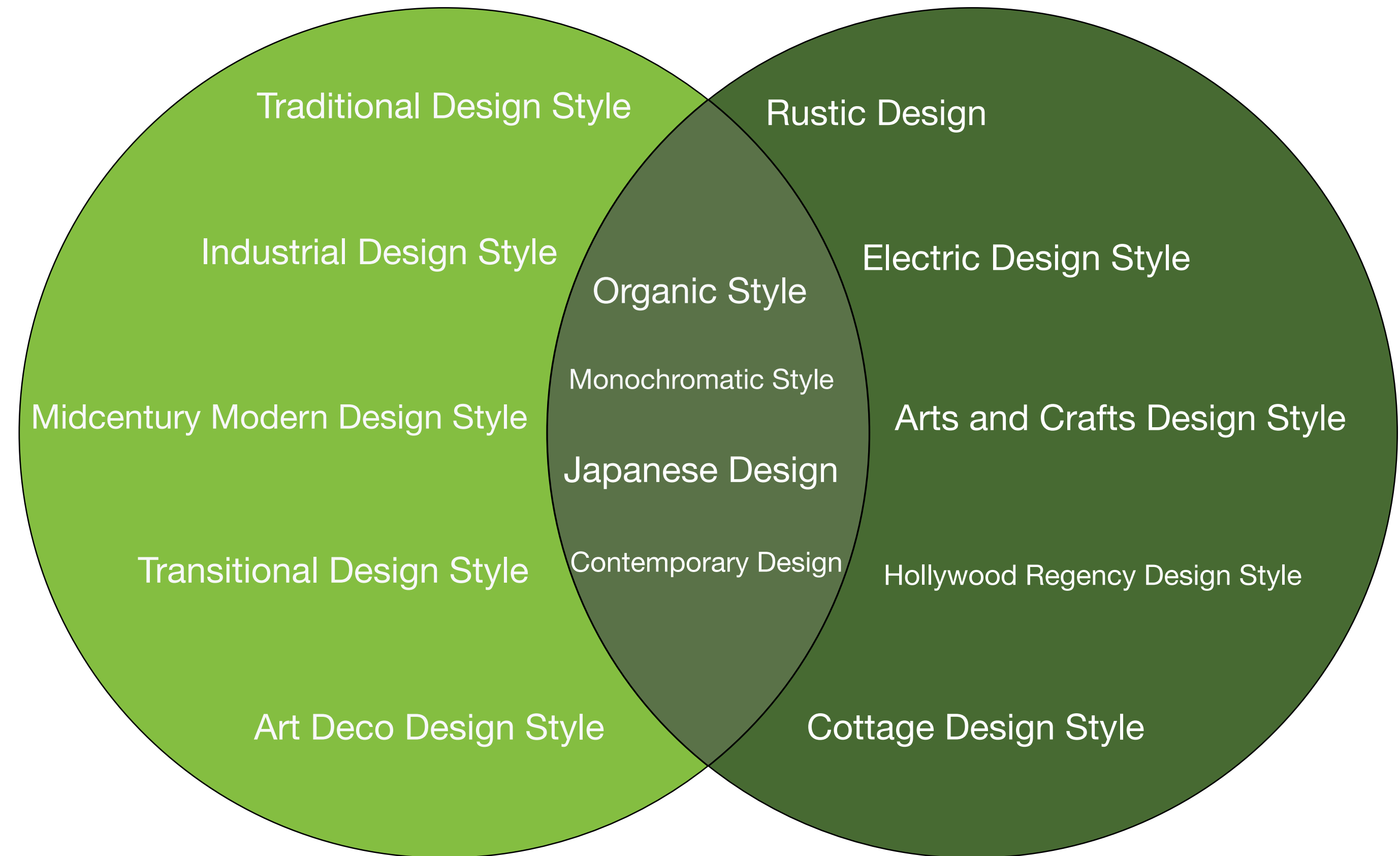


# Design Strategy

My Design Strategy was to obtain an organic style that references a Zen tranquil environment which borrows from Japanese Design Styles. I didn't want it to be like a Japanese garden with all the lush and overwhelming vegetation. I needed to represent the technological ideation of Pantone's Products. But I wanted to borrow the use of plants within a space to magnify the calming atmosphere. It is not an Industrial Design Style even though it has elements of technology in the exhibit. The exhibit is not rustic with concrete and edgy furniture but relies on smooth organic shapes and plants.

Even though the space transitions over a few design styles it is not a Transitional Design Style, because of the use of plants and Pantone's vibrant Greenery color.

The Design Strategy is monochromatic focusing on Pantone's 2017 color of year. It is a full immersion into that color.



