



patagonia

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Phase 1:
Exhibition Overview

Exhibition Overview: Exhibition Brief

General Information

Company Name: Patagonia

Activity: Outdoor Retailer

Product Category: Outdoor and Athletic Clothing

Website: www.patagonia.com

Annual Expo Attendance:

Patagonia has attended the ISPO tradeshow, the IFTD tradeshow, and the Outdoor Retailer tradeshow. They have won awards for their ecodesign several times at these events. In particular, the Outdoor Retailer tradeshow is the most important as Patagonia's major buyers attend it.

Business Objectives:

The most important business objectives for Patagonia include promoting their environmental initiatives: the Responsible Economy, the Common Threads Partnership, the Footprint Chronicles, 1% for the Planet, and grants to environmental companies. The other important business objective is showcasing the design and material of their clothing. They want buyers and business partners to know that they make high quality and durable clothing that can perform under harsh conditions.

Important Guests:

Important guests to the booth would include: emerging environmental companies to form partnerships with, innovators in sustainable manufacturing processes, environmental policy advocates, potential brand ambassadors, and sports enthusiasts.

Exhibition Information

Trade Show: The International Manufacturing & Technology Show

Location, Time, & Date: Chicago Convention Center
McCormick Place, Illinois
September 8-13, 2014

Exhibition Hall Number: South Building

Booth Size/ Floor Plan: 12,000 square feet. Single Level floorplan

Booth Type: Modular island booth

Architectural Elements

Product Specifications and Stands:

Thirty five products (numbered A01- F05). These include clothing, wetsuits, and shoes. These items are not fragile and require no preservation during the show. The size dimensions correlate to standard US men and womens clothing and shoe sizes. Materials include: GORE-TEX, Encapsil down, recycled polyester, Tencel Lyocell, Capiline, and other Patagonia developed materials. The items have open accessibility at the exhibition. They can be touched and tried on.

Important Guest (CIP/VIP) Space:

There are several seating areas throughout the exhibit. Important guests will be able to sit with Patagonia representatives in these seating areas. Patagonia regards all of its customers as important and this is why there is no private booth space set aside.

Lighting:

Inside the structure, there is track lighting. This includes spot and general lighting which creates a warm, natural, and bright environment. This lighting plan also allows us to spotlight products while still providing general lighting.

Lock-Up and Storage:

There will be storage cabinets provided in the booth for employee belongings and storage for extra brochures and catalogues.

Information Desks:

The booth will be staffed with 8 people circulating the front and back porches. 1 to 2 people will be present in the product rooms. The coffee desk on the back porch will serve as the hub for employees. Their personal belongings will be there and extra information will be stored there.

Graphic Identity

Number of Logos/ Graphic Elements:

There are many graphic elements in the exhibit including product labels, environmental information, product ambassador information, panoramic sports photos, and large scale logos on the exterior.

Media Screens:

There will be at least 2 to 3 media screens in the sport rooms. These screens will feature videos on product ambassadors and information about Patagonia's innovative materials.

Exhibition Overview: Conceptual Ideation

After establishing the types of rooms we wanted our exhibit to encompass, we began to think about how people would move through the space. From our research into Patagonia, we established that we wanted to cover these important points about the company: Their history as an environmental leader, their emphasis on customer relationships and their high performance products.

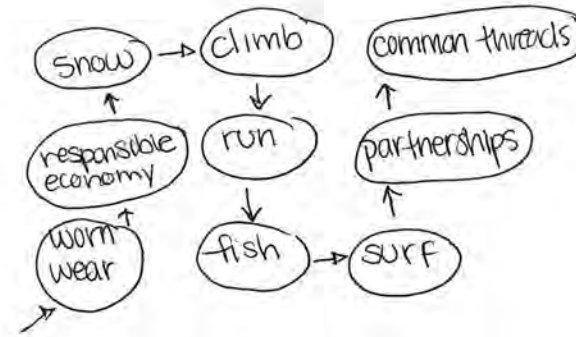
With this in mind we began exploring how to lay the space out, deciding to cover the companies five main sports wear categories as separate rooms, their Legacy Collection, and three key areas of their environmental impact: Environmental Partnerships, the Responsible Economy, and the Common Threads Partnership.

To the left are two initial ideas we had, one being a completely directed flow, and the other an open circular flow around a central hub. We decided that a directed flow limited how the rooms interacted with each other, while the circular flow could create confusion.

In the middle we created a concept that was a combination of both, where overall traffic would be directed but there would be a free flowing movement between some of the rooms. This idea was further refined to the bubble map on the right.

The visitor is first greeted by the Legacy Collection, which is easily recognizable as the brands most iconic (and inviting) pieces. Here images of happy customers from the Worn Wear blog instantly show how involved Patagonia is with the people that purchase their products. Then the visitor is directed to the Environmental Partnerships room where information about Patagonia's extensive involvement in environmental causes can be learned about.

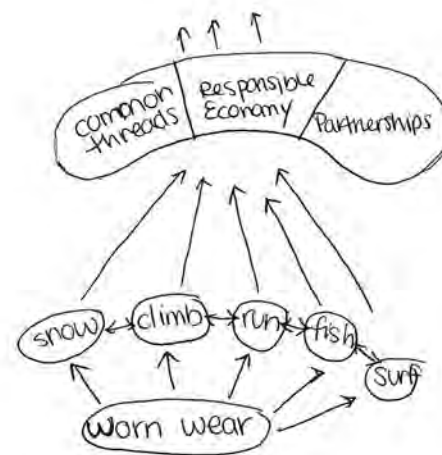
This leads into the sport rooms, where the five sports have a "choose your own path" traffic flow. The visitor can visit all rooms without any established order. Then the visitor is directed through the run sportroom into an area where they can sign the Common Threads Partnership, which is an agreement with Patagonia to waste less.



