



Weatherproof

Project Type: Custom Trade Show Exhibit

Location: Mandalay Bay Convention Center, Las Vegas, NV

Services Provided: Design, Fabrication, Graphics, Electrical, Showsite Supervision, Installation & Dismantle, Logistics, Storage

For a look that was as industrial as the brand itself, Weatherproof came to Gilbert hoping for something unique to match their image. We realized that the client's line of brightly-colored clothing would really pop against rustic elements, so we chose to maintain that contrasting aesthetic throughout the space. To achieve this, we incorporated different industrial materials that had a post-modern feel to them, including bold, memorable graphics.

We also collaborated with a metal sculptor to create an expanded, organic metal structure using discarded objects such as old tires and oil canisters. We felt that maintaining a true industrial look was crucial, which is why we brought in a scenic painter to create faux concrete throughout the entire exhibit. Feelings of the industrialized outdoors filled the space, creating a unique and authentic branding experience that allows Weatherproof to radiate out onto the show floor.