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# Inspiration



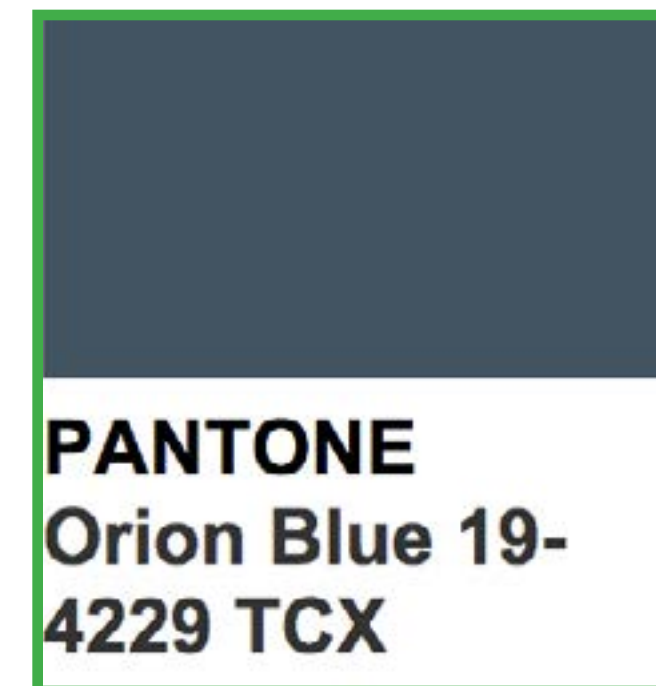
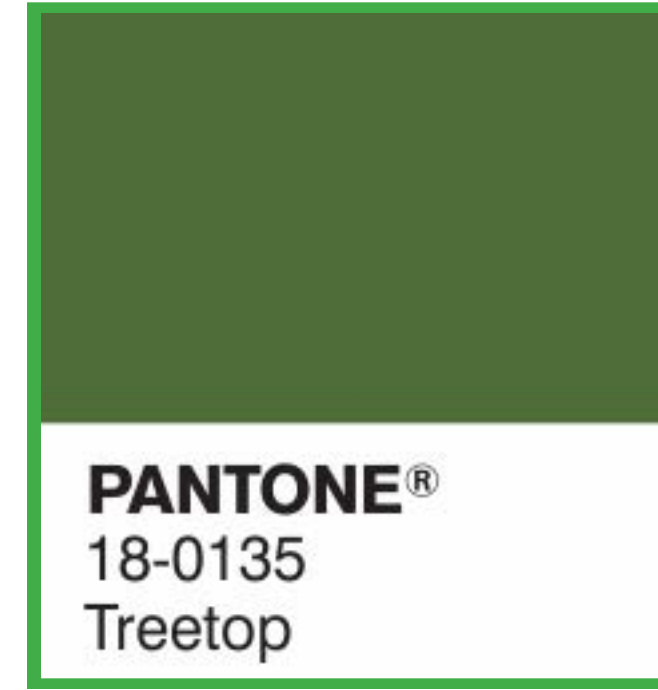
# Tradeshows



MINNEAPOLIS  
**HOME**  
+ GARDEN  
**SHOW**



# MATERIALS



# Personas

## Small Town Business:

Sally is a small town Graphic Designer, she owns her own business. She does not routinely use Pantone Products. She knows a little bit about Pantone from school, but a lot of her clients do not necessarily need Pantone Products. Over the years she has seen companies come and go, but they don't always make it to that 5 year mark. Sally's been really busy, and she knows how important color is to a design, but she is not a member with pantone. Sally is being invited to the AIGA conference, and where she is going to interact with a Pantone Exhibit. Sally wants to improve her prints and signs, and to do this Pantone is going to Market their color of the year in a very bold way. This will grab Sally's attention and she will learn that Pantone has the best color communication over the entire world. Which makes Sally the prime target for Pantone.

## Corporate Worker:

Mitch is a regular user of Pantone at his corporate work office, but he doesn't have the up-to-date color technology book from pantone. His monitor needs to be recalibrated, and he needs a new Capsure device. Mitch is going to the AIGA conference because that's what he's done for years. His Color technology needs to be updated, and what better way to do that then at

## Pantone's Exhibit. Unfamiliar With Pantone:

Dianna is an accountant who is going to the AIGA conference with her daughter, she doesn't know anything about pantone. Dianna is thinking about opening up a new business, but she hasn't quite figured out the color scheme for her logo yet. She's been working with a designer but doesn't quite understand what Pantone does or could do for her. The Exhibit at Pantone is the perfect place for her because she will get to interact directly with the media, and see how Pantone can go across a variety of different surfaces while maintaining the integrity of the color.