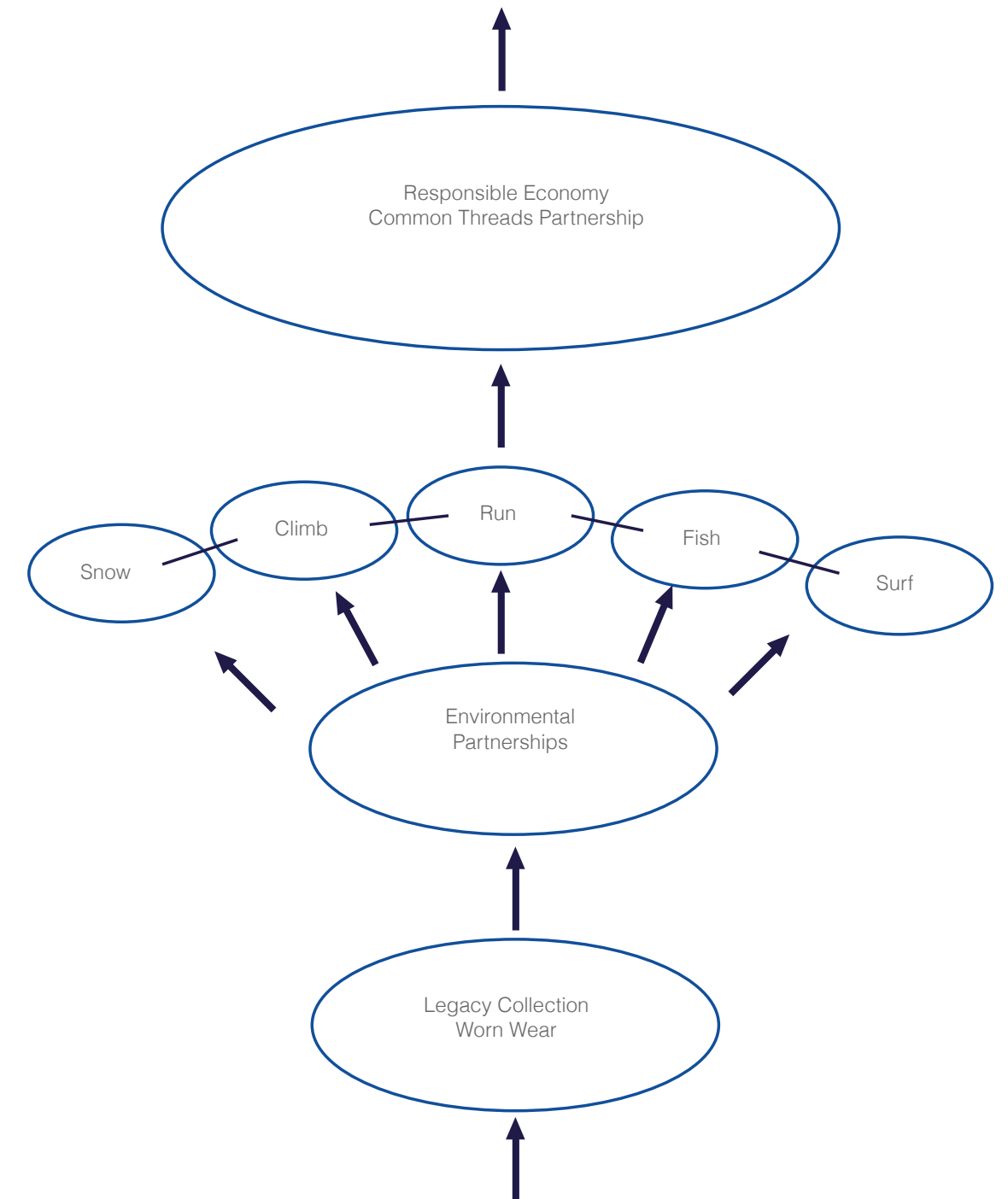
**Initial Bubble Map
Directed Flow**



**Initial Bubble Map
Circular Flow**

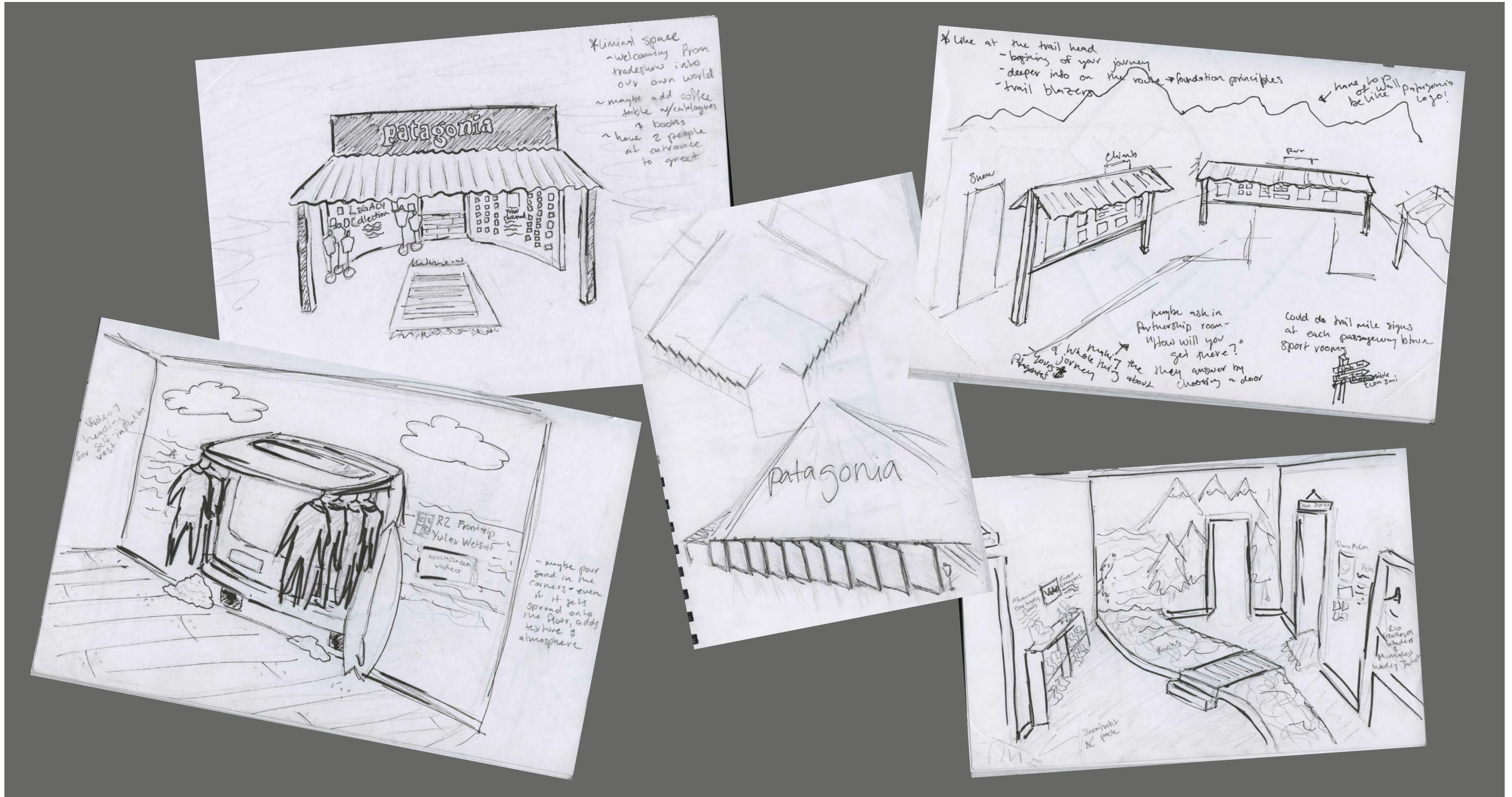


Refined Bubble Map



**Final Bubble Map for Traffic Flow
Through Exhibit**

Exhibition Overview: Sketches



Exhibition Overview: Product List

Legacy Collection



A01

Diamond Quilt
Snap-T
Pullover



A02

Special Edition
Alpiniste
Sweater



A03

Special Edition
Masclun Retro-X
Jacket



A04

Special Edition
Quilt Again
Vest



A05

Special Edition
All-Wear Down
Jacket



A06

Special Edition
Post Foamback
Cagoule



A07

Special Edition
M's Stand Up
Pants



A08

Special Edition
M's Stand Up
Pants



A09

Special Edition
M's Wool
Bombachas



A10

Special Edition
Summit
Backpack

Snow



B01

Capilene 4
Balaclava



B02

Capilene 4
Expedition
One Piece Suit



B03

Piton Hybrid
Jacket



B04

3-in-1 Snowshot/
Snowbelle
Jacket



B05

Primo
Pants

Exhibition Overview: Product List

Climb



C01

Nano Puff
Hoodie



C02

Super Alpine
Shell



C03

Encapsil Down
Belay Parka



C04

Rock Craft
Pants



C05

Cragmaster
Shoes

Run



D01

Airflow
Tank



D02

Strider Pro
Shorts



D03

Houdini
Jacket



D04

Houdini
Pants



D05

Speedwork
Tights

Exhibition Overview: Product List

Fish



E01
Minimalist
Wading
Jacket



E02
Rio Gallegos
Waders



E03
Aluminum Bar
Wading
Boots



E04
River
Crampons



E05
Stormfront
Pack

Surf



F01
W's Reversible
Aliam
Top



F02
W's Reversible
Aliam
Bottom



F03
M's Stretch
Planing
Board Short



F04
Portable Self Inflation
Vest



F05
R2 Front Zip
Yulex
Wetsuit



Phase 2:
Spatial Planning

Spatial Planning: Scale Model



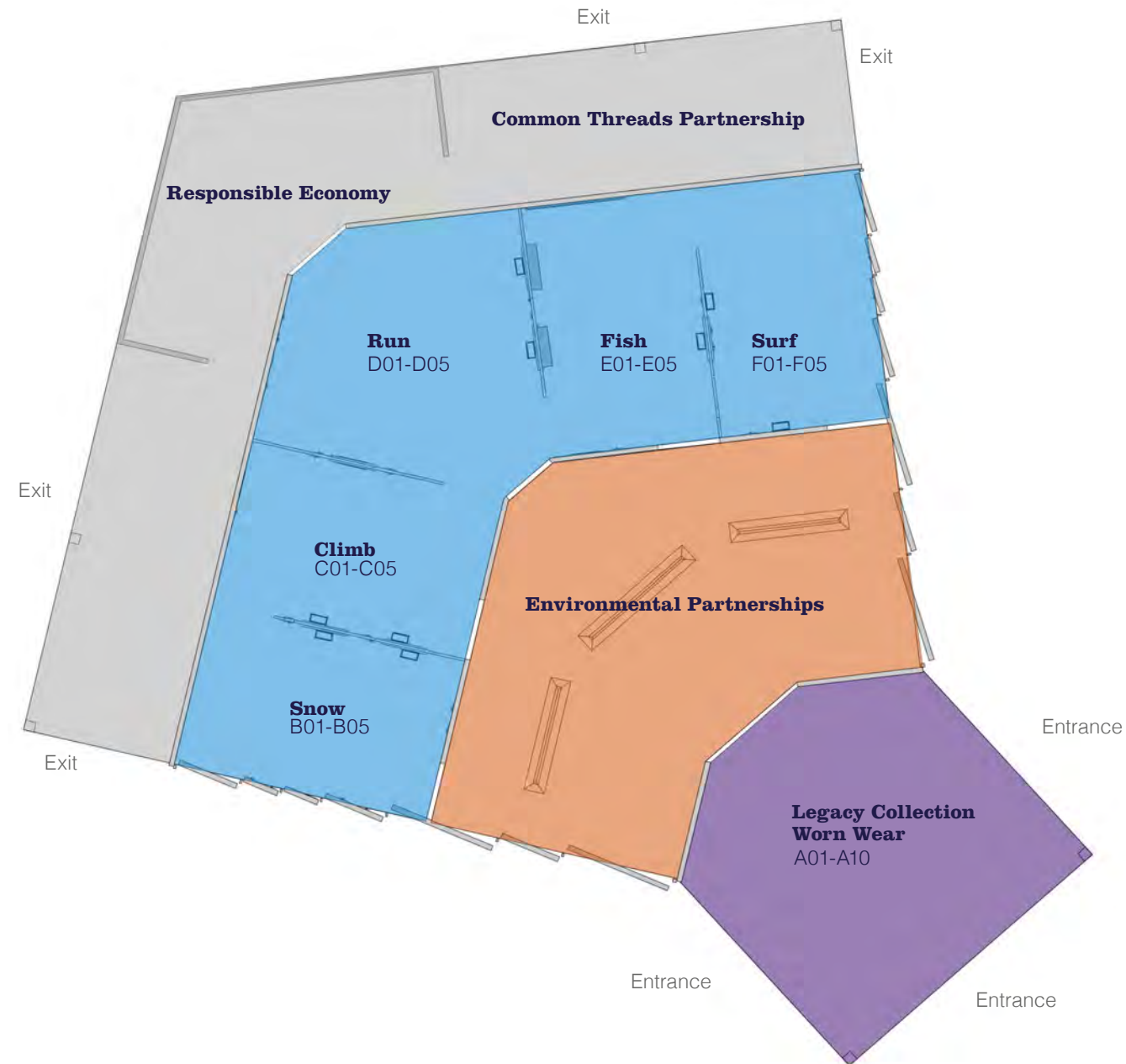
Model with Roof



Model Interior

Creating a scale model was the first step in planning our space. By modeling, we were able to play with the space by changing walls and reorganizing things. We were also able to loosely place our products in the space and get a sense of where various graphic elements and furniture will be. The model helped ensure our understanding of proportion within the space and how comfortable visitors will be while moving through.

