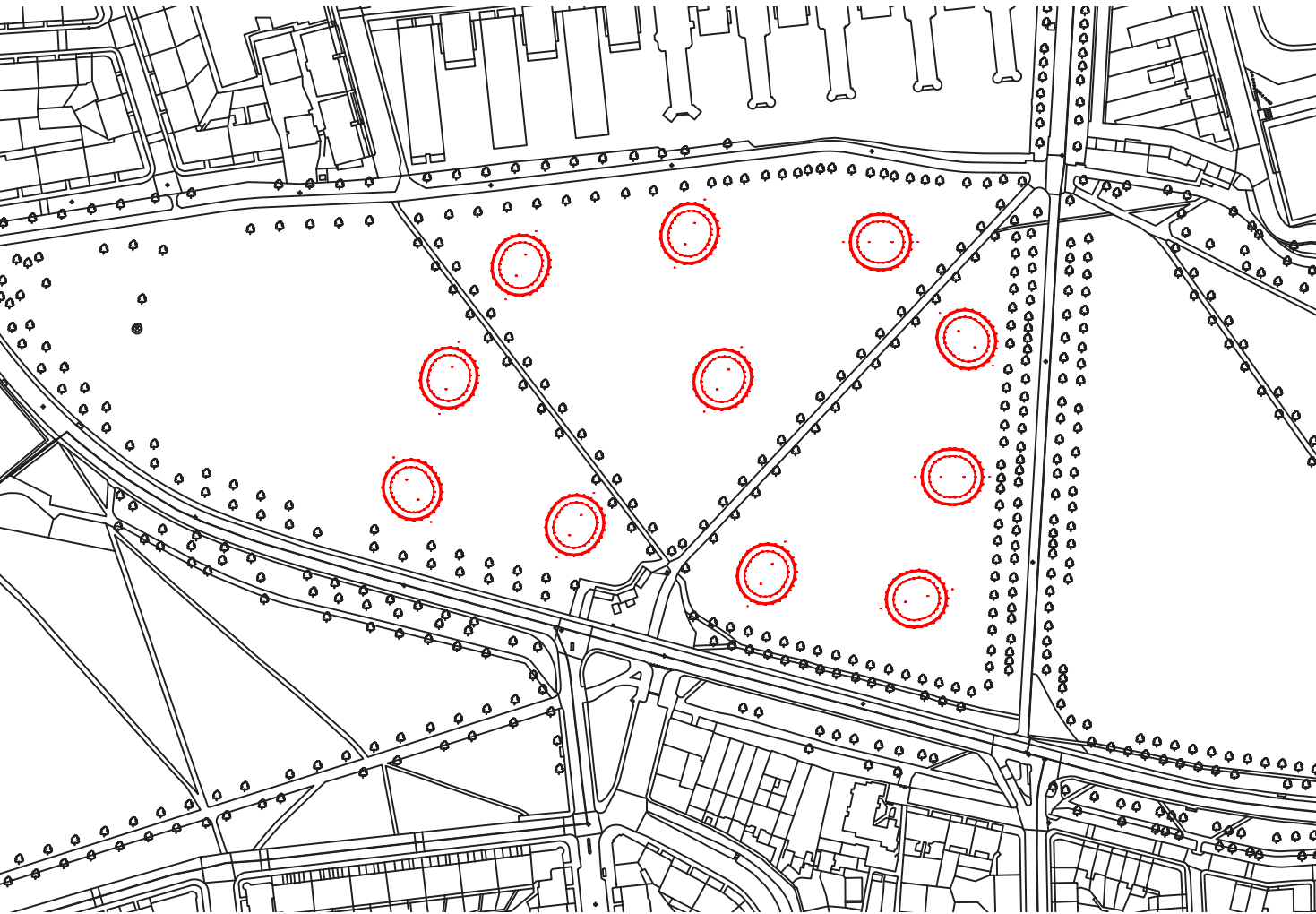


The World Fair Exposition: China

The Meadows, Edinburgh

Brief:
To work collaboratively in a group with graphic designer students to create a World Exposition stand that would be located within The Meadows in Edinburgh. Each group was given a country to design for and they must design an exhibition that showcases 5 examples of environmental innovations from their assigned country. Combining our skills with the graphic designer students, there must be clear, continuous visual language as well as an engaging three-dimensional space for visitors to celebrate and learn about the countries innovations.

Concept:
China as a country is one of the biggest environmental polluters in the world but it is also one of the most innovative when it comes to finding solutions. It is such a densely populated country that it can feel like the urban environments completely outweigh the natural. For this exhibition we decided to focus on the fact that despite being the biggest polluter, it is also the biggest for environmental innovations and we also wanted to link the urban with the natural. Through this thought process. We found our five innovations and decided to design our space as an urban city-like, with a mix of concrete materials, graffiti, shop signs and highway signs. We also incorporated greenery through the Forest City, Vertical farm and Great Green Wall sections to the exhibition to link the urban with the natural elements and help create an attractive space. China may have a vast city-scape, but they are also expanding to greener spaces and designing with the environment in mind.