# Pre-Show Mailer



Front



Vines W/ Flowers in Envelope



Back w/ Fabric Swatch of Greenery

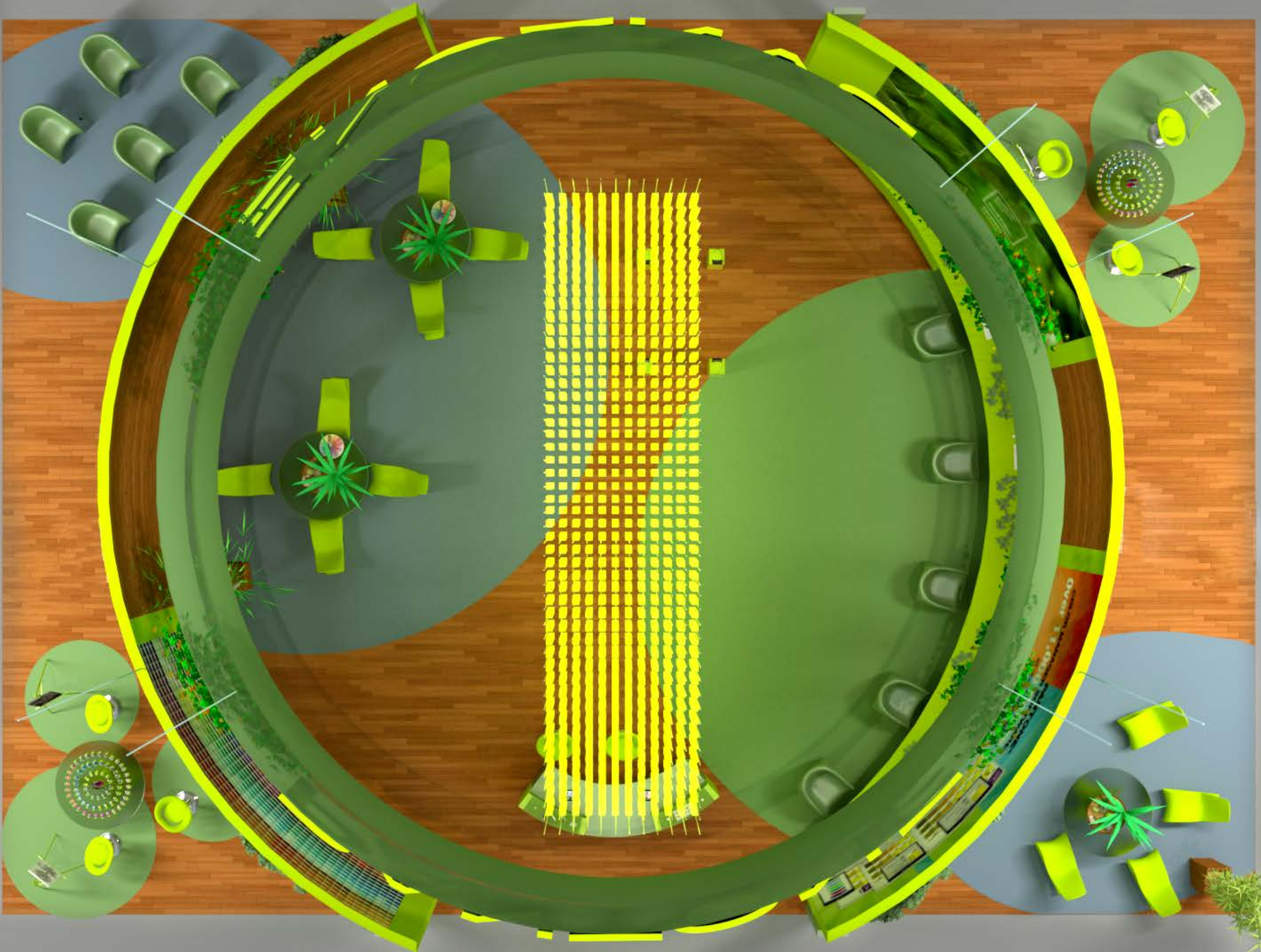
WE  
in Nature



WE  
in Nature

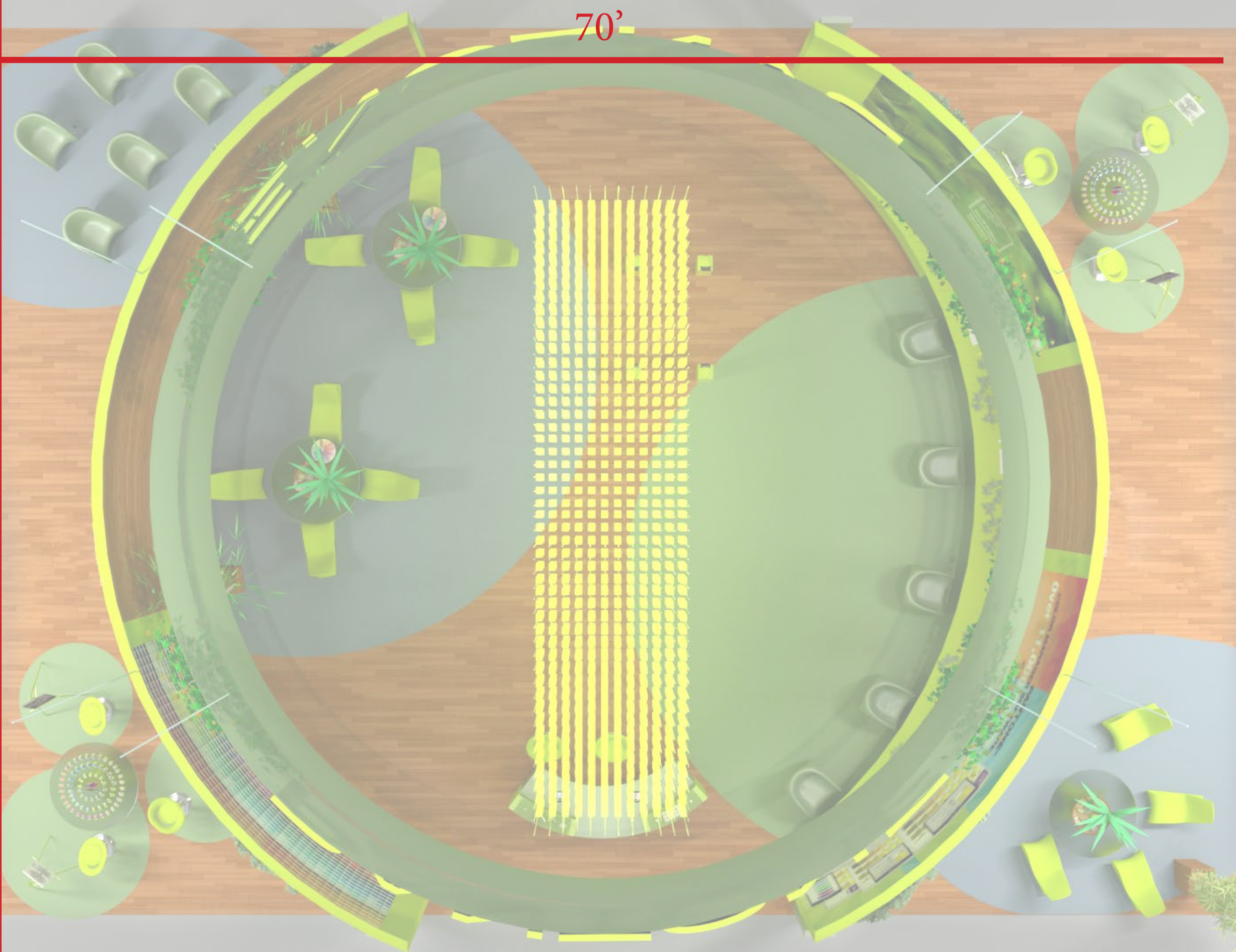
Advanced Kiosk  
with Logo, Graphic  
and interactive  
screen