Spatial Planning: Color Zone Floor Plan



Color Zones



Front Patio
A01-A10



Partnership Room
Environmental Partnership
Information



Sports Rooms
Snow: B01-B05
Climb: C01-C05
Run: D01-D05
Fish: E01-E05
Surf: F01-F05



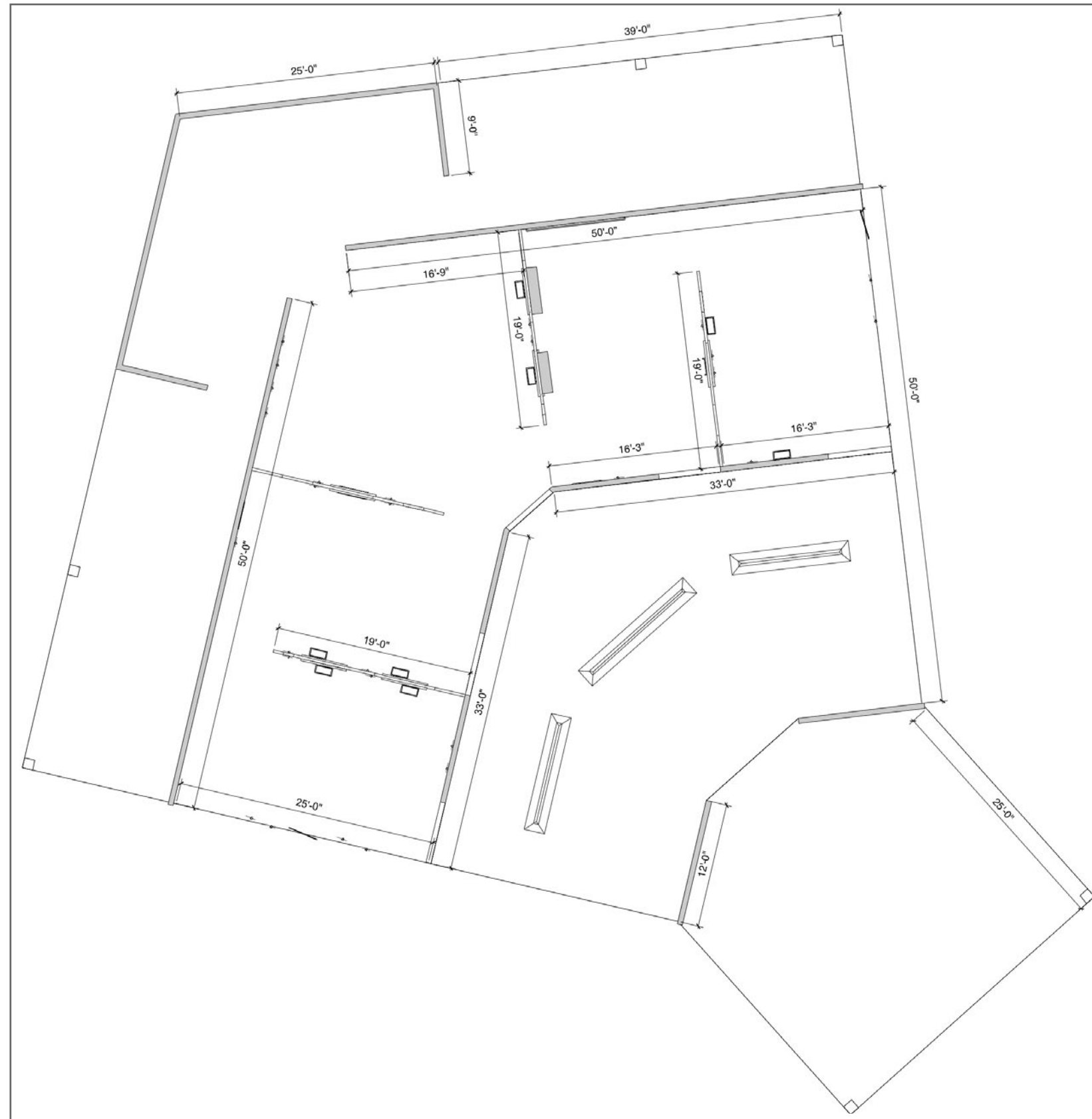
Back Patio
Responsible Economy
Common Threads Partnership

In this floor plan, the color zones differentiate rooms within the exhibit. The key above indicates the name of the room, while the direct labels indicate the information and products found in them. The visitor enters through the front patio, where The Legacy Collection of clothing can be found, as well as a wall featuring images from Patagonia's Worn Wear blog and Instagram.

Worn Wear is a collection of images sent in by Patagonia customers of their favorite items from the 40 year history of Patagonia products. The visitor then comes into the partnership room, indicated in orange. Here trailheads inform the visitor about Patagonia's many partnerships with companies to promote sustainable manufacturing processes and protect the environment. From the Partnership Room, one can enter the five sport rooms, where the majority of the product is located.

Each room features 5 products and an interactive element. In addition, multimedia screens show video about product ambassadors, design, and material use. Through the run room, the visitor arrives at the back patio and coffee area. Here information about the Responsible Economy, Patagonia's philosophy on closed loop manufacturing, and the Common Threads Partnership can be found. The Common Threads Partnership is a pledge the consumer makes with Patagonia to reduce and reuse clothing. Patagonia promises to take back old or worn product, while the customer is encouraged to use only what they need. The visitor then exits the exhibit through the side of the patio, marked on the floor plan.