Location Map at 1:3500

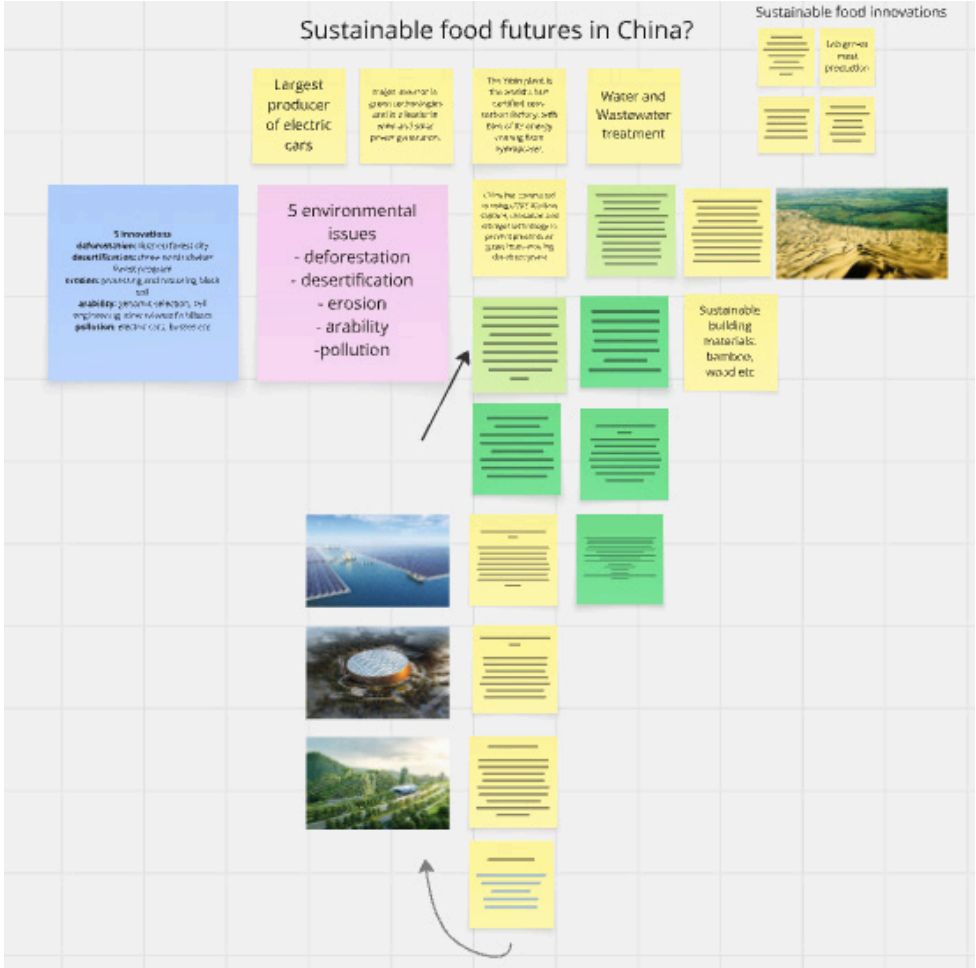
Final Logo Designed by Graphic Design students, Karolina Laskarzewska, Rhea Burgess and Sofia Omelchenko