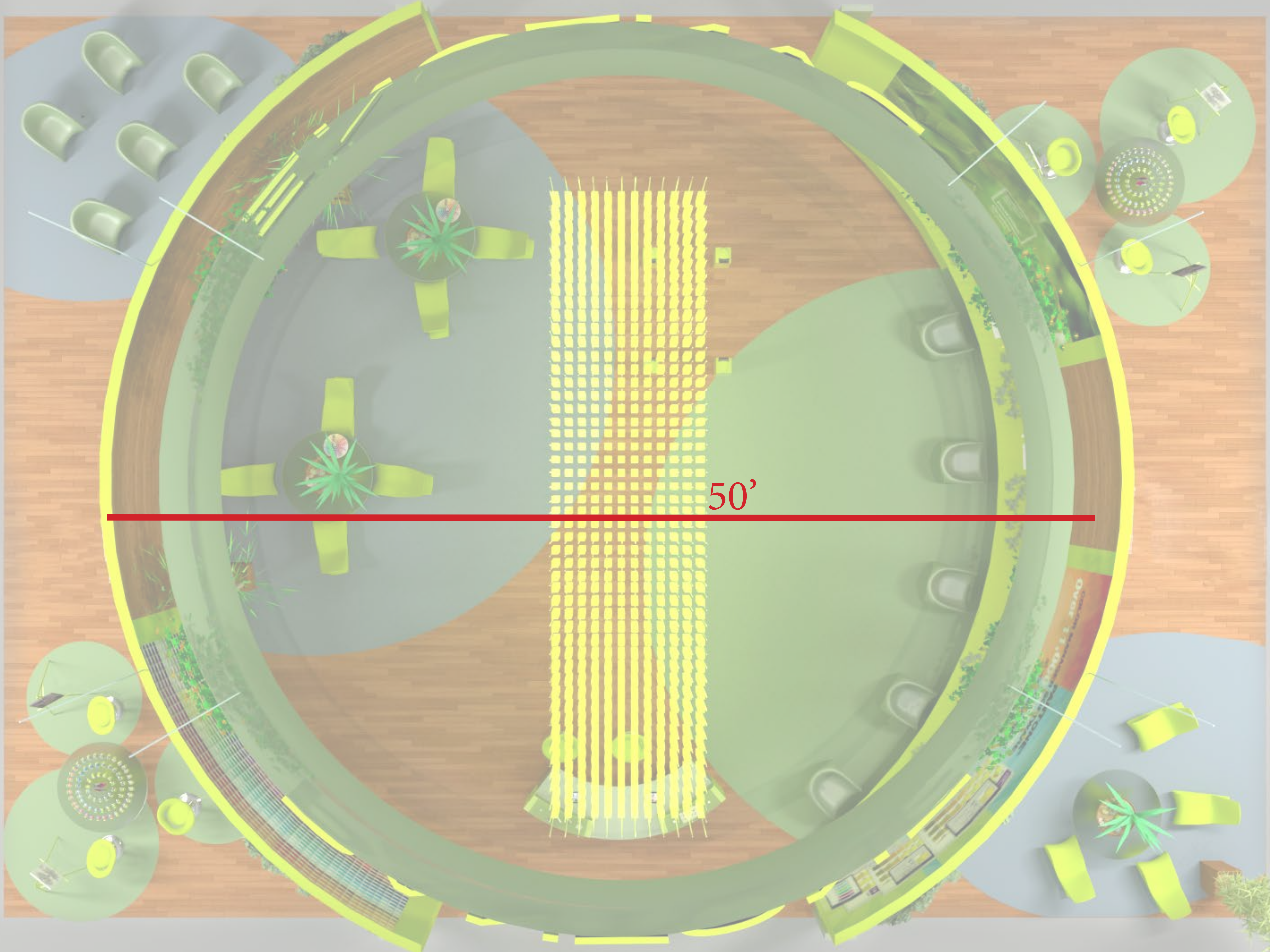




70'

