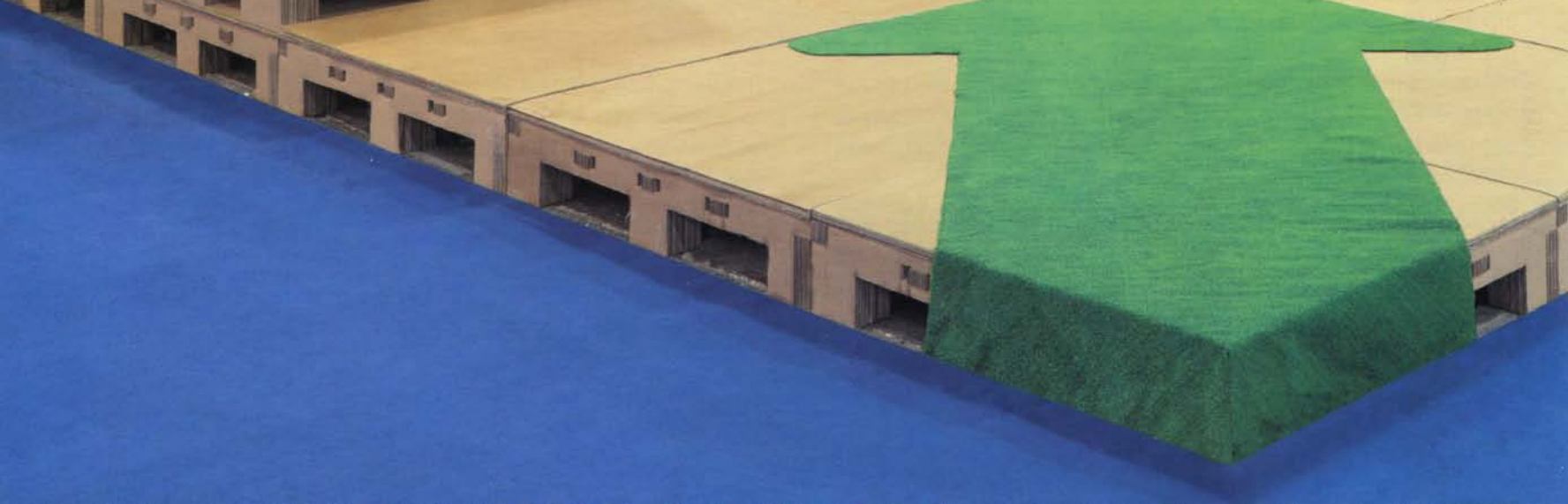




IPEVO

愛比科技



IPEVO Cardboard Booth

Taipei, Taiwan December 1–9, 2007

Taiwan-USA based IPEVO is a young Internet hardware company that creates unique, award-winning products made for emergent Web behaviors. To extend the client's design-driven brand philosophy, XRANGE created a unique 775 sq ft corrugated cardboard booth that could be completely recycled after the nine-day exhibition. The design concept was a deliberate move to counter the prevalent use-and-toss excesses of expo mentality, and to create a unique brand experience for IPEVO with an intended environmental sensitivity without resorting to generic modular, space-framed booth constructions.

Recycled corrugated cardboard was used as structure, surface finish, and display settings in order to convey a high level of coherence and finesse to the booth despite the rough and pliable nature of the material. To further minimize waste, hollow structures were used for greater material efficiency and structural rigidity. "Base pallets" with a 1-ton load capacity formed the structural floor and stage while stacked lighter-weight "stand pallets" formed the main display islands for the products, with their slotted structure doubling as storage for flyers. Life-size cutout user scenario "stories" complemented the products as backdrops.



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Show: **2007 Taipei IT Month Expo**

Category: **Trade show detail**

Designer: **XRANGE**

Client: **IPEVO**

Area: **775 sq ft**

Cost: **\$10,000**







The display islands were lightweight hollow core pallets that allowed easy running of sizable cables and storage of printed material. The life-size silhouettes suggest scenarios: conferencing, meeting, presentation, leisure, away from the computer, etc.