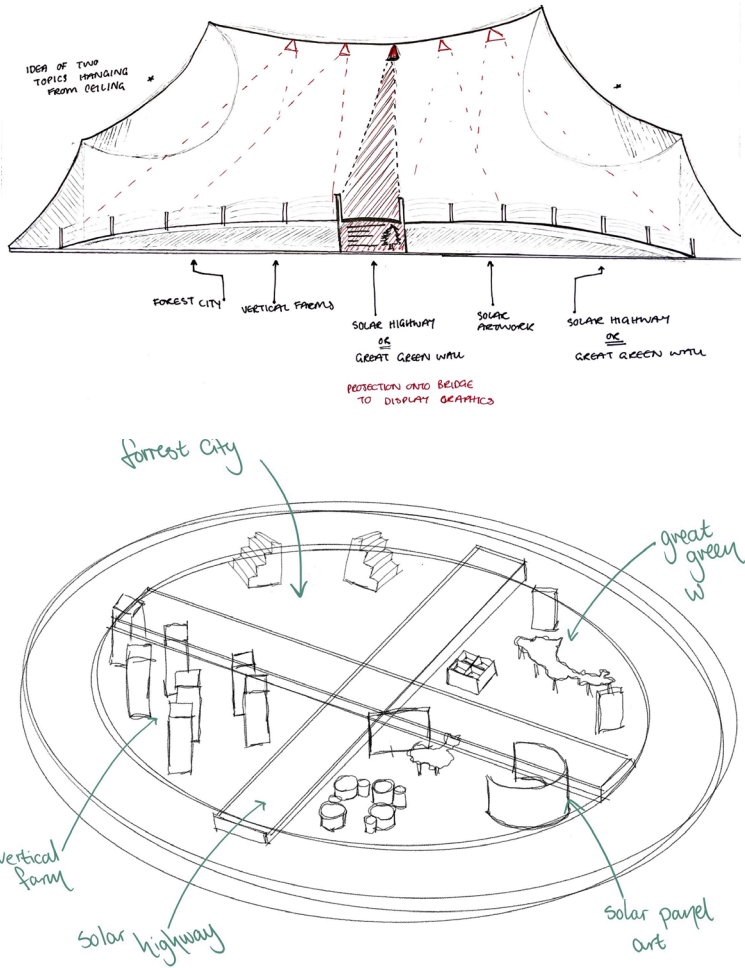
At the start of this project our group spent a week researching different environmental issues China struggles with. We found many innovations they have created in order to tackle these issues. We then collated this information and chose our 5 innovations. Karolina also researched previous World Fairs and their focuses. After we chose our innovations we, interior students, moved onto zoning diagrams and the graphic designers moved onto creating a strong visual identity. The colours were chosen by the graphic designers and this was then implemented into the interiors of the space. From there we got our starting place for the design.