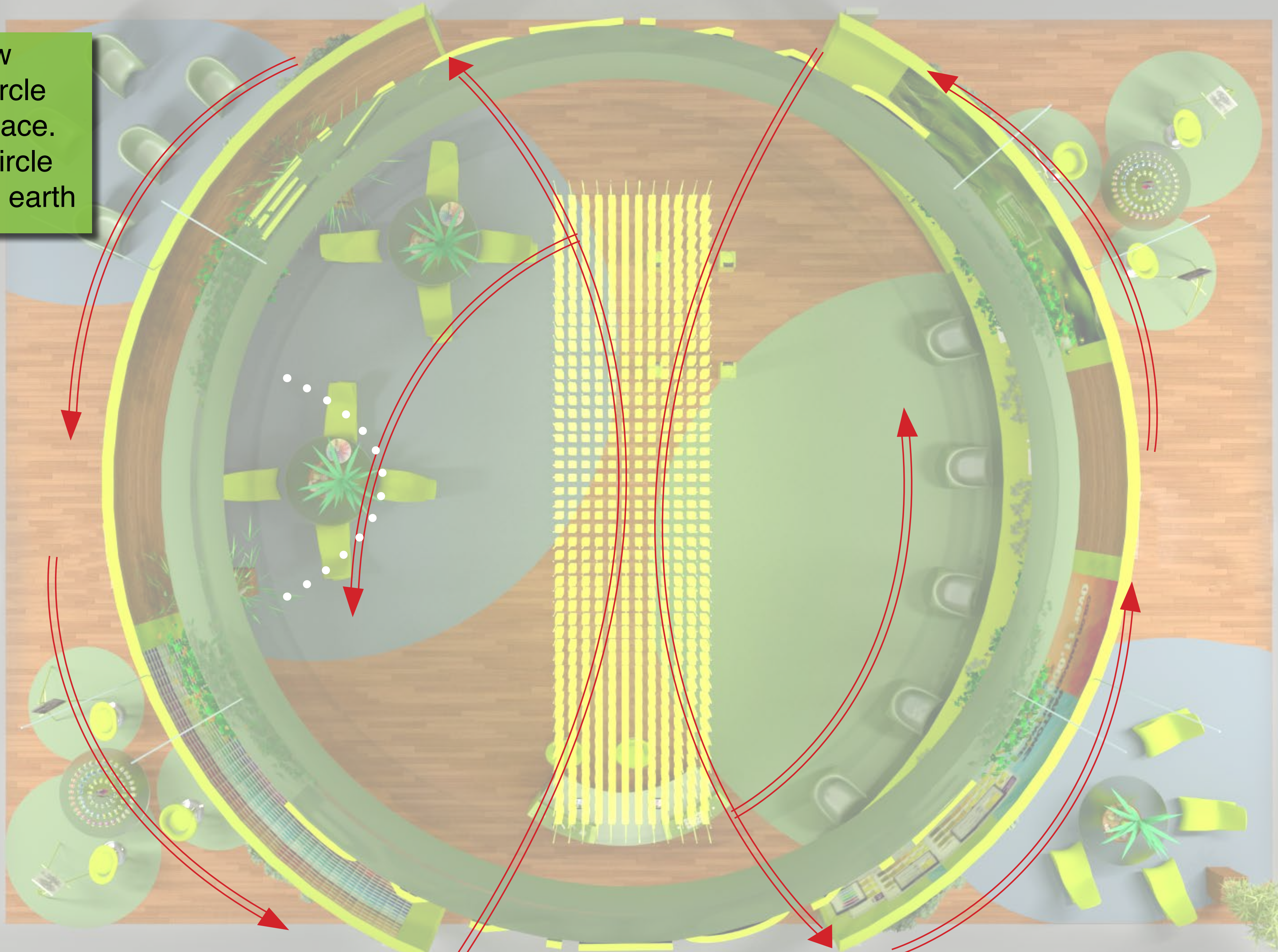
50'





50'

The Traffic flow will flow in a circle through the space. Because the circle represents the earth



# PANTONE

Matching Color With Nature





Videos on Pantone's color of the year and color matching system.

Painting Area with Pantone Fashion Paints 2017 color of the year and paints used in the Exhibit.

