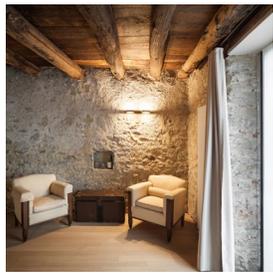




ExpoMarketing's *Style Guide*

for Trade Show Booths and Decor



A Brief Introduction

Whether you're a tech startup, bridal photographer or in the food business, our team has the resources and familiarity to transform your brand into an aesthetic and experience that will stand out on the show floor. From rustic counters to modern furniture, French chandeliers to industrial accents, our team has put together this guide to better understand your design goals and vision for your trade show booth. Please enjoy our style guide as a source of aesthetic inspiration and guidance, from lavish Art deco to Zen modern minimalist design.



Art Deco

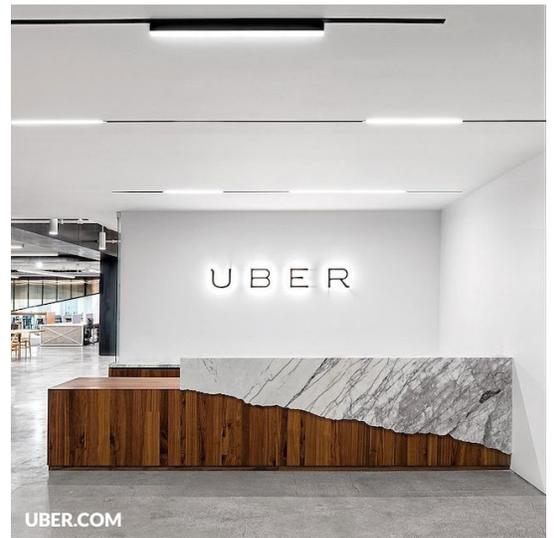
A style often associated with the Roaring 20s or the lavishness of *The Great Gatsby*, art deco was a popular style from the late 1920s until the early 1930s. Giving form and function equal importance, art deco is glamorous, sophisticated, elegant and sleek. With its iconic sunburst pattern found in mirrors, wall adornments and lighting, strong geometric patterns are prevalent and ubiquitous in this design style. Classic black and white combined with metallic, silver and gold were frequently found on color palettes of this era. Shimmery textiles, lacquer and mirrored furnishings like side tables and desks are also iconic art deco.



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Modern

Clean lines, clutter-free space and neutral tones are all characteristic of modern design style. Modern design is less concerned with form, and more so with function. Basic geometry and sleek, spacious layouts exude a modern flair. "Less is more" is at the heart of every modern design, with an emphasis of art over accessories, and sustainable pieces when they are an option.

Modern Minimalist

Modern minimalist design takes modern's "less is more" approach to an extreme. Anything that is not functional is hidden away, with typical layouts consisting of basic furniture, lighting and seldom anything more. Sleek furnishings—often in metal or wood—are highly characteristic of the modern minimalist aesthetic. Neutrals and classic black and white are those most often on the modern minimalist palette.





Rustic

Rustic design likes to incorporate pieces that have history while still feeling simple and casual. Weathered wood and distressed metals are highly characteristic of rustic design, and the incorporation of antiques and repurposed vintage items is very common, as well. Colors and patterns that feel warm and comfortable make up the rustic palette—khaki, oxblood red, plaid, denim and forest green are trademark hues and designs.

Shabby Chic

The shabby chic aesthetic celebrates items that are worn and weathered, whether they be vintage, antiques or new items that have been distressed. Flowers and soft, romantic pieces or patterns are often incorporated into this style. Cottons and linens in white, pastels, neutral or earthy colors often make up a shabby chic palette. Vintage chandeliers are a common lighting choice for shabby chic interior décor.





Coastal

The colors that comprise coastal design are inspired by the very sand, shells, ocean and sky that the name implies. Coastal style embodies a perpetual summer stylistically, with an easy, carefree lifestyle and feel. The coastal aesthetic strives to blur the divide between outdoors and in, with a vast amount of natural light opening up a space. Simple fabrics, crisp white, natural fibers, casual furniture, and matte or honed finishes largely make up coastal designs. A strong coastal design focuses less on literal representations of the sea, and more on the feel of the beach lifestyle.

French

Classic, striking black and white is very trademark of French design. Classically sophisticated and timeless, the chandeliers, luxurious fabrics, and vintage or vintage-inspired furniture all make up the DNA of classic French décor.



