

MOTOROLA

Exhibits for Press Event
& Product Launch
2014

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Media Day at the Motorola HQ provided hands-on demos and product features, including the launch of the highly anticipated 360 watch.

Members of the media were given a thoughtfully tailored tour throughout the facility that provided feature demo spaces for the suite of products: Moto G, Moto X, 360 and Hint.



This project was performed while employed by Sparks Exhibits and Environments

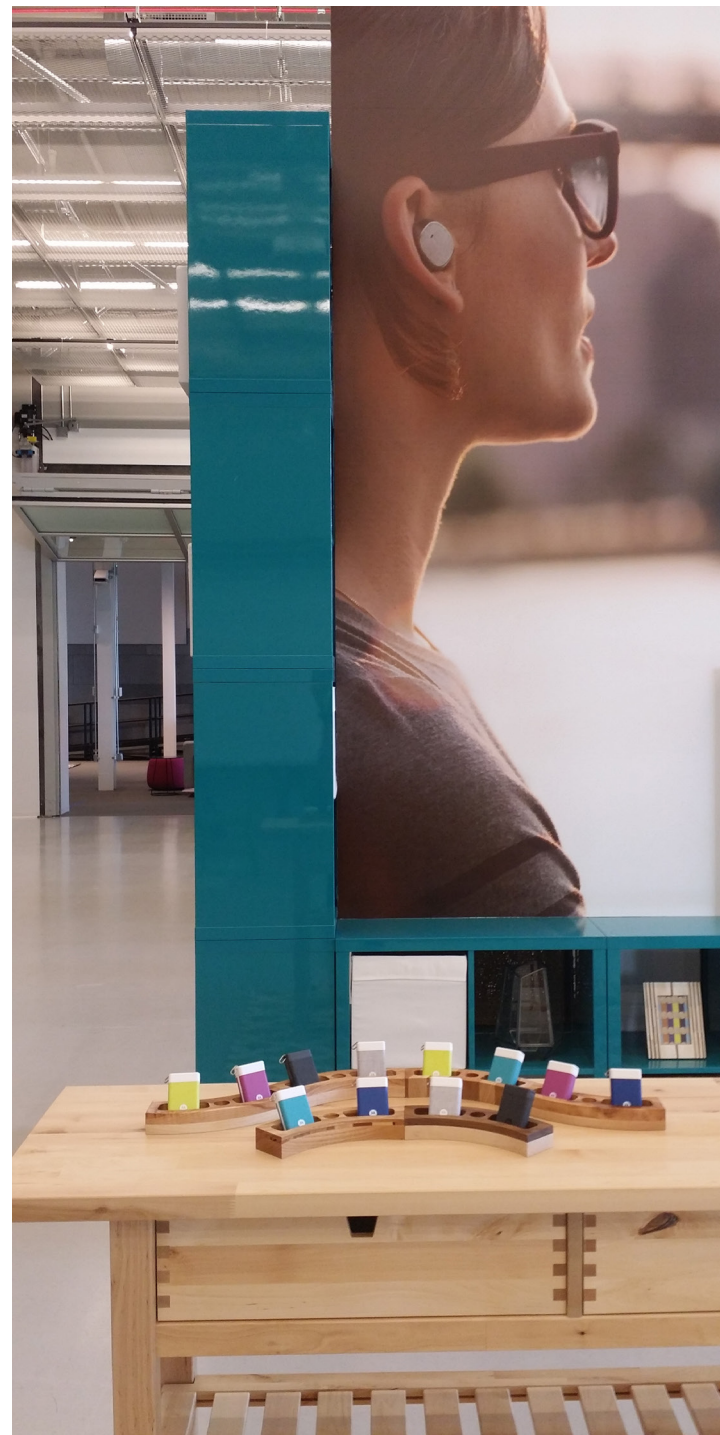
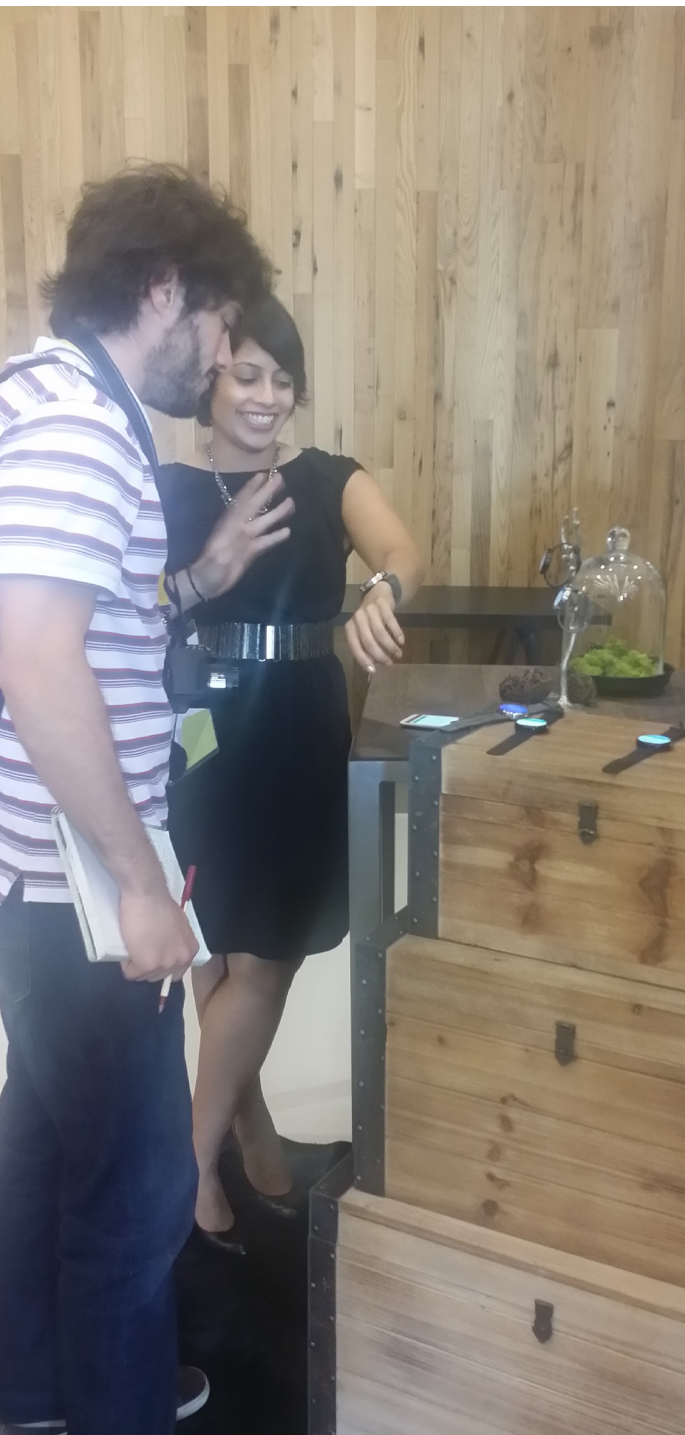


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As creative lead on this project, I worked closely with the Director of Events and Creative Director at Motorola. I advised on the flow through the facility, detailed the spatial application of spaces with a team of 3D designers, and provided guidance for all furniture and styling at the event.





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Taking a 'lifestyle styling' approach to the product displays and demos - the client wanted displays that felt natural, authentic and playful in line with the brand character - I was involved to the last detail of furniture placement and table styling.

This level of detail was particularly important for the press audience - every detail of the devices on display was photographed and instantly published or tweeted.

While a departure from traditional product demo exhibit designs, this event was highly successful and the client was incredibly pleased with the caliber of press imagery that resulted.