# PANTONE Painting Color With Nature



Mt1 chair by Ron Arad



The Arc table is designed by Foster + Partners for Molteni & C, Milan



# PANTONE

Living Color With Nature



Samsung 65" 4k Curved Smart TV



Swedish stools by Jeremy  
tabouret de bar



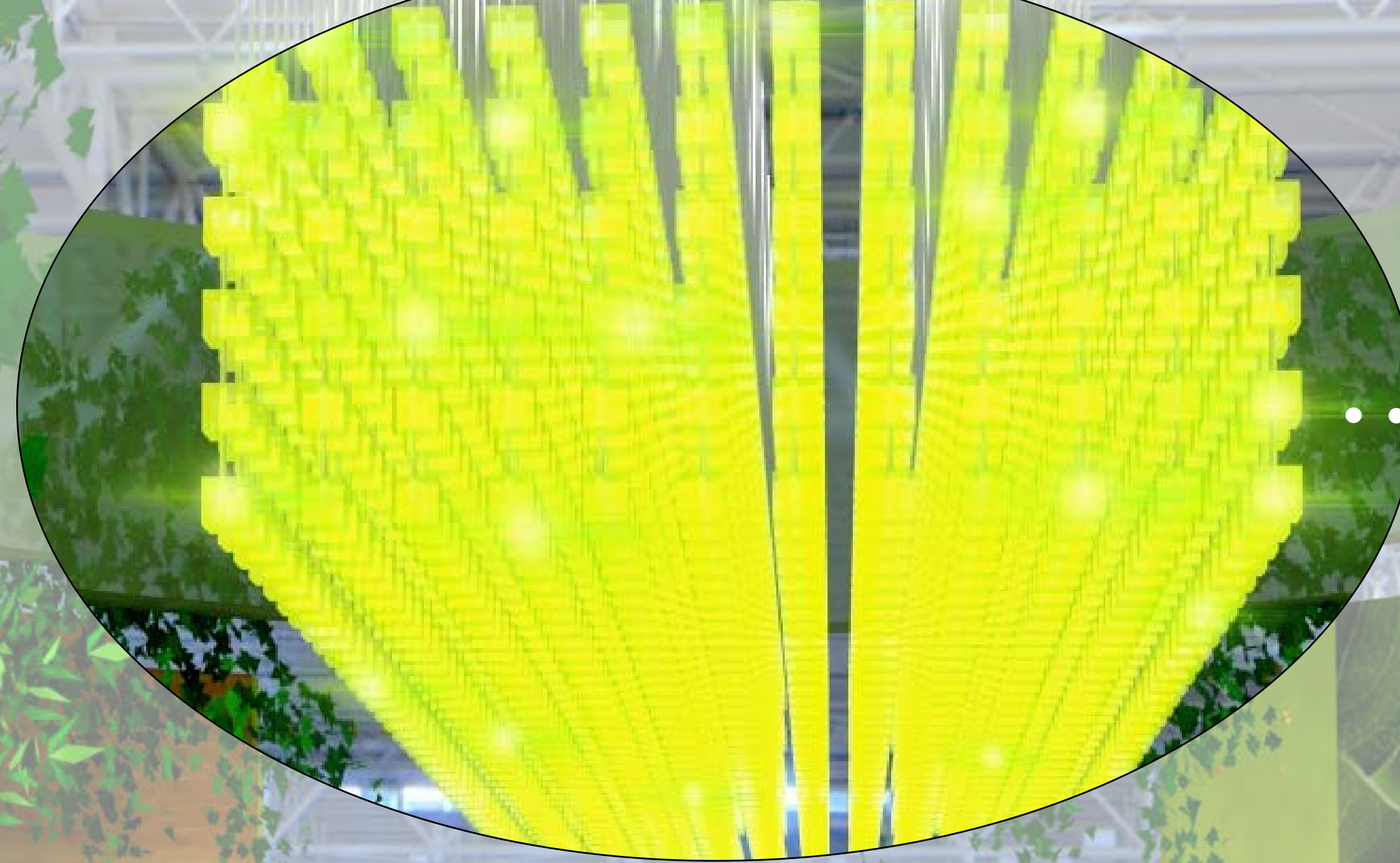


**PANTONE**  
Matching Color With Nature