MELBOURNE INTERIOR DESIGNERS & DECORATORS SPACE GRACE & STYLE

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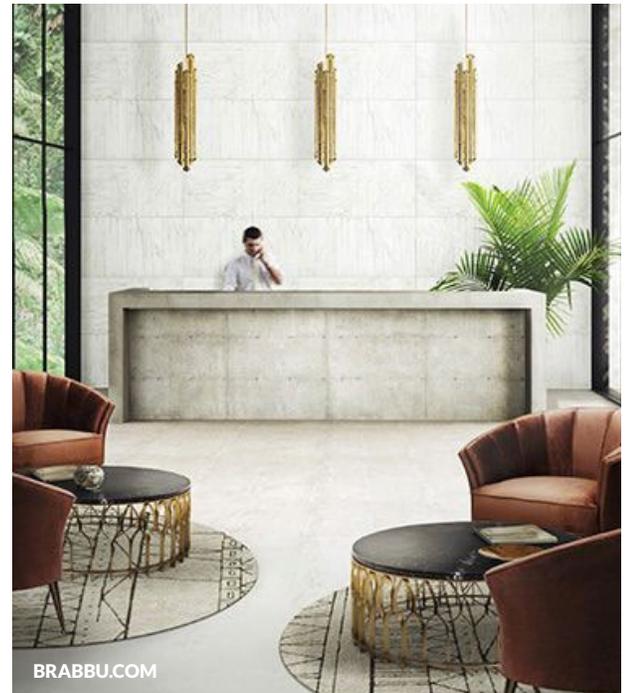


Hollywood Regency

Hollywood Regency often borrows from Asian décor and art, neoclassical, modern and art deco, and the culminating effect is one of glamour and luxury. Bright colors like turquoise, fuchsia, tangerine, regal purple and yellow are common and integrated usually one at a time into a cohesive and focused palette. Furniture is inspired by traditional English Regency antiques. Mirrors, detailed frames and crystal lamps are all iconic of Hollywood regency. This style can be exotic or avant-garde.

Contemporary

Contemporary design is noted for neutral, soft tones, wooden accents and clean lines. Minimal accessories and fluid, open layouts allow for abundant space and lighting. Colors are subtle, and while tiles, lacquers and metal or wood are the most commonly found materials, occasionally ribbed glass or brushed nickel will be used to add texture.





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Industrial

Industrial design is characterized by neutral tones, exposed pipes, metal accents and wood. Often, industrial décor will include vintage furniture or accessories and integrate utilitarian objects

Industrial Contemporary

Combining the exposed pipes, metal accents and wood of industrial design with the neutral, soft tones and clean lines of contemporary style creates an atmosphere that blends warm with cool, and subtle with striking. This style often incorporates repurposed, refurbished or vintage pieces into its design.



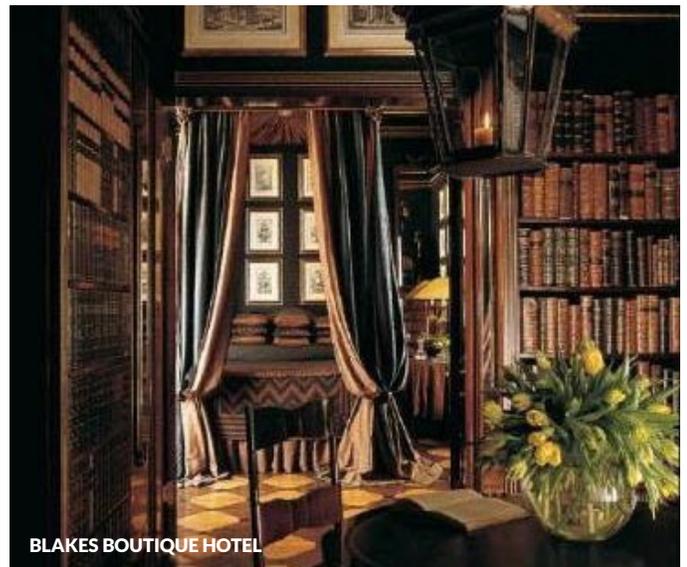


Mid-Century Modern

The mid-century modern design refers to a style that was popular from the mid 1940s until 1970. Uncomplicated aesthetics and natural materials largely compose this décor, with graphic patterns being integrated in organic styling. Statement lighting is a signature trademark of this design style, as are warm, earthy, saturated colors, though sometimes in unexpected combinations. Pastels are not commonly found in mid-century modern designs. Connecting an inside space with the outdoors was a new concept at the time, and is reflected in popular textures and colors.

Old World

Textured walls, deep colors, old maps and honed finishes are iconic old world design. Distressed surfaces and antiques are favored over polished or reflective surfaces, and the overall impact is a comfortable, worn-in space. Wooden tones, burgundy, navy, forest green and neutrals make up the old world palette, while arched doorways and windows are details of the architectural style. An old world space will often feel like a room in an older, affluent home or European estate.



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