



VIBRANT BOOTH ATTRACTS TRADESHOW TRAFFIC

CHALLENGE

DuPont™ Artistri® wanted a visually engaging booth design that would promote its inks' capabilities and accommodate live digital printing demonstrations—and all within a tight timeframe.

Street Level Studio (SLS) was asked to create a booth schematic and graphic design highlighting Artistri® inks' Direct-to-Film (DTF) and Direct-to-Garment (DTG) digital printing applications and celebrating the brand's 35th anniversary. The booth's floor

plan needed to accommodate a sizeable printer, a clothes rack for printed garments, and a meeting area. To enable future reuse, the design needed to adapt easily to various space configurations while maintaining its visual cohesiveness and physical integrity.



A smart booth schematic and luminous panel design that drew in attendees with a simple-yet-effective layout, on-brand graphics, and kaleidoscopic color.

After delivering a flat schematic for the 10' x 20' booth, the SLS creative team designed a backlit panel inspired by the Artistri® brand's vivid graphics and "The Best Stories Are Told with Color" theme. The LED-framed panel was emblazoned with a mesmerizing central graphic flanked by images featuring clothing printed with DTF and DTG inks—each image carefully designed to optimize the backlit effect.

A cleverly crafted canopy—that can be removed to accommodate a variety of tradeshow layout scenarios—touted Artistri® DTF inks' consistency, safety, and vibrancy while also concealing the garment rack. Live printer demonstrations offered attendees an opportunity to see the digital inks in action.

RESULTS

The backlit booth earned the DuPont™ Artistri® team both high praise and high traffic, and will continue to garner attention at future tradeshows.

Street Level Studio's illuminated panel design stood out among a sea of dark booths, serving as a beacon for tradeshow attendees. Global Communications Leader Tatiana Abib applauded SLS's efforts, saying, "Our booth was outstanding, and you were the key piece to make it happen. Thanks to the designers for creating a booth with backlights. It definitely popped! Let's go for more!" Thrilled with the innovative, modifiable, and cost-effective design, Tatiana and her team will repurpose the booth at several tradeshows throughout the Artistri® brand's anniversary year and beyond.

