

**What have our
exhibition team
done recently?**



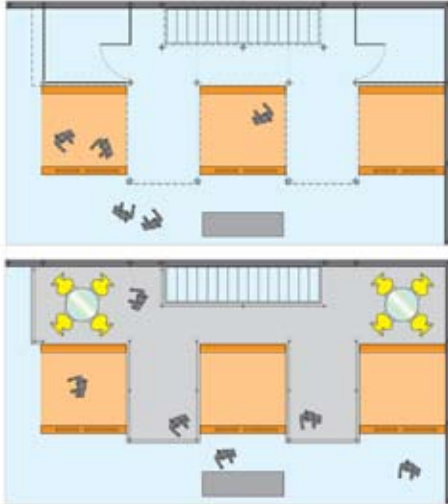


We were tasked with designing and implementing the theme '1,000 Faces of The Mall' for both The Mall's sponsored gallery space at The Baltic and their exhibition space at BCSC 2007, Gateshead.

The Mall had commissioned a unique art project capturing 1,000 images of its shoppers and local community heroes from all of its centres. As its centrepiece the stand featured a movie sequence of changing faces which was projected onto a giant 5m high moulded face.



At The Baltic Centre for Contemporary Art, we designed a temporary exhibition featuring elements of Hal Satterthwaite's 1000 Faces of The Mall and Miwa Takabayashi's origami environment.



BP Solar needed a high impact, adaptable stand for their global event programme, comprising of 9 shows.

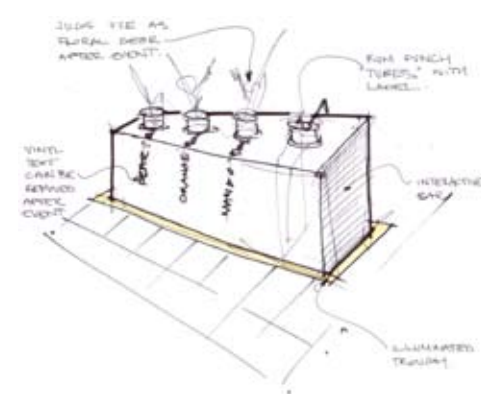
We designed a hybrid stand that combined a modular system with bespoke elements creating two feature towers that displayed BP Solar's products - for some of their key events a double-deck structure was integrated to provide extra meeting space.





We deconstructed Centros's logo (Centros Miller prior to rebrand Feb. 08) to provide a dramatic backdrop for their first ever stand at BCSC.

The stand architecture combined with leading edge 'iBar' projection technology to become the talk of the show. The iBars were designed to function in 2 modes. In party mode they dynamically interacted with all objects that touched their surface, in business mode they transformed into an effective presentation tool. Our efforts gained due recognition with the award for **'Best Newcomer to BCSC 2007'**

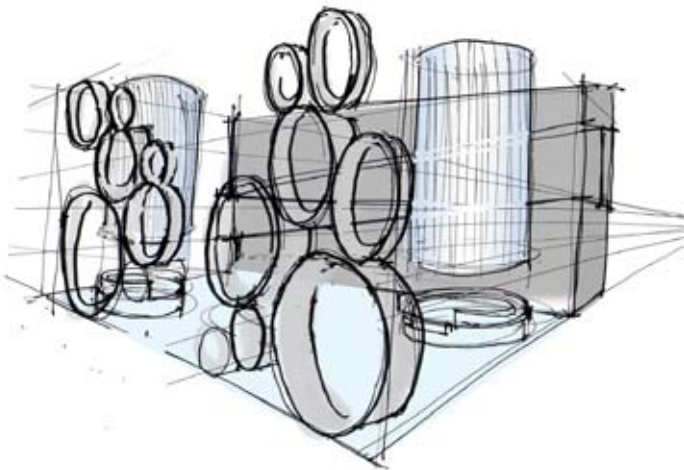


"The 'bar' of expectancy has now been set very high...we are all very pleased and proud of the result" David Lewis, Associate Director - Centros.



We were keen to portray British Land's brand message in an innovative and fun way for their new stand at BCSC 2007. Retro badges proved to be the inspiration; we suspended large fibreglass badges along the back wall, and applied punchy messaging and imagery to each one.

