

Client: Business Journals Inc.

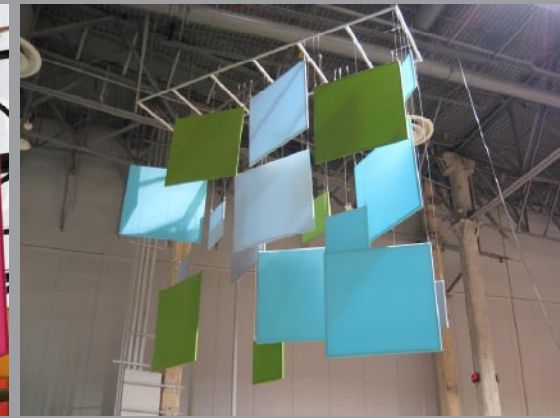
Exhibit/Event: Look of Show – Trade Show Brand Identity

Where: The Javits Center, NYC and The Sands Convention Center, Las Vegas

Product: The Mosaics

Goal: Create a new look for client's fashion shows

Business Journals asked Pink Inc. to develop a new look for the many fashion tradeshow, including MODA and The Accessory Show, it produces each year. The client was looking for fresh, eye-popping entry spaces and show décor for an industry known for style, vision, and innovation. The structures needed to be attention-getters, large but lightweight, cost-effective, and, of course, visually stunning.



Any and all rights (including, without limitation, copyright, design patent, use patent and trademark) in and to all designs, concepts, renderings, or graphics (collectively, "Design") represented in this document were created by Pink Inc. and remain the sole and exclusive property of Pink Inc. Use of any such Design by the recipient without required purchase is strictly prohibited.

©2009



With that in mind, our design team created The Mosaics, a new product that is now available in our rental line. The Mosaics are chandelier-style mobiles, each consisting of 2 ft, 4 ft, and 6 ft square tiles suspended from a single frame. For this project, all parts were pre-assembled and numbered, which reduced onsite set-up time, which in turn saved the client money. Because the mobile was lightweight and easy to assemble and break down, there were no problems transporting it twice to the Javits Center (NYC) and to The Sands Center (Las Vegas)—each time with a change of color and format.

The tiles can be imprinted with logos, photos, artwork, or print that can easily be switched out to create different color palettes. The lightness, versatility and flexibility of The Mosaics make it an excellent, cost-effective and eco-friendly design choice for event.

Any and all rights (including, without limitation, copyright, design patent, use patent and trademark) in and to all designs, concepts, renderings, or graphics (collectively, "Design") represented in this document were created by Pink Inc. and remain the sole and exclusive property of Pink Inc. Use of any such Design by the recipient without required purchase is strictly prohibited. ©2009