The Meadows, Edinburgh



Initial Group Research



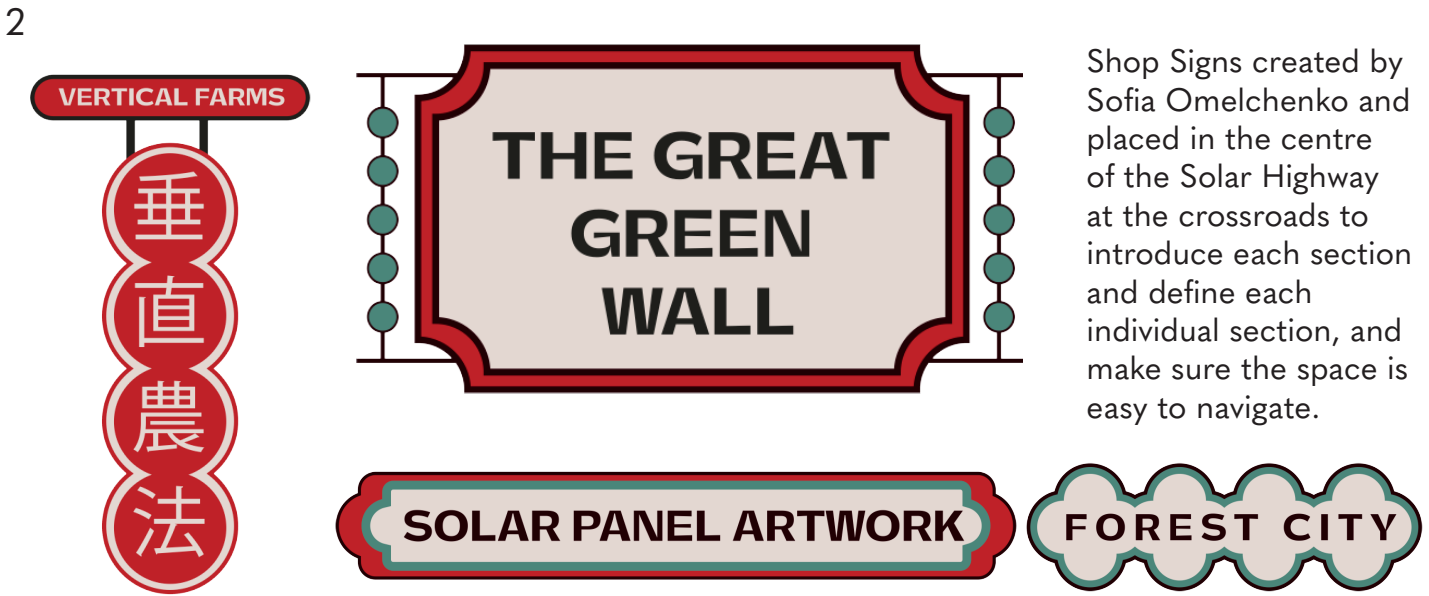
Developing Sketches



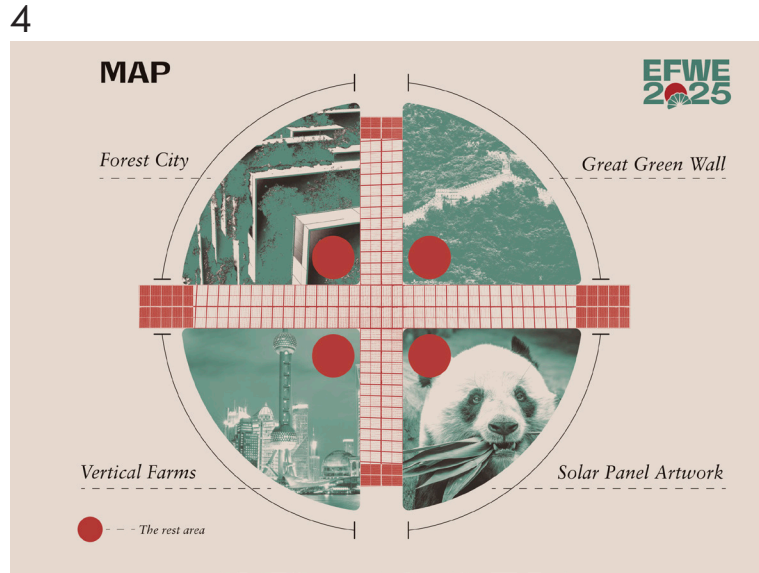
Graphic Identity within the Space



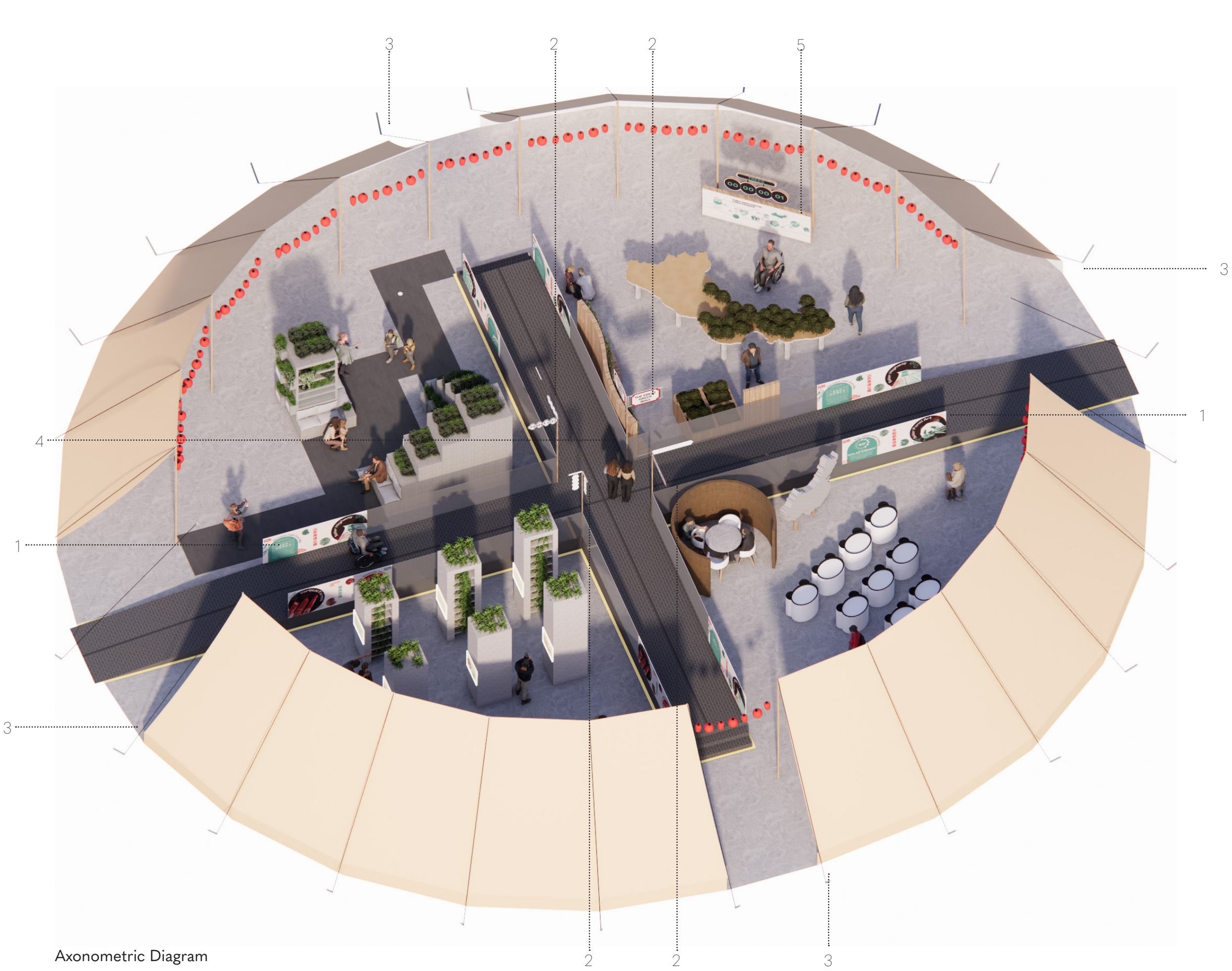
Banners made by Karolina Laskarzewska for each section of the exhibition. They are placed on the side of the Solar Highway and are the initial information to introduce the visitor to the space they have entered.