**PANTONE**  
Matching Color With Nature

Color of the Year  
2017  
**PANTONE**  
Greenery  
15-0343

Clarke Randell the  
reception desk



Custom Light  
Display Made by  
having plastic  
and Green like  
LED Lights



Color of the Year 2017  
PANTONE®

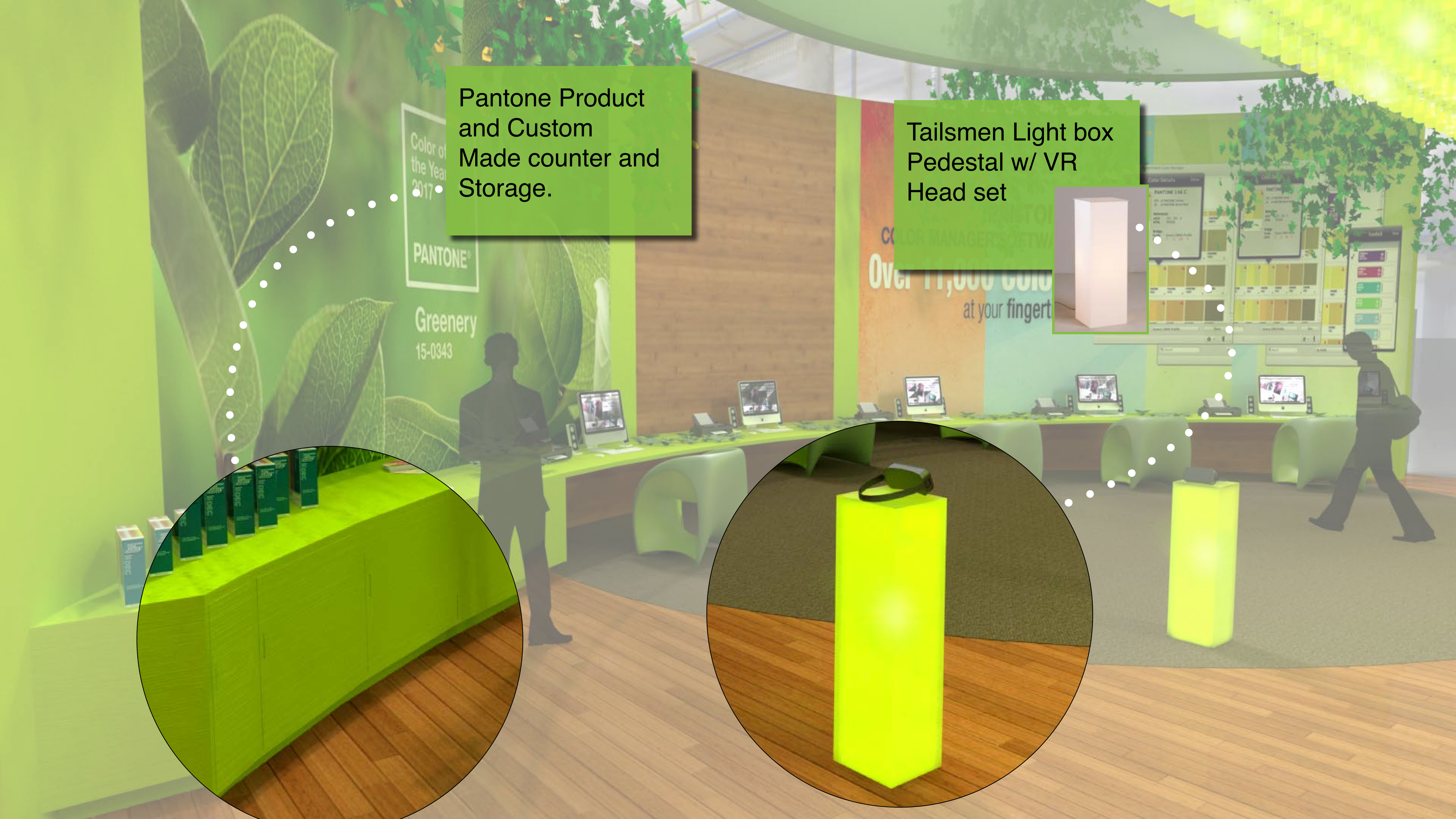
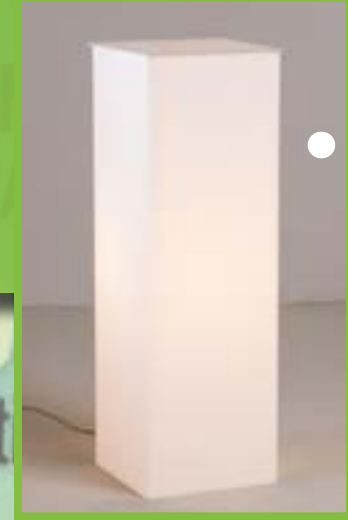
Greenery  
15-0343

