

DESIGNER, DEBRA ROTH TALKS...DESIGN

As an industrial designer, I need to be a keen observer of visual trends - from fresh ideas and new uses of materials to design styles. I'm always on the look-out for the "next big thing."

So, when I took 10 days to attend The Exhibitor Show, Global Shop and CaterSource/Event Solutions shows in Las Vegas, I was in heaven.

In my world, according to me @pinkdeb, Las Vegas is less associated with gambling than it is with being the exhibit/tradeshows capital of the world!



The tradeshows industry continues to thrive; apparently the model still works as attendees visit trade shows to either purchase something, network among their peers and build or maintain relationships.

I go to soak up some inspiration.

So, for me, this journey to Las Vegas was primed - I would be attending three successive tradeshows in 3 distinct industries featuring 3 distinctly different targeted markets, all with an abundance of creativity!

Exhibitor 2014

My very first impression...I was pleasantly surprised.

For the first time in a few years, exhibitors seemed to really care



about the look, style and story they presented.

I walked into the show with its founder and owner, Lee Knight, where we were greeted by an enormous, and impressive, large-format graphic of a rock n' roll legend... "I never thought I would see Jim Morrison (of The Doors) front and center at the Exhibitor show!"

Although many of the exhibit booths had less real estate, the focus on design and impact through height, light, large graphics and new product demos created a buzz of energy and excitement on the floor. Story telling was a repeated theme, as shown in Group Delphi's clever visual display. Skyline presented WindScapes with a live demo. And Blue Telescope's museum-like display caught my eye, especially their mini-mapping!!



In addition to the storytelling trend, I observed tech-integration through lighting, content, social media, and the counter-intuitive notion of "retro-future" where old things look new. For example, there was a print of an old object created with the newest technology. And print and fabric with silicon edge graphic (SEG and extrusion) are still going strong, and fabric that does not look like fabric could be seen for miles.

I met with my Women in Exhibitions group where we discussed design trends observed at Euroshop 2014. Katina Rigall, from Classic Exhibits, shared her design observations from the varied uses of textures and shapes that also included repeated flat shapes creating volume and tech-integration.

Next stop...Global Shop



A current backlash from the slick, highly-produced, digital, modern look, was evidenced by the abundance of more hand-wrought, home-made quality products and displays.

Also spotted for miles...printing on fabric, light boxes, light boxes

IGN TRENDS IN EXHIBITS AND EVENTS

and more light boxes, all with dazzling screens with media rich displays.

As an artist who still makes things by hand, I'm particularly drawn to similarly constructed elements. The use of paper and felt has emerged in the past few years, creating forms which remind us that the human touch, thankfully still exists.



Judith Von Hopf's products demonstrated their craft-oriented wares which integrates rope, paper, fabric, yarns, and simple metal frame structures. Others used paper to create clothing and unique forms – in particular, hanging structures while others used felt for holiday trees and many other shapes.

SparkleMasters demonstrated the use of handmade craft with digital techniques. Digital photos or graphic imagery are plotted and then thousands of sequins are placed by hand to create an impactful light-catching visual display. Truly a company after my own heart.

With Global Shop at its new location in The Mandalay Bay Convention Center, it was larger and livelier than last year's show. A word to the wise event design professional, don't miss out on the stellar ideas and inspirations

found in the world of Visual Merchandising and in-store display.

CaterSource / Event Solutions

I attended the final leg of my Vegas tour at CaterSource / Event Solutions with friend, colleague and partner in crime, Mark Musters (I'm Thelma to his Louise (Lou for short!)) and together we scrubbed the CS/ES show floor for design gems!!

Musters and I cruised the parties and trade show on the lookout for new products and trends. We networked with the best. Trends that emerged: handmade, vintage, crafty, the beauty in natural materials with good design and, again, what's old is now new.



Here we both loved the Neon. Rent Neon ships from California to all over the world - www.rentneon.com.

AFR featured a beautifully designed 3-legged, handmade, table created from natural materials. Well done!

Continuing the wave in vintage, Archive featured two areas - one



with farm tables and mismatched dinnerware and a distressed beach scene with a trailer, salt water taffy, sea and sand.



Both Wildflower Linen and La Tavola exhibited beautiful displays with great use of color, texture, form and flowers to create inviting environments for events.

A personal highlight of the show was our live broadcast on the Event Alley show. Tahira Endean from Quick Mobile interviewed Mark and I about our observations of the show and the industry. We can be heard on-line at <http://www.eventalleyshow.com/episode-210/>.

Continued on page 28

DEBRA ROTH TALKS (CONTINUED FROM PAGE 27)



Social Point's display was the perfect way to show social media in action.



All in all, trends emerged and inspired. We are in the age of video conferencing, the omnipresence of the World Wide Web and an even tighter squeeze on budgets. That said, a simple truth remains – in our business, where people gather is where you need to be. Live, face-to-face contact is still the most effective

way to build relationships. We're all still humans and people need people!!

Las Vegas, same time next year!!



Written by:
Debra Roth
Creative / Principal
The Originators
O) 646-470-1744
C) 917-771-6963
www.OriginatorsDesign.com

President's Message (Continued from Page 3)

finding time in your life to do whatever it is that makes you happy. All I ask is that you commit to your fellow members in some small way. We need help on every committee and we can find a job to suit your needs, whether it be working on one small project or volunteering a few hours a year. Please join me and your fellow members to make a difference!



As you can see by this photo, I encourage each of you to spend some time this summer relaxing and enjoying all New Jersey has to offer!
In Your Service,

Pam Wyant, CMAA, CMAA

MPI NJ Chapter President
2014-2015

Educational Meetings

We have planned an exciting calendar of educational meetings for 2014-2015. Our meetings will be informative, interactive and fun! We are not only "On the Ball", but we will be "Having a Ball".

Learn more about this year's plans when you come to MPI-NJ Chapter educational meetings. Mark your calendar for the first one on September 10th!

Succeeding in the Era of Disruption
September 10, 2014
Luncheon - 11:00 a.m. - 2:00 p.m.
Stone House at Stirling Ridge
50 Stirling Road, Warren, NJ 07059

Speaker: Dr. Lalia Rach, Founder & Partner, Rach Enterprises

Searching for a new normal? It's here, and it's called "Disruption". It's turned business life upside down, with the leading indicator of the altered business-scape - the continual transformation of the buying cycle. Control is an old fashioned approach, a linear process does not fit a 3-D world, and value is determined by insight and flexibility. Dr. Rach will share genuine ideas and uncommon sense, tinged with her special brand of humor as she describes the new normal. Dr. Rach's inspirational story and impressive bio can be seen at

http://www.rachenterprises.com/lalia_story.php

Click here to register www.mpinewjersey.org

July/August 2014

OnSite



NEW JERSEY
CHAPTER
MPI

MEETING PROFESSIONALS INTERNATIONAL