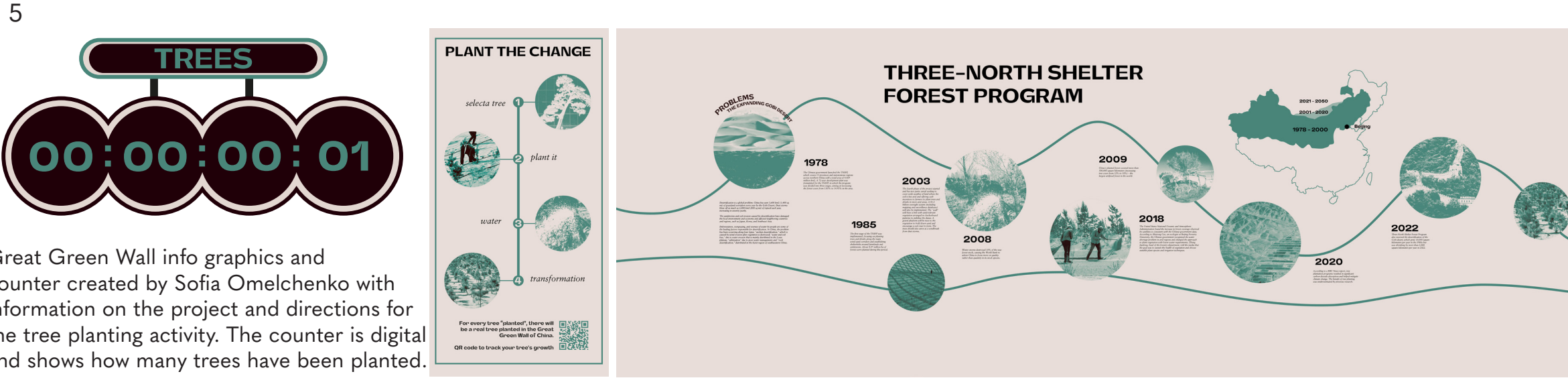
Shop Signs created by Sofia Omelchenko and placed in the centre of the Solar Highway at the crossroads to introduce each section and define each individual section, and make sure the space is easy to navigate.



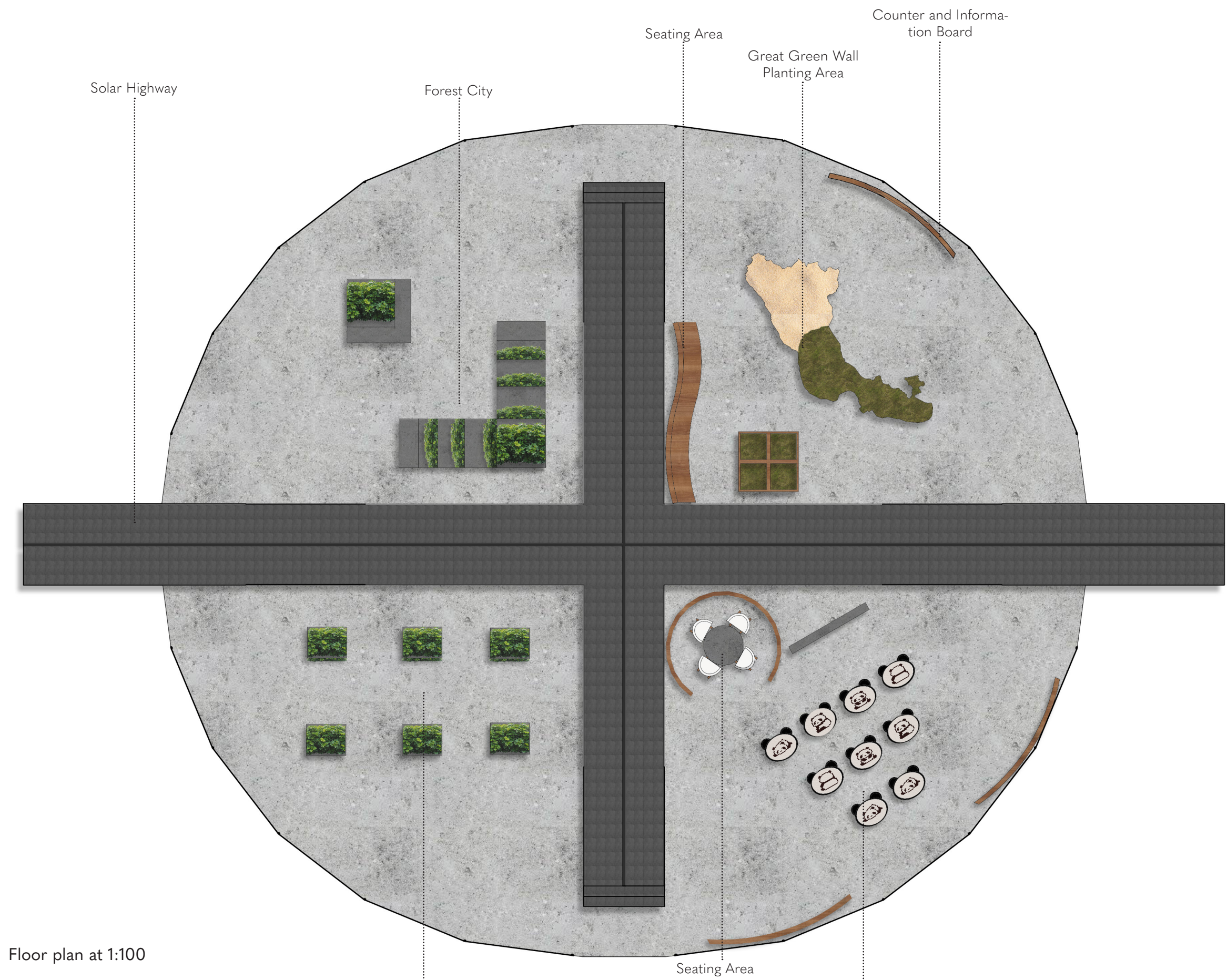
Map created by Sofia Omelchenko to be hung in the middle of the exhibition for an overview and directions around the space.