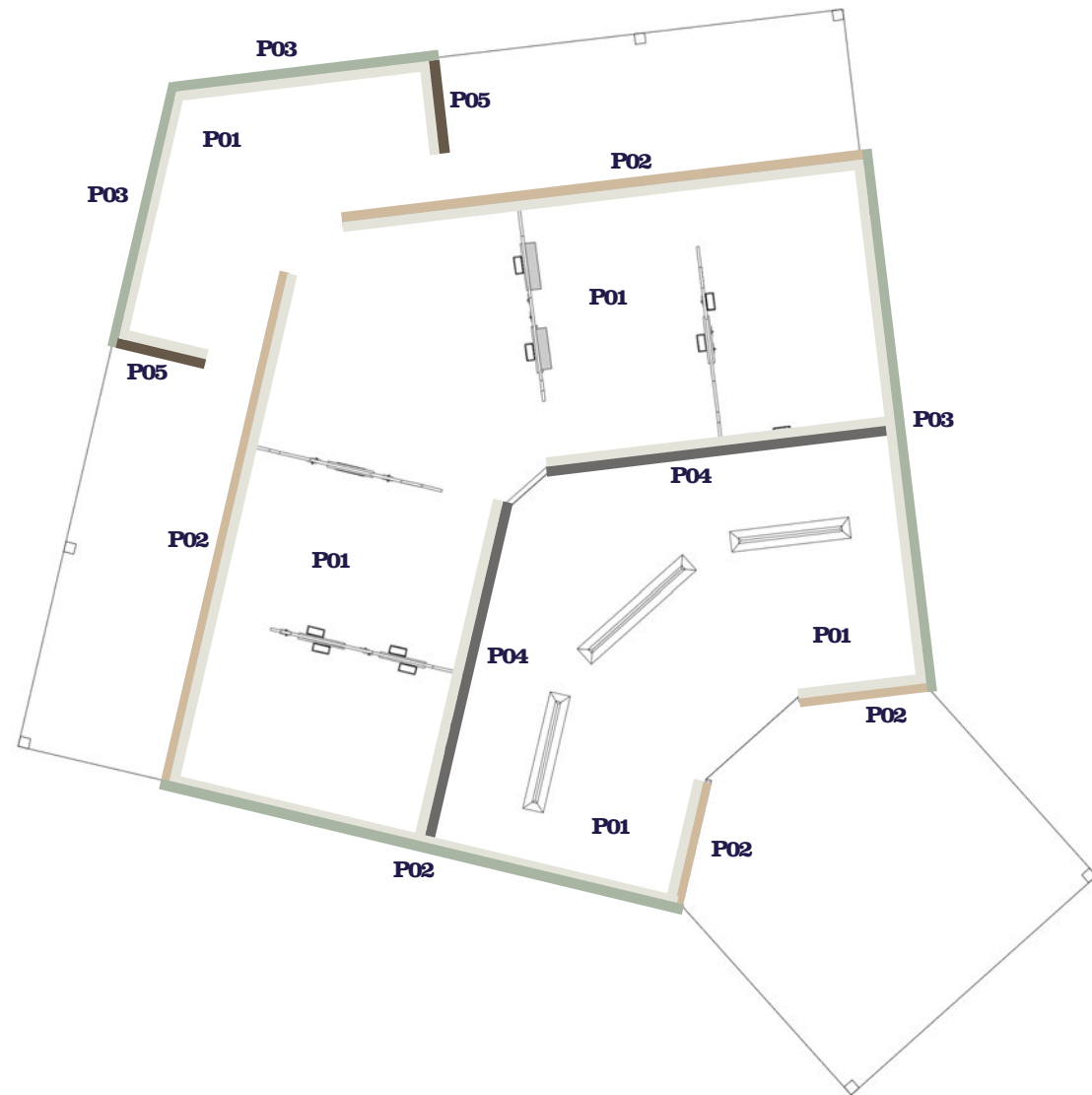
Spatial Planning: Dimension Floor Plan



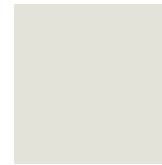
The dimension of the overall plot is 12,000 square feet with the exhibition space at 11,260 square feet. The Structure is angled at the corner of the plot so that the square space can be more efficiently utilized. Having the exhibit angled to the corner allows a clearer demarcation of the front entrance.

The Front Patio space is 25' x 25'. The Partnership Room has 33' mountain walls, with 25' side walls. Each of the Sport rooms are 25' x approx. 16'. The modular wood walls within span 19'. At the Back Patio, the coffee areas has 25' back walls with 9' walls providing a barrier to the Back Patio.

Spatial Planning: Paint and Materials Floor Plan



Paint



P01
Benjamin Moore
Silver Satin
#856



P02
Benjamin Moore
Stone House
#1039



P03
Benjamin Moore
Garden Path
#466

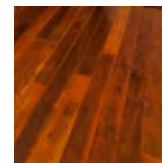


P04
Benjamin Moore
Burnt Ember
#CSP-120

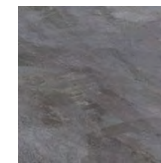


P05
Benjamin Moore
North Creek Brown
#1001

Materials



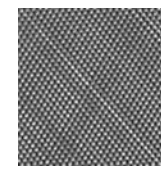
Floor
Reclaimed wood
Heritage Salvaged
Partnership Room



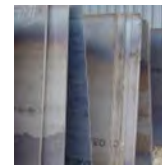
Floor
Poured Concrete
Various sources
Main Flooring



Roof
Corrugated Steel
Reclametals
Front/ Back Patio



Roof
Nylon Mesh
Various Sources
Main Roof



Various Fixtures
Reclaimed Steel
Reclametals
Outer wall trim,
media screen trim,
clothing displays



Modular Walls
Barn Wood
Heritage Salvaged
Partition walls in
sports rooms

The paint color palette reflects colors already part of Patagonia's current branding and tones found in nature. This neutral color palette was picked so that the bright colors of Patagonia's products would pop out. These colors are also in harmony with the natural materials found throughout the exhibit.

For most of the space, a light grey (Silver Satin) lends the exhibit a bright and open feeling. On the mountain wall in the Partnership room, a dark grey (Burnt Ember) makes the tall wall feel like a silhouetted mountain range. Warmer browns liven up the front and back porch, while a sage green covers the exterior, complementing the steely tones of the corrugated metal and mesh that make up the roof.

For the materials, careful consideration was given to sustainability and reusability. All of the steel is reclaimed or recycled. This material is strong and can have a number of finishes applied to it. It is a lasting material and will outlive the short exhibition time. The corrugated roof sheets would come from old sheds or homes, giving it a rustic look.

All of the wood elements are also from recycled sources. Reclaimed woods, from barns and grainhouses, are used on the partition walls and some of the flooring. The majority of the floors are poured concrete, which can be tinted nearly any color and is cheaper more durable than many options. If the floor of the exhibition space is already concrete, the exhibit will be built directly on it, saving time, resources, and money. The nylon mesh roof can be found from a number of sustainable sources that recycle fabrics.

Spatial Planning: Furniture Floor Plan



At the front patio, there are two seating areas. Four comfortable leather armchairs surround a central coffee table. These arrangements are placed to direct traffic flow into the exhibit while providing a gathering area for visitors. They can also function as seating for guests to talk with a Patagonia booth worker. Patagonia catalogues and other company literature will be placed on the coffee tables.

In the partnerships room, four benches line the wall. These benches serve as a resting point for visitors to enjoy the view of the mountain skyline. In two of the sports rooms, the benches function as changing areas to try on Patagonia shoes. There is no other furniture in the sport rooms because they are the most interactive part of the exhibit and the traffic flow needs to be at a steady pace.

At the back patio, there is a coffee station when people exit. Here cabinets are provided for storage of employee personal belongings and extra catalogues. There are also many two seat high tables throughout the back porch. People can engage in discussion about the exhibit while sipping coffee. They can also chat with booth workers.

The high tables were chosen to make the area a stopping point as the visitors exit. The layout of these tables subtly keeps the visitor moving along the back wall where important information about the Responsible Economy and Common Threads Partnership is. This layout also creates a partition between the aisle and the exhibit. This physical barrier lets the visitor know that it is the exiting area of the exhibit by blocking that entry point and pushing those visitors to the front.

For the furniture in the exhibit, attention to material is key. Sustainable and local materials are used wherever possible. The Samuel Mayer Furniture company, based near the southern California headquarters of Patagonia, uses reclaimed wood for all of their furniture.




Each piece is handmade using only wood joinery techniques. This creates the organic and outdoor feel of the pieces, with the butterfly joints creating visual interest. For the other furniture in the exhibit, the look and feel desired could not be created with visuals from more local and sustainable sources. For all of the furniture, it is a possibility for Patagonia to build the furniture for the exhibit, with this look and feel in mind.

Lighting Floor Plan



All lights are LEDs purchased from General Electric. They all have decent color rendering (especially for LEDs) of 80-87. The lighting is suspended above the sport and partnership from a track. This allows both spot lighting of the products and general lighting where needed. The "R" Lamp track in the partnership and sports room is suspended at a higher elevation (approx. 20' high) than "PAR" and "MR16" tracks in the sports rooms (about 13' high).

The trailheads have "MR16" lightbulbs under the roof for information legibility. This also creates a slight glowing effect. On the front and back patios, the lighting is attached to the corrugated roof which is at a height of 10'. The lighting is fairly bright throughout the exhibit, with the brightest light in the sports rooms and the dimmest light in the partnership rooms.

Type	Image	Beam Spread	Temperature	Color Rendering	Application
"R" Lamps		Soft, even distribution of light (no spot)	Warm, retail appropriate, color temperature of 2700K	Decent color rendering of 83	Good for general lighting
"PAR" Lamps		40 degree beam spread for directed flood lights	Crisp, energetic color temperature of 4000K	Decent color rendering of 82	Good for wide spots
"MR16" Lamps		Available in a wide variety of beam spreads	Available in a variety of color temperatures: warm 2700K, still warm 3000K, and crisp 4000K	Good color rendering at 80-87	Good for highlighting our products

- Tracks
- ● ● ● "R" Lamps
- ● ● ● "PAR" and "MR16" Lamps



Phase 3:
Exhibition Staging

Exhibit Staging: Exterior

Roof

High roof lit from within draws attention from long distances. The slight glow also gives the exhibit a welcoming camp feeling.



Roof Joining

The roof has a metal frame on the inside supporting the mesh material being seen. It also helps support the track systems for lighting.



Patios

Patio areas create a smooth liminal space, signaling a transition between the Patagonia booth and the rest of the tradeshow.

This exterior view shows the overall look of the exhibit from the outside. The visitor is guided to the front patio area visually through the bright light and open passages at the front. The varied wall leads the eye toward the front. These openings in the wall allow glimpses of the exhibit inside.

The mesh of the roof is illuminated from within creating a glow that can be seen from a great distance. The tall roof (approx. 30 feet) makes the logos visible from any direction. At the front, the logo is again displayed prominently, emphasizing this as the main entry.



Angled Walls

These walls break up the space and let out light, allowing viewers to peek in or out. The angle also helps direct traffic flow by guiding those on the exterior to the front of the booth and those on the interior to the back.

