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# Nikon

**Project Type:** Custom Trade Show Exhibit

**Location:** The International Consumer Electronics Show (CES), Las Vegas Convention Center, Las Vegas, NV

**Services Provided:** Design, Fabrication, Graphics, Installation & Dismantle, Showsite Supervision

In order to create an exhibit that demonstrated Nikon's dedication to the study of light, while still presenting the brand as fun yet high-end, we had to create something otherworldly. Wanting to create an "arena of light," we developed a celestial space that resembled the sun and its rays. We suggested the exhibit radiate warmth and movement, linking to Nikon's cornerstone: the use of light. To do so, we used tension fabric in Nikon's signature yellow

and wrapped it alongside the top of the exhibit. For a natural effect, cutouts in the fabric in front of gobo lighting created the illusion of light rays. Angular showcases gave the feeling of light in motion that tied in Nikon's digital products. Overall, the exhibit was a success and allowed Nikon to show itself off in an attractive way that drew thousands of potential clients and received numerous accolades from staff members, attendees, and media outlets.