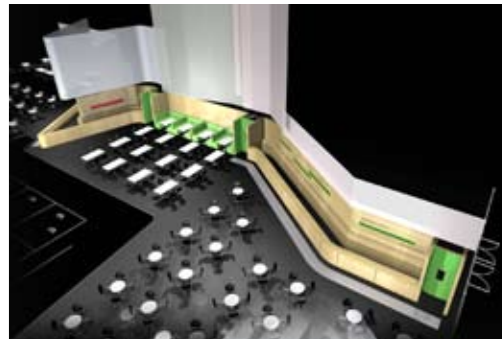
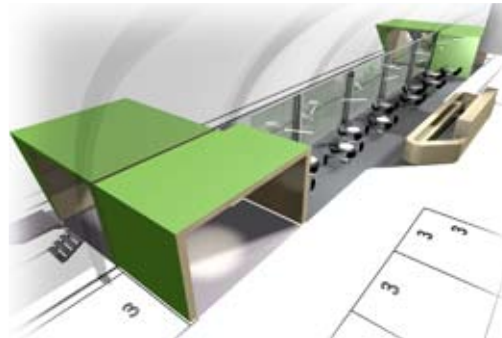
Semi-private meeting spaces were created at both corners by hanging translucent nylon curtain and colour changing LED lights; eye-catching circular forms shaped the central bar.





Commissioned by BAE Systems, Small Back Room created a dynamic, but functional, stand to showcase BAE's Training Solutions offer. The objective was to design a relaxed environment in which to meet potential clients, and demonstrate the new Hawk Flight Simulator.



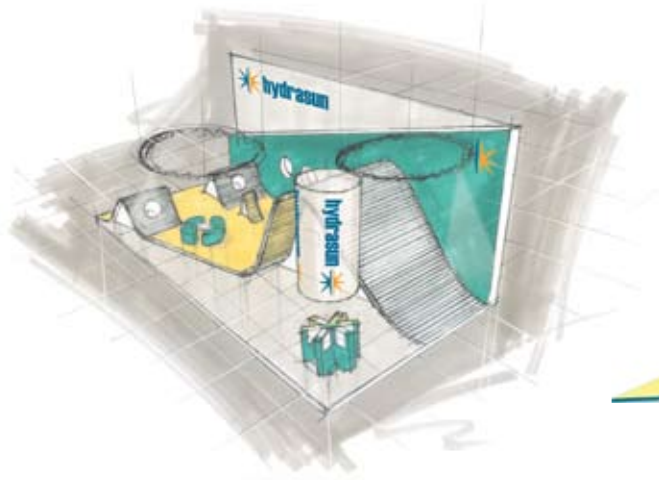


Small Back Room has designed, created, managed the event and implemented the identity and branding for the BCSC Annual Conference and Showcase since 2000.

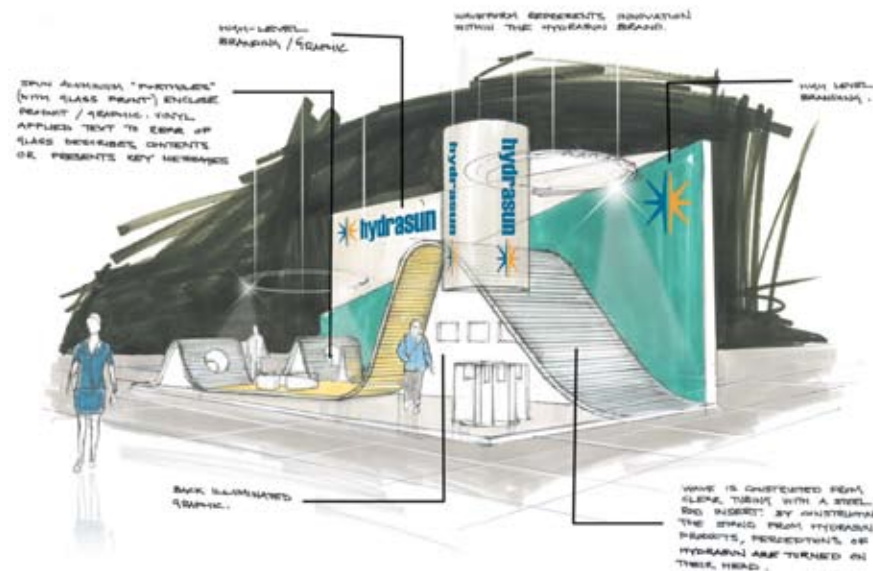
The aim of our design last year was to present a mediation between the complex issues of environment and sustainability, and the impact of large scale retail development. The planning of the physical space required a sophisticated system of movement between key venues and the organisation of destination components.

● CONTACT US

Hydrasun exhibition stand by **small back room**



Hydrasun operate in 6 industry sectors including Defence and Oil & Gas, supplying 20,000 different product lines. Our exhibition concept utilised their merchandise to create intriguing product sculptures which were back lit for effect. Their products were also used in the stand's construction eg. a large waveform which was fabricated from Hydrasun tubing and metal rods.



For more information try

www.smallbackroom.co.uk

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by **small back room**