Exhibit Staging: Overview

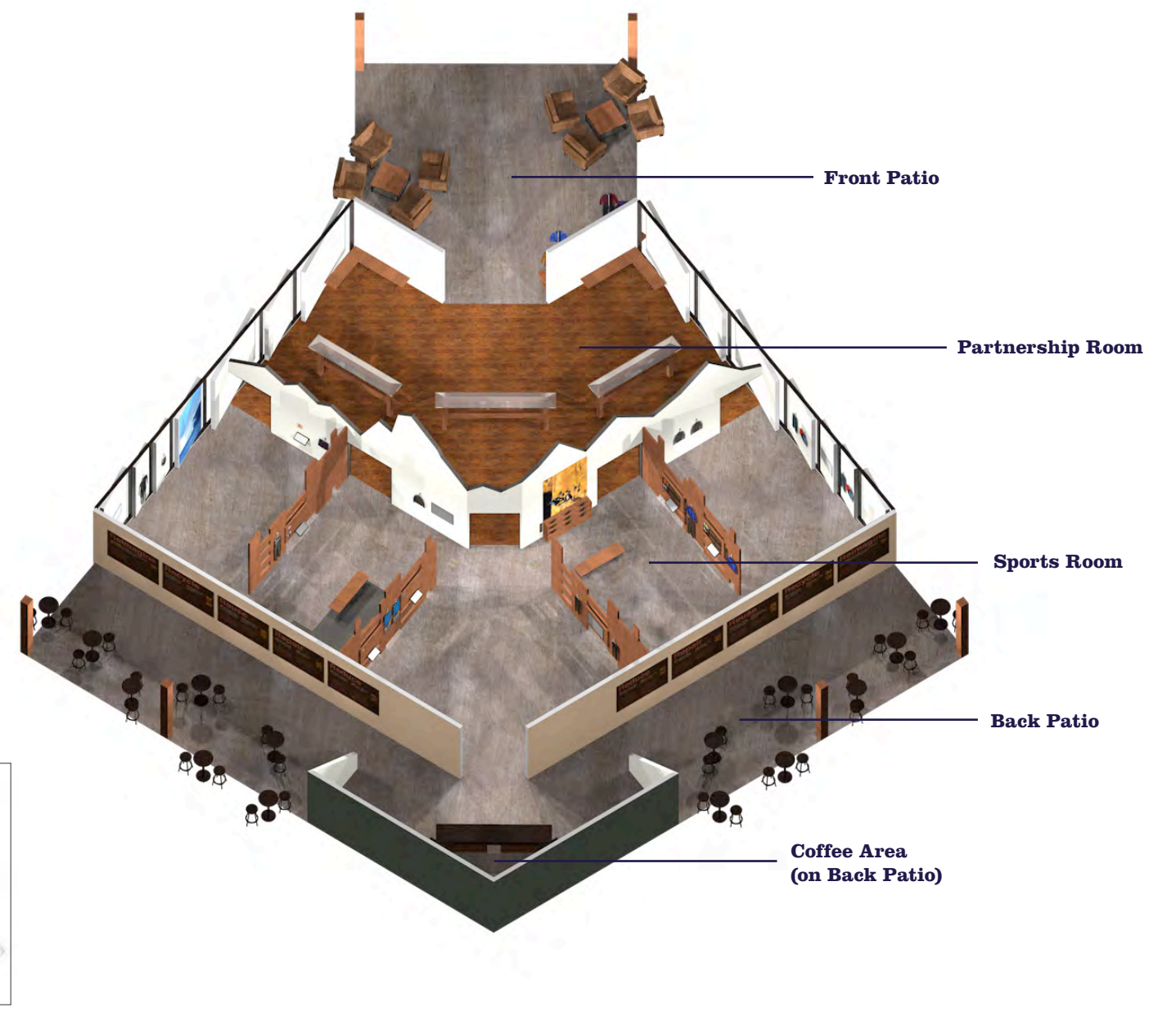
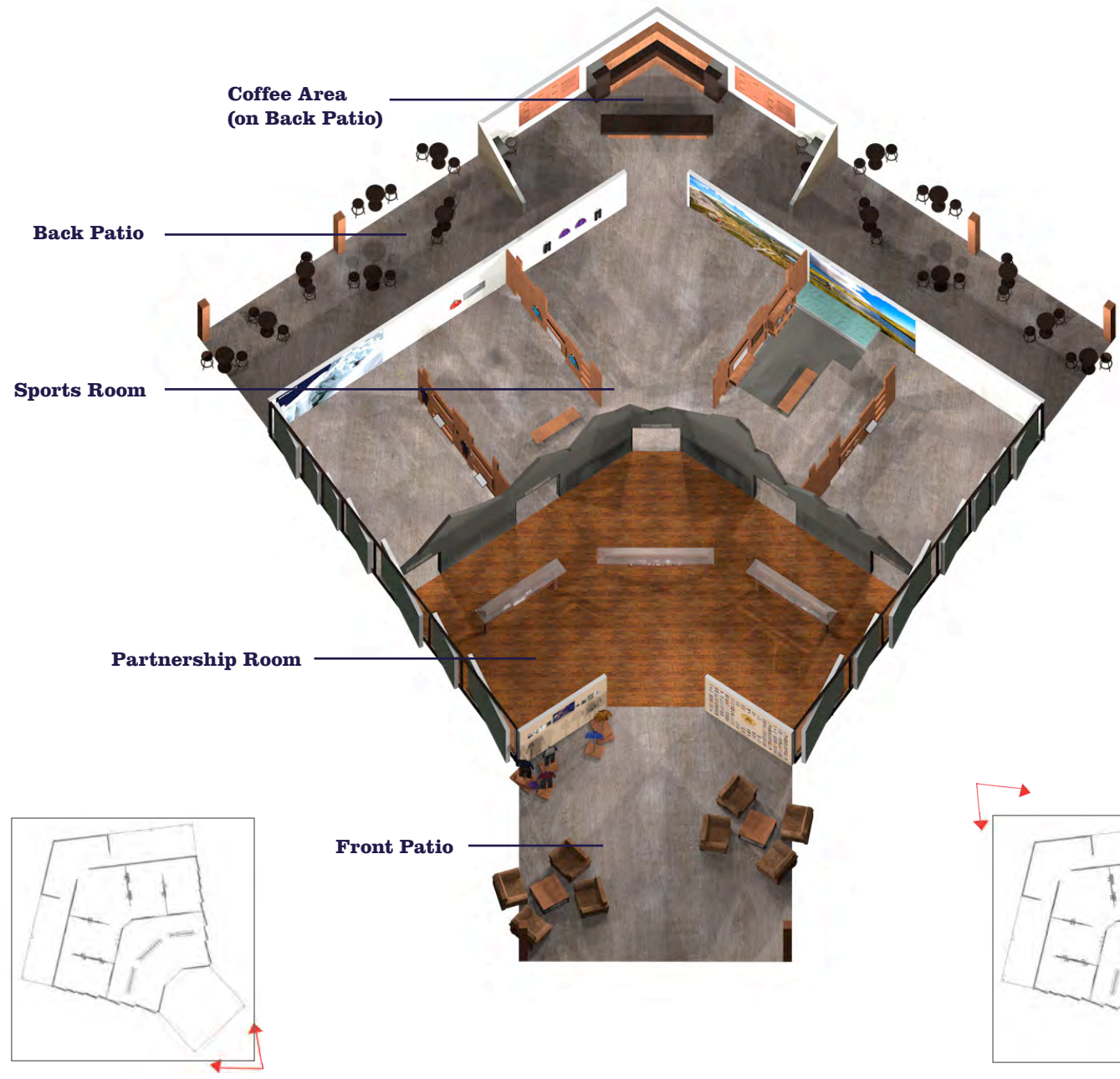


Exhibit Staging: Patios

Legacy Collection

Featuring the Legacy Collection at the front of the booth immediately lets visitors know that Patagonia is a clothing brand and introduces them to the company's most classic styles.



Worn Wear Wall

This gives a sense of Patagonia's relationship with its customers, and provides a warm, welcoming introduction for visitors.

On the top can be seen a view of the entrance of the exhibit. Here the visitor sees the Legacy Collection, a special release of well know Patagonia clothing. These recognizable items of clothing are inviting and friendly.

This area has ample seating for exhibit goers and creates a great meet up or sit down area to talk with a Patagonia booth worker. On the right hand wall, images from the Patagonia blog, Worn Wear, can be seen. There are images customers have sent of their favorite well loved and worn Patagonia items. From the start, the visitor knows that Patagonia places importance on their customers and the longevity of their products.

On the bottom is a view of the back patio. When the visitor exits the exhibit, they will come on to this patio. First, they are greeted with a coffee counter. After they pick up a beverage, when they exit left or right information covers the walls detailing the Responsible Economy and the Common Threads Partnership. The visitor is encouraged to sign the Common Threads Partnership before exiting or grabbing a seat at one of the tables.

Seating

Multiple seating areas spill out of the front patio area, inviting people in. They also provide areas to display catalogues and other Patagonia literature.

Coffee Area

Serving organic coffee promotes one of Patagonia's partnerships, provides an incentive to move through the booth, and allows space to introduce the Responsible Economy and lead into the Common Threads Partnership.



Seating

Spill-out seating provides an area for people to enjoy their beverage after visiting the booth and learn more about the partnership.

Exhibit Staging: Partnership Room

Roof/Logos

The mesh roof unifies the separated rooms throughout the booth. Large logos printed on the mesh are also visible from the inside and reinforces the brand.

