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# De Rigo REM

**Project Type:** Custom Trade Show Exhibit

**Location:** Vision Expo, Jacob K. Javitz Center, New York, NY

**Services Provided:** Design, Fabrication, Graphics, Electrical, A/V, Installation & Dismantle, Showsite Supervision, Logistics

In 2016, De Rigo REM wanted to introduce their company's merger with a brand new custom exhibit booth to debut at the Vision Expos. This booth was meant to provoke curiosity from passersby through its unique and out-of-the-box design.

De Rigo REM's objective was to create a booth with the flexibility to be transformed every show, thus making it appear like a different exhibit each time it was installed. Knowing this, Gilbert worked closely with De Rigo REM to create a base design that was easily transformable to maximize the change and minimize the effort. The ultimate goal was to create a buzz and promote exposure on social media by creating "Instagramable" spaces.

## *2017 Vision Expo East*

At 2017's Vision Expo East, De Rigo REM debuted the new booth by Gilbert that paid homage to their blue logo. We created a deep blue box made out of welding vinyl. An unusual choice of material, the transparent "blue box" certainly didn't look like anything else on the show floor.

## *2017's Vision Expo West*

We switched out the vinyl for mylar, giving the booth a shiny, airy, and open feel from the inside out. It's this type of change that allowed us to create a completely different-looking booth without compromising De Rigo REM's budget or goals.



### 2018 Vision Expo East

Through the use of flame-retardant white plastic camo fabric, we created a light, aerial space that mirrored the illusion of snow flowing down the sides of the booth. We also created a stark-red tunnel into the booth highlighting the Converse brand. In addition, the Chopard brand was highlighted through a custom-built mirror room which allowed visitors to walk into an artistic experience filled with lights and mirrors that traced the walls, giving De Rigo REM the opportunity to hit their "Instagramable" goals and generate show floor buzz. All of the hard work paid off; the DeRigo REM exhibit won Most Creative Booth design!

