

DREW ESTATE: INTERTABAC

CUSTOMER

Drew Estate Cigars / Swisher International
Tradeshow booth
14.000 visitors (3 days)



PROJECT BRIEFING

Before 2016 Drew Estate used to work with shell scheme walls and a wallpaper print spread on a display table with their products. For a "rock & roll" type brand, it all looked kind of amateurish, and we were determined to provide them with a vision and look & feel for the booth that could develop over the years.

CREATIVE PROCESS

The starting point of the whole design process was the urban feeling of the Drew Estate brand; brick walls, bare steel of the Manhattan Bridge, cigar brand names like "Dirty Rat" etc. Compared to the high-end, glossy style of most cigar brands, Drew Estate is way more urban and accessible. We wanted to make that come across in the booth by using brick walls in the prints, bare wood for display furniture and even the booth models should have tattoos to express that feeling.

CHALLENGES

Drew Estate and SQuare are a match made in heaven. They trust us blindly when it comes to design propositions and materials we work with. The biggest challenge we faced was to create a cohesive design that both expressed the overall Drew Estate brand, as well as all their feature cigar brand expressions. Drew Estate was eventually taken over by Swisher International and both brands needed to have their own brand worlds expressed in the booth.

BEFORE



SKILLS

- ✓ Project management
- ✓ Consultancy
- ✓ 3D visualisation / Rendering / DTP
- ✓ Concept development / 2D & 3D design
- ✓ Design engineering
- ✓ Visual merchandising

RESULTS

- 🏆 Drew Estate / Swisher booth became one of the most visited and talked about booths of the tradeshow.
- 🌍 We chose to use sustainable design; adding some elements each year, but also reuse most of the materials of the year before
- 🌟 For the edition in 2019, we had the chance of developing a booth of 220 sq meters divided over two spaces alongside the same aisle, complete with coffee bar and beer garden.
- ✂️ As a special feature, we added a curved canopy element on each side of the aisle, stretching from one end to the other
- 🔑 The meeting room was tucked away behind a wall with 14 rotatable plates with brand expressions on each side

“You were able to step up your game without increasing costs.”

Mac Bergson, Director Global Affairs at Swisher International

FINAL DESIGN