Mountain Wall

This wall reinforces the brand because it is the same silhouette that appears on the original Patagonia logo. The brightness of the sport rooms behind it creates a glowing effect similar to dawn.

Trailheads

Similar to real trailheads, these signal the beginning of the visitor's journey through Patagonia's booth and provide base knowledge needed to understand the brand. The trailheads also allude to Patagonia's role as a "trailblazer" or innovator in the industry.

Sports Room Signs

These signs help guide visitors to the sport of their choice and let them know how the booth is organized so they can view each room if they choose.



In the partnership room, the visitor learns about Patagonia's extensive environmental efforts in conjunction with companies they have partnered with. This information is located on the three trailheads located at the center of the room.

In this room, the lighting, color, and materials all work together to create an atmosphere of a pre-dawn hike. The mountain wall is the silhouette from Patagonia's logo, 20 feet at its highest point. This creates a striking visual and reinforces the brand. The wood flooring and trailheads bring the feeling of the outdoors in.

The layout of this room also forces the visitor to pause before entering the sports rooms. This gives them time to decide which way to go and helps traffic flow through the rooms evenly.

Exhibit Staging: Sports Rooms

Ambassador Info

Each room features a male and female ambassador of the sport that viewers can relate to and be inspired by.



Flat Screens

Two sizes of screens are featured in the booth: small, personal touch-screens, and large screens with media playing on a loop. Videos may feature ambassadors, a certain product, a material, and more.

These rooms are representative of how the layout of the sports rooms function in general. Every room has an interactive element, information about specific product designer and material, information on the brand ambassadors of each sport, and a large photo featuring the sport.

In these rooms, the products are the focus. The natural color palette allows the bright colors of the clothing to pop. In the top view, the climbing room can be seen. The modular wood wall has images of the brand ambassadors as well as video that show how they help Patagonia's design team make cutting edge products. In this room as well, the visitor can try on the climbing shoes and all of the clothing is accessible to visitor.

In the bottom view, the fishing room is shown. Here the visitor can learn about how the river crapmons are made and try on a pair of boots to test in the water tank. The panoramic images help to put the visitor in the space of the environment.

Benches

Benches provide a place for visitors to sit and try on products, but do not disrupt the flow of traffic.



Safety Precautions

Each room features an interactive element that allows visitors to use the product in some way. Since Patagonia deals with lifestyle sports, certain safety precautions must be considered so visitors are willing to participate. The water tank feature includes a textured floor mat to prevent slipping and a bar to stabilize visitors while testing the products.



Phase 4:
Graphic Identity

Graphics: Typography and Color Palette

Typefaces

Body Copy

Clarendon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Clarendon Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Titles

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Bold

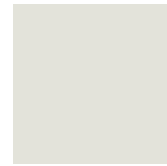
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography

Clarendon was chosen as the main text for its similarity to the font used for Patagonia's logo. Although Patagonia is a very forward thinking and innovative brand, a lot of their marketing is about the nostalgia and the longevity of their products. Clarendon communicates this nostalgia without being too retro. It is also very legible for larger amounts of copy.

Helvetica was chosen as the accent typeface, for titles and subtitles, to bring a modern juxtaposition to Clarendon. The clean lines complement Clarendon and reflect the current graphic identity of Patagonia, which uses mostly sans-serif on their website. As in our exhibition, Patagonia often uses a mix of serif and sans-serif typeface. The graphics in the exhibit play with the thick and thin strokes of Clarendon by combining different weights and sizes of these typefaces

Text Color Palette



C:0 M:7 Y:12 K:0
Title and Body Text
Color



C:6 M:46 Y:100 K:0
Title and Body
Floor Way-Finding Text
Color



C:56 M:68 Y:79 K:73
Title
Text Color



C:15 M:24 Y:39 K:0
Doorway Signage
Text Color



C:35 M:69 Y:75 K:29
Background Color

Color Palette

the five colors for the graphic elements were chosen to complement the paint palette of the exhibition, while creating their own cohesive statement. The warm brown and orange have a vintage feeling that works with the nostalgic feel of the typeface to bring warmth to the exhibit. Combined with the different weights and sizes of the type, a playfulness is infused into the graphic elements. Above all else, these colors were chosen to be legible against the darker natural materials, like wood and cement.

Graphic Element at 100%



Back Patio Detail

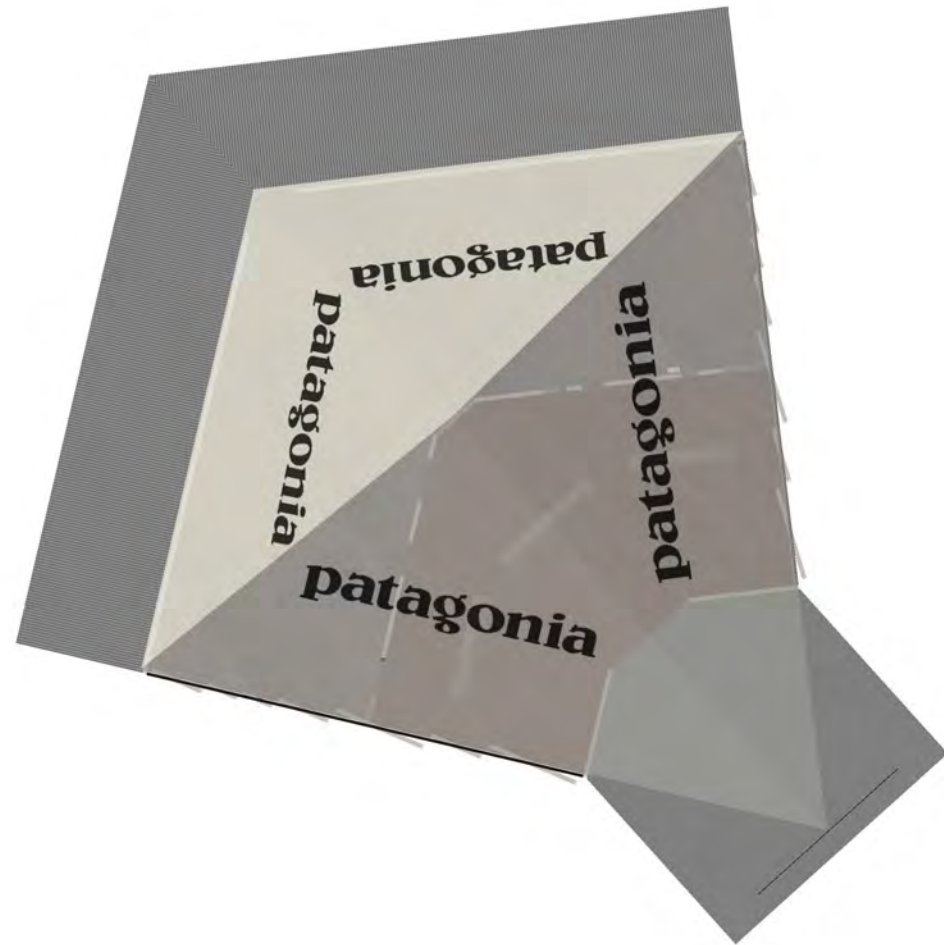
Logo

patagonia®

Graphics: Exterior

Exterior Logos

For the exterior graphics, which draw visitors in and are the main way people will find the booth, 4 large (approx. 30 feet across) black logos are placed on the sides of the tent roof. These logos will be visible from nearly anywhere in the tradeshow. Rendering them in black ensures that the glowing effect of the tent will not obstruct the legibility of the graphic.



Front Logo

The front of the exhibit features a white logo on a black background at a slightly smaller size than those on the tent. The size is appropriate for viewers that are approaching and closer to the exhibit than those viewing the large logos.

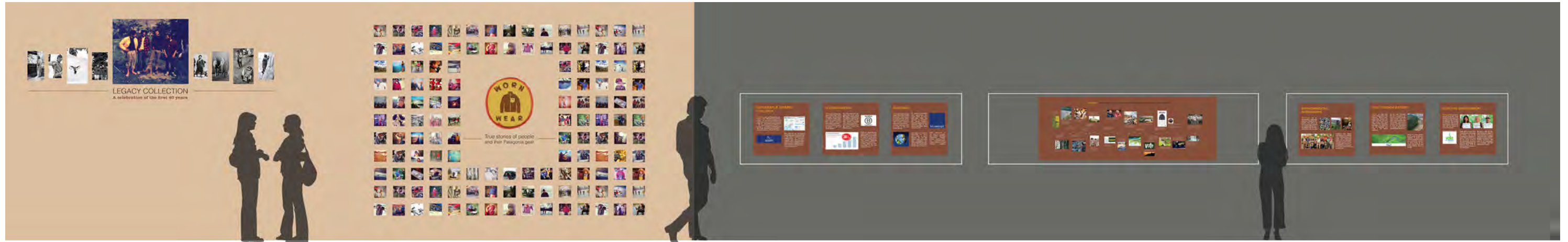
This high contrast provides visibility and demarcates the front porch as the entrance. The white and black is eye-catching against the softer colors of the exterior.



