

# EXPO

trade fair stand design



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P-R-O  
Graphics



# VICKERS

A TRINOMA Company

client: *Vickers Division, Trinoma Corporation, Maumee, Ohio, USA*

designer: *ICON Incorporated, Fort Wayne, Indiana, USA*

product/service: *Heavy equipment, hydraulic pumps, valves, controls, hoses and fittings*

fair: *CONEXPO, Las Vegas, USA*

date: *1996*

Vickers manufacture hydraulic pistons and pumps with a wide range of applications in different mechanical industries. One key use is as power and motion control-units on construction industry equipment, such as excavators and diggers. So if you want to move the crowd, move the earth...

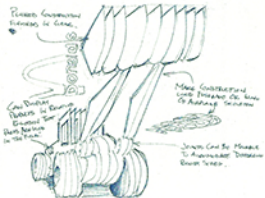
client: Vickers Division, Trinova Corp.

fair: CONEXPO, Las Vegas

stand size: Island stand 9m x 12m  
(30ft x 40ft) with 8m x 4m x 2.5m  
(27ft x 13ft x 8ft) 'Abstractmobile'  
total production time: 3 months

## TRINOVA VICKERS

ICON Incorporated is a design company, specialists in full-service exhibit design and production, who already worked with Vickers on a number of trade exhibits and presentations. They were approached by Vickers to find a way of showing their new line of hydraulic pistons and ancillary equipment to their own distributors, in the USA and internationally. The first part of the answer was obvious – show the products at work, for example on a twin-shovel mobile excavator. The second part was harder: how to single out the products from the rest of the mechanical 'background' of the excavator digger itself. The answer was to **build your own** one, which is precisely what Jim Martin, the industrial designer, and Mike Bricker, the project manager, set out to do.



The first idea - on a McDonald's machine

The 'Woodie Abstractmobile' on display at Vickers headquarters for the 'Power of Discovery' event

The "Abstractmobile"  
on the CONEXPO  
stand

"The result was  
undoubtedly the best example of a  
"Just do it!" attitude and execution."

Michael Teardt, Global Communi-  
cations director, Vickers.

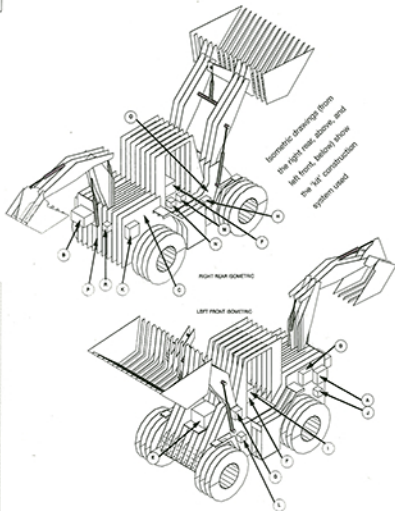
*ICON Incorporated* first built their excavator digger in unpainted, natural half-inch birchwood-ply. They then built it full-scale and finished, the "Woodie Abstractmobile" – as it was christened – was 8m (27ft) long and over 4m (13ft) high, standing on four massive wooden wheels. It included not only six of the new Discovery series straight, and T-bar piston pumps, but also 11 other new products, such as vane pumps, brake and truck valves, and manifolds. These key items were clearly visible against the plain background of the natural wood, and indeed were deliberately left exposed. While the model was not fully-functional (as it did not have a power source) the positioning and relationship of the controls, gears and pistons were displayed as they would be on a real machine.



Scale and surface are  
the key to the project's  
success. The top of  
the upper wheel is just  
over 4m (13ft) from  
the ground

"Success from a design point of view was due in large part to the few design perimeters set forth by the client." Jim Martin, industrial designer, ICON Incorporated.

The **scale** of the design is a key to this **success**. Not only does it show the featured products at full size, but finds a way of presenting them that is immediately engaging. The whole object looks like a child's giant construction kit, a feature emphasized by the open-work wooden plates that frame the assembly. Seeing it looming over the formal heavy engineering tools and gearboxes displayed on adjacent stands must have been like finding a long-lost favorite toy in a forgotten toy-box. The in-house showing was called 'Power of Discovery' a name cleverly and excitingly interpreted by the design team.



Many who came to the 'Power of Discovery' presentation described it as "the best industrial event ever attended", and the 'Woodie Abstractmobile' generated similar enthusiasm among the Vickers employees who saw it. By stepping outside the normal vocabulary for presenting technical equipment, and producing instead something both realistic and fantastical, ICON Incorporated both met the needs of the client for showcasing a new product range and created an interesting design solution. Not surprisingly, the project received considerable press coverage and won a Design Award.

