

Unitec Coca-Cola Expo
ASB Showgrounds



Colorwood
Whitewash

The brief was to deliver a highly unique and inspirational educational experience that would set Unitec apart at the 2012 Coca-Cola Careers Expo and attract students to the stand by delivering on the brand's promise of 're-framing learning to create highly productive talent'.

Amidst tough competition from some of New Zealand's best educational institutions, it was important for the stand to have maximum impact, drawing prospective students in and creating a highly engaging and tangible brand experience that would encourage them to consider Unitec as a key step in achieving their career goals.

The overhead signage made a bold visual

statement, which could be seen from all areas of the pavilion and allowed easy access on to the stand from all sides. A specially developed gamified diagnostic iPad app (that matched student's character type with their potential future vocation) was the main focus of the stand. The aim was to showcase technology in a new and friendly way; so the iPads were hung on a 5 metre long white lycra 'umbilical'. The suspended devices freed up floor space, allowing more students to experience everything the stand had to offer.

A simple but textural background material of strandboard, finished with Resene Colorwood Whitewash for the floor, cabinets

and worktop, enabled the iPads to stand out even more. The background finishes were sustainable and cost effective. A lightweight aluminium back wall and overhead structure were designed to support the printed screens, all of which are re-usable and re-configurable. The whole experience was topped off with K-bar giveaways in colours representative of the Unitec brand.

The Coca-Cola Expo Unitec stand shouted loud and clear what the Unitec brand is all about - real, inventive and immersive. It represented what the institute's new directorate is all about - collaboration, freedom to think big and bold, and having fun.



Design Director: Clark Pritchard, Designworks
www.designworks.co.nz

Building Contractor: Format www.format.org.nz

Spatial Designer: Bridget Taylor

Photographer: Georgina Kivell

Other Key Contributors: Jeff Wong,
Owen Johnston, Mark Benseman, Dave Black,
Russell Douglas, Martin Currie, Natalie Crowe