patagonia[®]

patagonia

Graphics: Overview

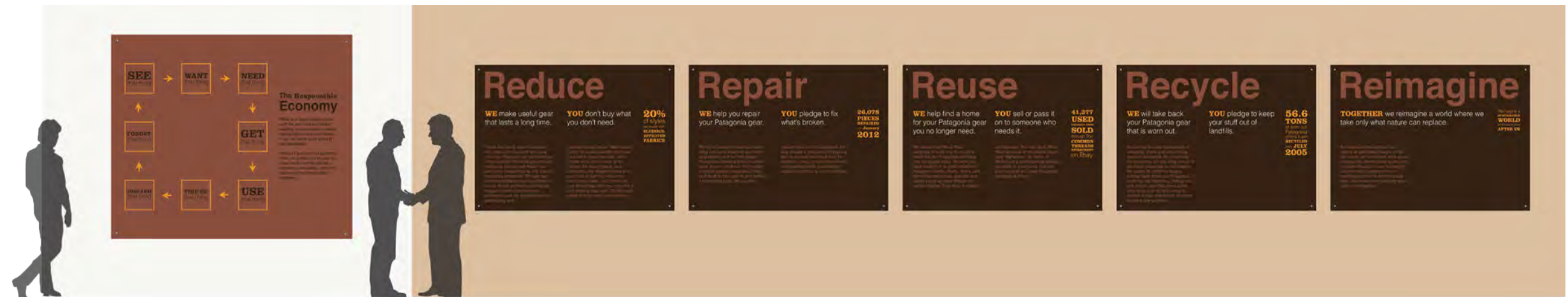


Front Patio

Partnership Room



Sport Rooms



Back Patio

Graphics: Front Patio

Legacy Collection

The Legacy Collection was created to celebrate Patagonia's "40 Years of Firsts" campaign by bringing back their most popular vintage styles. This graphic needs to be set fairly high on the wall to be able to see it over the mannequins.

Vintage Photos

We feature a vintage photo of each piece of the collection, allowing viewers to set the original pieces in a time and place. We also feature a large color photo that has been featured while promoting the line. The photos provide a sense of nostalgia for Patagonia's past, allude to the company's rich history, and provide a sense of the company culture.

Type

To stick with the nostalgic feel of the line, we kept with a more classic typography style using our chosen fonts and colors.



Worn Wear

Patagonia is launching a new initiative to sell customers' used (but in good condition) Patagonia clothing in stores, and also help customers sell their used clothing through eBay. The Worn wear initiative is a part of the "Reuse" portion of the Common Threads Partnership. To promote this initiative, Patagonia created their Worn Wear blog featuring the stories of customers and their Patagonia gear. The company also has a Worn Wear Instagram featuring hundreds of customer photos - vintage and recent.

Photos

The amount of instagram photos from Worn Wear feature the mass amount of loyal customers that Patagonia has while showing how much they care about these customers. They also provide an authentic, vintage feeling similar to that of the Legacy Collection photos.

Type

Using our chosen san-serif typeface keeps the graphic a bit more contemporary, and the outer lines relate it to its sister graphic, the Legacy Wall.



Graphics: Partnerships Room

Timeline

The timeline shows Patagonia's major environmental partnerships over the last 40 years. This timeline is an important feature of the exhibit because it shows how involved in environmental causes Patagonia has been since the start of the company. It is located on the largest trailhead in the middle of the room, ensuring that the majority of people that walk through the room get a sense of Patagonia's long history of involvement in sustainability. These partnerships are essential to Patagonia's business philosophy.



SUSTAINABLE APPAREL COALITION

Three years ago Patagonia, Gore-Tex, and Walmart held a summit in Boulder, Colorado, to build a new industry standard for apparel. 16 apparel industry and e-commerce leaders met in a meeting in Lakoff, New York, to discuss the future of apparel. This new standard should fill the to...

The goals for the half-time to day summit were to agree to the on the need to measure things sustainability in the where apparel and footwear you source, and to establish take a strategy for collabora that s ton to create and imple trest ment that standard.

B CORPORATION

45 of our material suppliers have been using Bluesign technologies to improve their practices and reduce harm. The textile industry uses huge quantities of clean, drinking-quality water to dye and finish fabrics.

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BLUESIGN

45 of our material suppliers have been using Bluesign technologies to improve their practices and reduce harm. The textile industry uses huge quantities of clean, drinking-quality water to dye and finish fabrics.

To achieve consistent, even application, the water must be pure and clean. When the process is complete, the water contains residual chemicals and colorants that do not stay on the fabric. Units for reuse, this...

Although it is almost impossible for shoppers today to know whether or not the clothes they buy come from polluting factories, together we can change the textile world planet again. I say to...

OUR COMMON WATERS

Over the past two years, Patagonia's Our Common Waters campaign has focused on water scarcity and broken rivers; the final phase of the campaign spotlights tar sands oil and the pipelines that move it, and textile pollution.

As we have through-out this campaign, we connected biodiversity, clean water and focused actions that protect freshwater diversity. In spring we took a closer look at expanding tar sands development across North America, pollution.

From the strip mining of tar sands in Alberta, Canada, to ports and coastal areas that would act as hubs for export at every point in the chain of production and transportation, water is at risk.

VOTE THE ENVIRONMENT

Patagonia has run several Vote the Environment campaigns, but last year's was decidedly different. We wanted to connect with people from a place of basic values, and we wanted to use social media.

Little did we know how much this would change the whole tone of the campaign. It changed so many things that now we are using many of the strategies, elements and the philosophy we learned from VTE in subsequent environmental campaigns.

We began with the idea that Patagonia wants to be in business for a good long time and a healthy planet is necessary for a healthy business. We want to act responsibly as a business and live within our means.

ENVIRONMENTAL INTERNSHIPS

Through the environmental internship program, Patagonia employees can spend up to two months working for a non-profit group. I love plants and all this green that help the plan.

Leading their talents and energy in a worthy cause and gaining new skills and experience, while still earning their full salary and benefits. Guiding the future of everything so we know how important environmentalism is.

Partnership Highlights

On the two side trailheads in the Environmental Partnership room, important causes that Patagonia supports are highlighted. We chose to highlight those partnerships that relate to sustainable business practices. These partnerships are particularly important because of the focus of the overall conference and show that Patagonia is an innovator in eco-friendly production.

Graphics

The imagery in these graphics was chosen based off the graphic identities of the organization represented. Each partnership highlight contains the logo of the organization (if available) and either an infographic or photograph that illustrates the purpose of that partnership. The timeline is an adaptation of a current graphic in use in Patagonia's literature.

Type

A six column grid is used to organize the partnership highlights. With this underlying grid, images and text can be arranged in harmonious thirds. For the titles, Helvetica Bold is used, while for the body copy, Clarendon Roman has been applied. This combination echoes the use of these typefaces in other graphics. These blocks were arranged to continue the playful quality of the other graphics throughout the exhibit.



Graphics: Wayfinding

Wall Signs

These signs are located over the doorways of the sports rooms on the mountain logo wall in the partnerships room. Utilizing the soft cream found in the color palette, these signs are meant to provide clear, legible labeling without distracting from the mountain wall.

Wall Signs

Snow

Fish

Run

Climb

Surf

Floor Signs

← Snow

← Fish

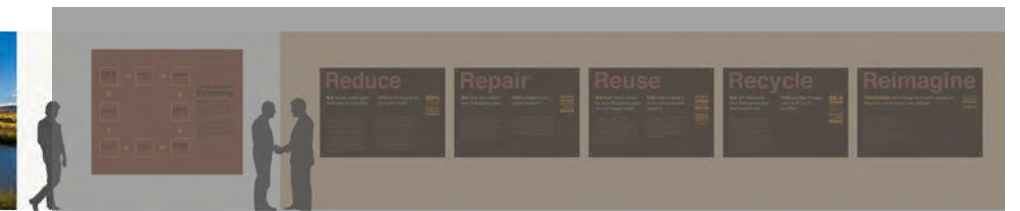
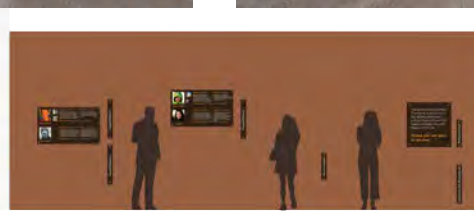
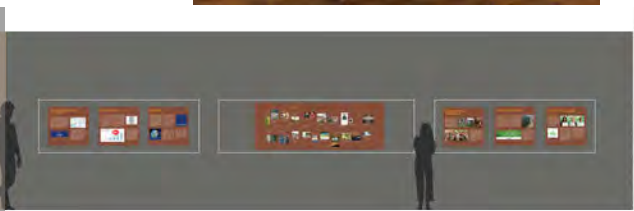
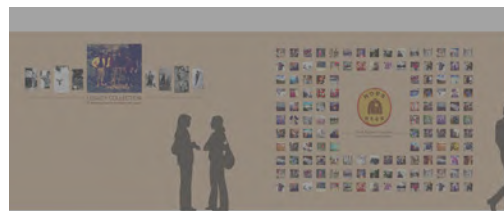
← Run

Climb →

Surf →

Floor Signs

Located on the floor of the sports rooms, these signs are designed to be reminiscent of trail markers. These signs use bright orange to stand out from the grey of the floor and keep in line with the energetic feeling of the sports rooms. They are meant to let the visitor know that there is more beyond the room they are in. The floor signs also provide helpful direction without pulling focus from the rest of the exhibit.