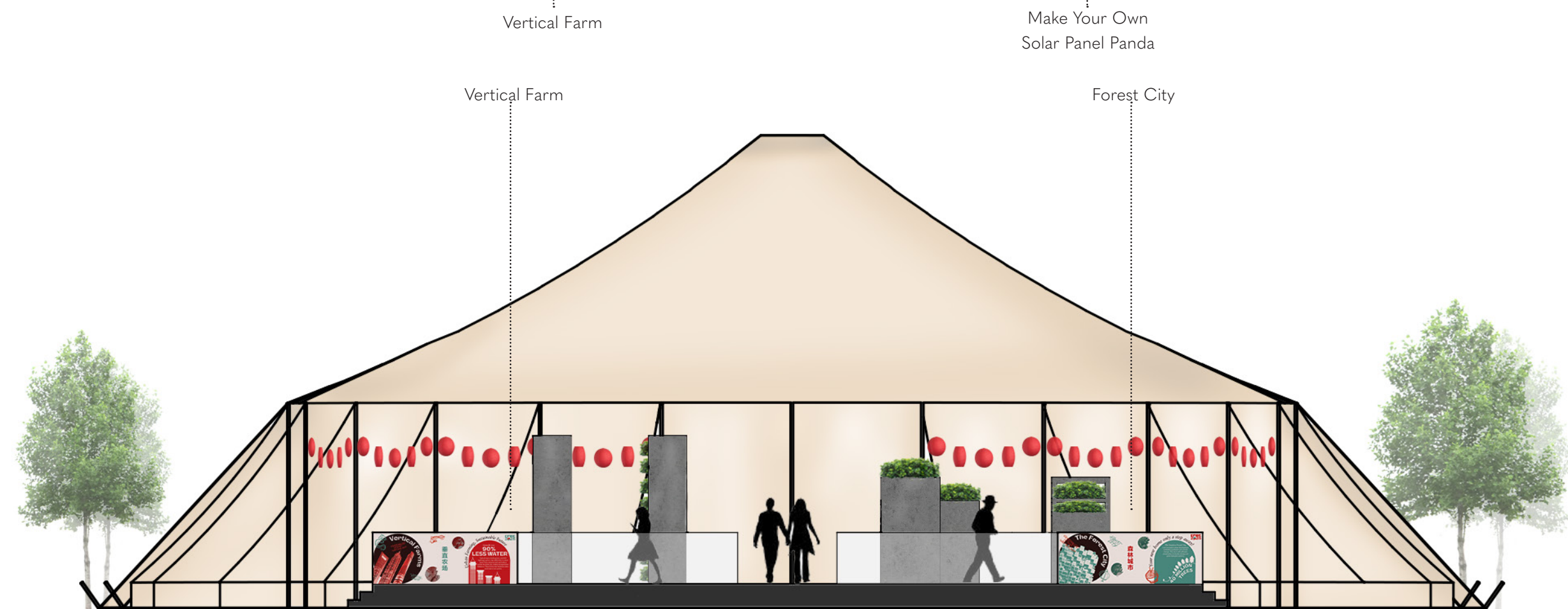
Axonometric Diagram



Great Green Wall info graphics and counter created by Sofia Omelchenko with information on the project and directions for the tree planting activity. The counter is digital and shows how many trees have been planted.

