

Catellus: “Sustainability Exhibit”

Objective:

Prologis recently acquired Catellus, a master developer responsible for many of the most innovative and sustainable mixed-use and retail land developments in the United States. Catellus has a national reputation for developing inventive, highly functional communities that adhere to stringent sustainable design principles and add economic, social and environmental value to the communities they serve. With this in mind, PG Exhibits was given the task of creating a new trade show exhibit that reflected the innovation and environmentally friendly image that Catellus wanted to portray to trade show attendees. The design had to meet certain functionality needs as well; there needed to be a large screen monitor prominently mounted in a central location, discreet storage, interesting lighting, and interactive workstations.

Target Audience:

The target audience for this new exhibit is trade show attendees such as real estate developers with an emphasis on sustainability. These developers have projects, which often include substantial public amenities, have added economic, social and environmental value to the communities they serve.

Strategy:

PG Exhibits took the approach of simplicity when strategizing our approach to the design. By reducing the design down to its simplest objectives, we achieved a clean effective messaging vehicle for Catellus. The shape of the exhibit was created with a somewhat European flair that showcases a plasma monitor in the center. The back wall structure is a unique vertical angle that transforms to a gentle horizontal curve at the bottom and into a raised floor. On each side of the center structure is an interactive monitor with interchangeable supporting graphics. Some of the most unique details are the illuminated side panels and the illuminated center counter. All materials used in construction of the exhibit are “green”. The aluminum framing is 100% recyclable. The center counter is a material called eco resin (made from recycled plastic). All finishes are green certified and formaldehyde free. The lighting is low voltage and fluorescent both of which are better for the environment due to low energy usage.

Result:

The new Catellus trade show exhibit made its debut with excellent reviews from attendees at the 2007 Catellus retreat trade show in Lake Tahoe, Nevada. Catellus is the show sponsor so their expectation was to drive more traffic to their corporate exhibit. They estimated that up to 50% more developers came to their trade show exhibit over past shows. The consensus was that the booth image engaged more attendees and established them as the leader in sustainable urban development. Overall the design achieved its goals and was a complete success.

C a s e S t u d y : C a t e l l u s



Catellus 10'X 20' Exhibit



Case Study: Catellus



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