Graphics: Sports Rooms

Ambassador Information

Each Patagonia sport is represented by “dirtbag” ambassadors that let their passion lead their life and put Patagonia products to the ultimate test. Patagonia believes that if their products work for these athletes, they should work for everyone. To carry the sense of authenticity and love of people that was established on the front patio, we decided to feature ambassadors for each sport. Each sport room features one male and one female from their sport, and the Climb room features two of each since it is such a large part of the company.

Photos

Each ambassador has a headshot and two recent Instagram photos if they have an Instagram account. This puts a face to a name and ties back to the Instagram photos from the front patio, making these athletes seem relateable and likeable.

Type & Color

Since our sports rooms are the brightest section of the booth and are meant to feel energetic, we felt that should be carried into the graphics by using a dark brown background that contrasts with the wood with orange and white text. We used orange Clarendon Bold for the headings because it pops from the rest of the text, and Clarendon Roman for the body text for legibility. Mixing the san-serif Helvetica with the serif font gives the graphic a more contemporary feel and keeps it interesting, but united.



Brittany Griffith

Hometown: Iowa City, IA

Fact: As a former McDonald's employee, Brittany served an estimated 12,308 Happy Meal. She has more than 15 years climbing experience. She's led 5.13 sport and traditional routes and vows someday to lead the

Favorite Products: Torrentshell Jacket, Black Hole Duffel

Resides: Salt Lake City, UT

gym's 5.11c purple route! She obsesses over her garden and vacuuming and holds a black belt in Tae Kwon Do. She's climbed in Oman, Morocco, and Russia.



Zoe Hart

Hometown: Princeton, NJ

Zoe is the fourth American woman to earn her international Federation of Mountain Guides Associations status, the highest level of credential available to professional mountain guides. When she's not guiding or

Favorite Products: Super Alpine Shell, Cragmaster Shoes

Resides: Chamonix, France

climbing in her backyard, Zoe's on international expeditions or climbing trips through North America. Although Zoe considers herself a climbing "jack-of-all-trades," alpine climbing is her passion.



Tommy Caldwell

Hometown: Estes Park, CO

Tommy blames the suffering in his life on his father. His dad taught him to embrace fear and doubt and turn them into inspiration. Given this attitude, Tommy has established some of the hardest sport routes in

Favorite Products: M10 Jacket, Rock Craft Pants

Resides: Estes Park, CO

the country and free climbed 11 routes on El Cap. He believes the long, difficult journeys with little chance for success teach him the most.



Steve House

Hometown: La Grande, OR

Reinhold Messner called Steve House "the best high-altitude climber in the world today." But for Steve, climbing is about process, not achievement. He says, "The moment your mind wanders from the climbing at hand

Favorite Products: Nano Puff Hoody, DAS Pants

Resides: Ridgeway, CO

will be the moment you fall." Steve has earned Messner's praise by leading the charge to climb bigger routes, from the Himalaya's to the Canadian Rockies, faster and with less equipment than anyone before.

The Stormfront Pack, River Crampons, and Aluminum Bar Wading Boots are cutting edge products that keep you stable, dry and happy on the river.

Please put our gear to the test!

Nanopuff Hoodie

Cragmaster Shoe

Materials

All signs and labels for the sports rooms are printed on falcon-board (which is a sort of thick cardboard) to add dimension and simplify printing. Each sign also features exposed bolts to contribute to the raw, outdoor feeling of the exhibit. All printing is done by Image Source.

Fishing Room Product Testing Sign

Each sports room has an interactive element and needs a graphic explaining to visitors that they can test the product. For this sign, we tried to keep in line with the ambassador signs through color and font choices.

Product Labels

Each product features a sizeable vertical label. We did not want our labels to fall into the background of the exhibit, so we decided to feature them almost as a decoration, contributing as much character to the space as any graphic. We have two sizes for the labels, chosen depending on the length of the name and product location.

Panoramic Photos

Each sports room also features a large panoramic photo that is either flush with the wall or a product stand. Patagonia is repeatedly recognized for its catalogue and photography work, so we felt it was necessary to feature this aspect of their graphics. Having such large photos also helps put visitors into the scene and makes that sport a reality.



Graphics: Back Patio

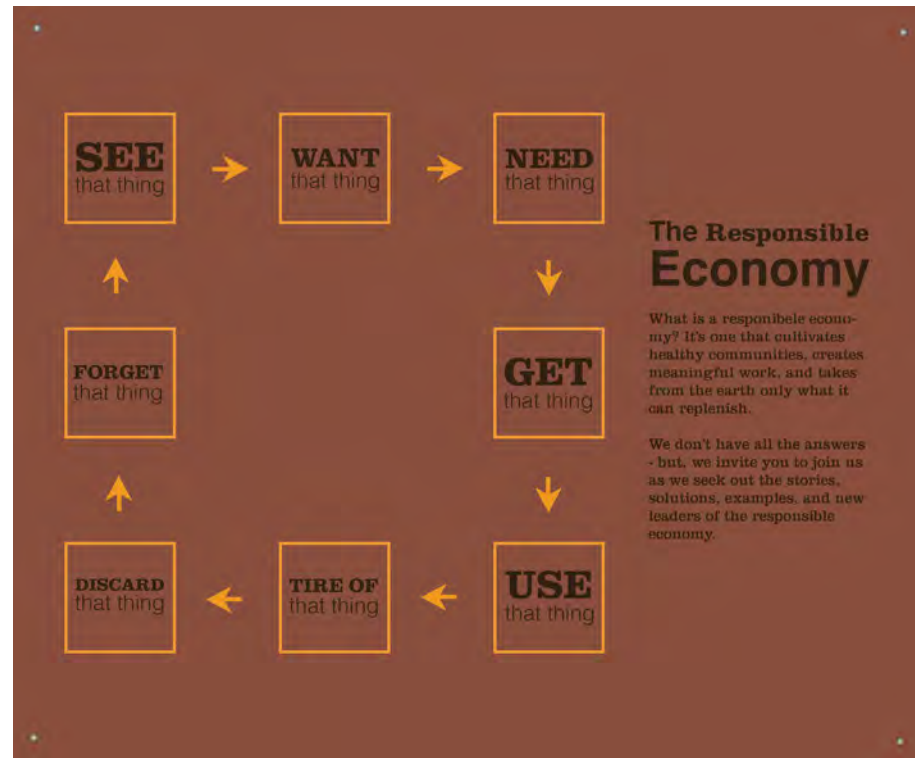
The Responsible Economy

This Graphic is presented in the coffee room right before visitors exit onto the back patio. The Responsible Economy is Yvon Chouinard's latest essay and Patagonia's most recent initiative. It focuses on rethinking how our businesses and economy can become sustainable, but still function.

Graphic & Type

This graphic was published with Chouinard's essay and summed up the issue perfectly, so we enlarged it and modified the text to fit the typographic style we have given our booth. "That thing" is repeated in every box, so it is given a less attention-grabbing typeface. Making the phrase demand less attention also addresses that "things" are pretty meaningless and should not have as much value as we put on them. Applying a bolder, more attention-grabbing typeface to the action words calls attention to consumers actions, and inspires a change. The combination of typefaces is also a more modern, forward-thinking style, which fits the topic and Patagonia's company philosophy.

The text next to the box graphic provides a brief introduction to the movement, leading into the Common Threads Partnership walls on the outside patio areas.



Recycle

WE will take back your Patagonia gear that is worn out.

YOU pledge to keep your stuff out of landfills.

56.6 TONS of worn out Patagonia clothing & gear **RECYCLED** since **JULY 2005**

Recycling is a key component of reducing waste and conserving natural resources. By recycling old products, we can keep many of the same materials in circulation for years. In 2005 we began taking back worn out Patagonia clothing for recycling. Today, you can return any Patagonia products to us and we will reuse it, recycle it into new fabric or make it into a new product.

The Common Threads Partnership

The Common Threads Partnership is the application of The Responsible Economy initiative. Customers actually sign an agreement with Patagonia to improve their practices towards their clothing as long as Patagonia continues to do the same. As visitors work their way down the wall and out of the booth, they go through all the steps of the partnership and hopefully sign up.

Type

The different sizes of the type for these graphics directly represent what the most important information is, making it easy for strollers, strollers, and studiers to all be satisfied.

The large heading establishes the main points, the sub-headings establish the main actions required to follow through, and the body text goes into even more detail. Calling attention to the "you", "we", and "together" in the sub-headings points out that Patagonia is just as responsible and invested in this initiative as it's customers, and together they can truly create change.

The orange stats on the right side of each graphic prove that Patagonia has been making a conscious change. The integration of typefaces on this wall is the most contemporary, forward-thinking style of the booth, leading visitors into their future with Patagonia.





Conclusion

Our exhibit seeks to engage the visitor on many levels, while embodying the values of Patagonia. We hope that the visitor will feel the enthusiasm that we have for Patagonia. At every step we have tried to incorporate their commitment to sustainability and their enthusiasm for their customers and their products. Thank you.