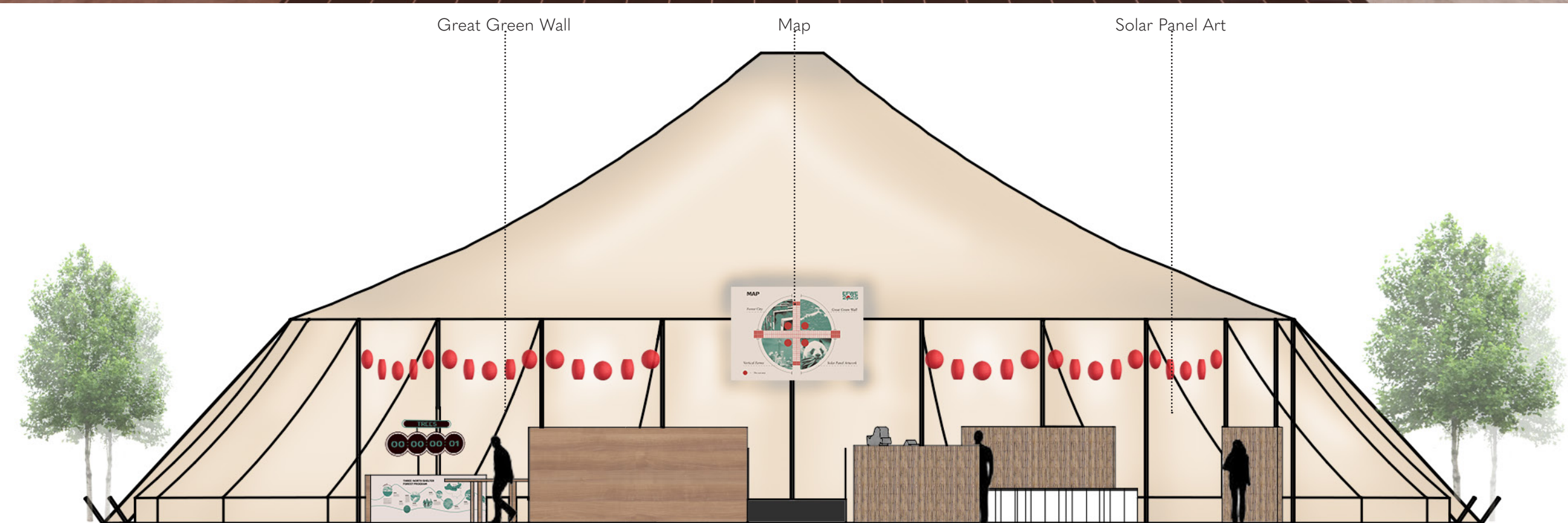


Floor plan at 1:100



Section at 1:100

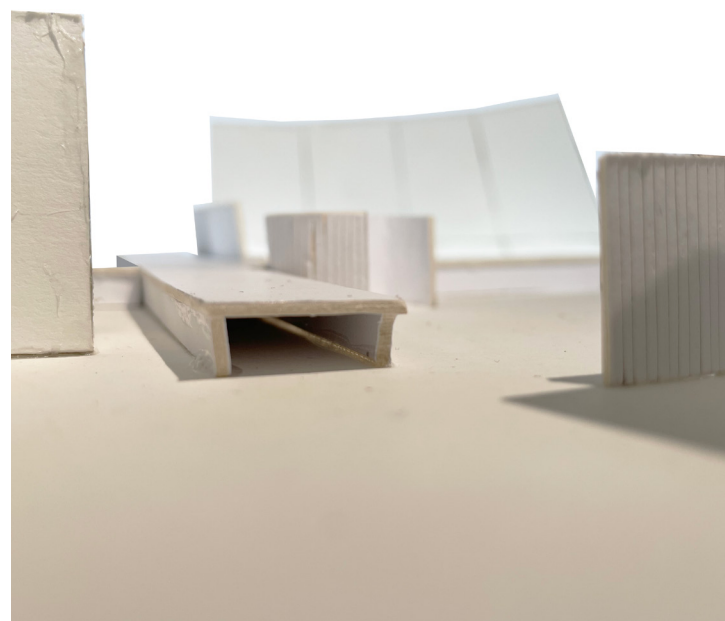




Section at 1:100



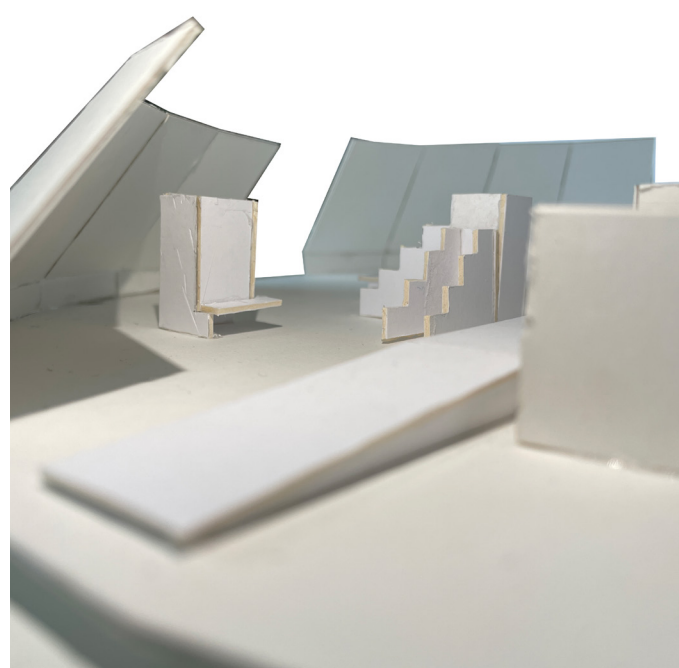