PANTONE  
COLOR MANAGER'S SOFTWARE  
Over 11,000 Colors  
at your fingertips!



Pantone Product  
and Custom  
Made counter and  
Storage.

Tailsmen Light box  
Pedestal w/ VR  
Head set



**PANTONE®**  
COLOR MANAGER SOFTWARE  
**Over 11,000 Colors**  
at your fingertips!

The image shows three overlapping screenshots of the Pantone Color Manager software. The leftmost screenshot is titled 'FORMULA GUIDE Build Color' and shows a 'Color Details' window for 'PANTONE 116C'. It lists 'Reference' (PANTONE 116C), 'Formula' (CMYK 00 100 00 00), and 'Bridge Profile CMYK'. The middle screenshot shows a grid of color swatches. The rightmost screenshot shows a vertical list of color swatches with selection icons.





Work on the computer with your own work or pre set work and print out on 8.5X11 paper



PANTONE®  
ER SOFTWARE  
1,000 Colors  
at fingertips!

A large digital display showing the Pantone software interface. It includes a 'FORMULA GUIDE' section, a 'Color Details' window for 'PANTONE 116C', and a grid of color swatches. The interface is overlaid on a background of green leaves and a white grid.



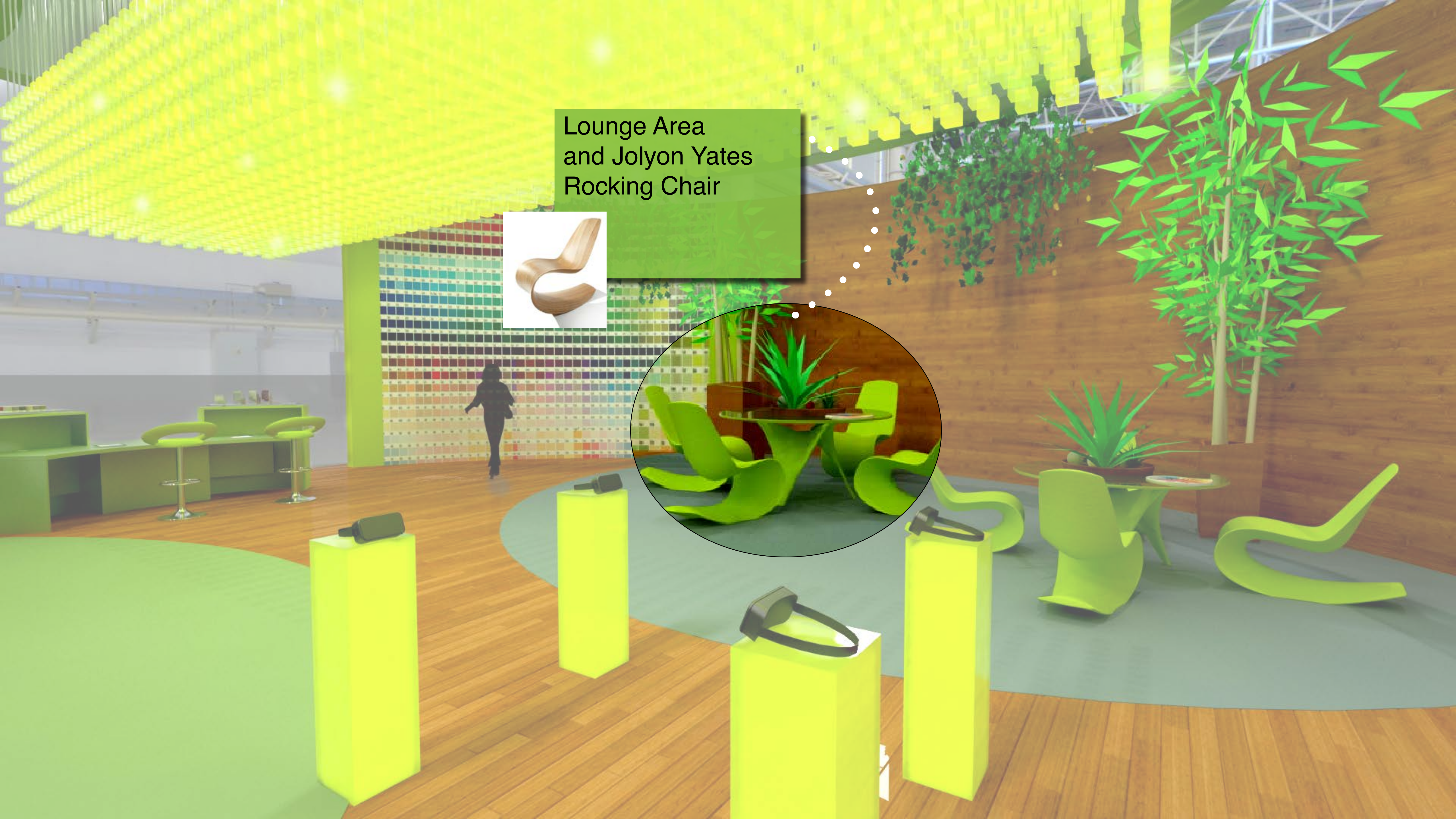
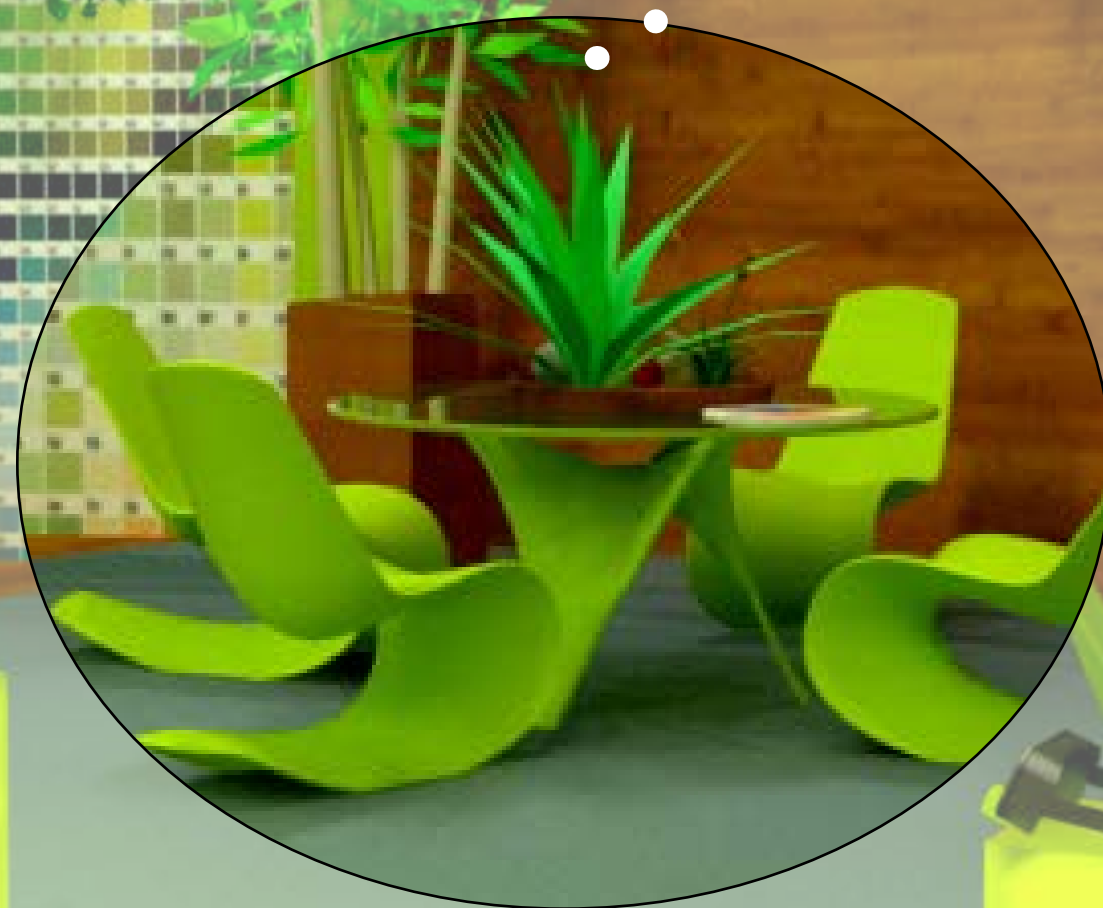
Color of  
the year  
2011  
PANTONE®

Greenery  
15-0343





Lounge Area  
and Jolyon Yates  
Rocking Chair



# Post-Show Engagement



Green Flower Bouquet to Represent Pantone's color of the year

**PANTONE**<sup>®</sup>  
Matching Color With Nature



Thank You Cards in Pantone's Greenery

*Thank You!*

Thank You