Model Photography



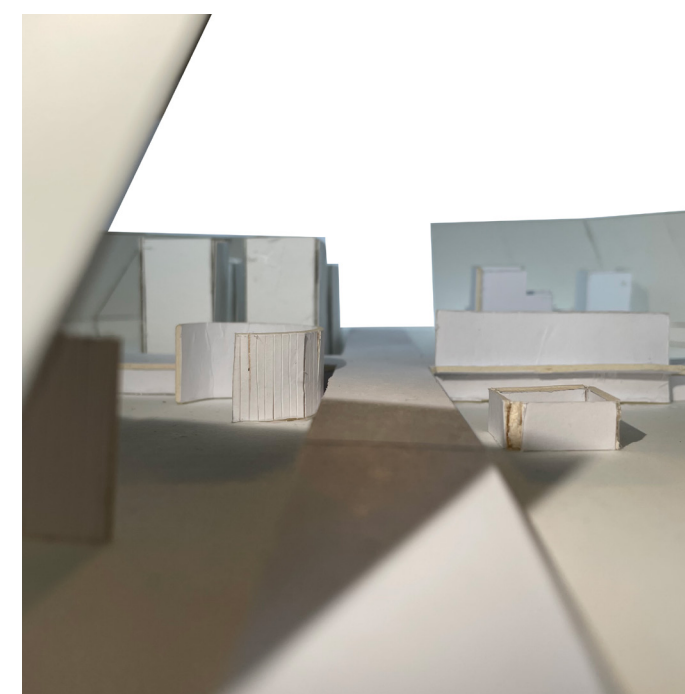
Solar Highway



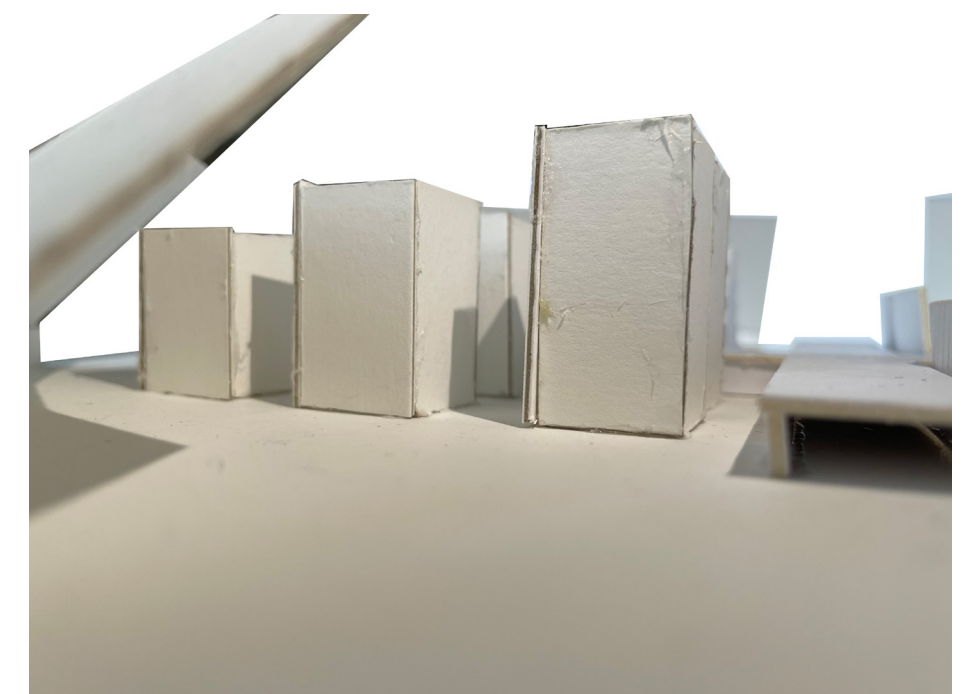
Crossroads



Forest City



Solar Panel Art Conversation Area



Vertical Farm