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SCION



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System: Corporate Branding
Attachment Method: Eclipse™
Metal Fabric Pattern: Scale (modified)

Project: Scion North American International Auto Show (NAIAS) Display
Location: Detroit, MI
Event/Marketing Design: George P. Johnson Company
Facility End Use: Auto Show Display Backdrop
Renovation or New Construction: New Construction
Completion Date: January 2005

Project Details: The North American International Auto Show (NAIAS), the largest auto show in the United States, showcases the industry's latest vehicle models and previews what's to come. At the January 2005 show, the Scion exhibit glowed with bright lights against a stainless steel backdrop.

The NAIAS, once known as the Detroit Auto Show, dates back to 1907. Since 1965 it has been held at Cobo Exhibition Center in Detroit, MI. Information podiums were accessible throughout the exhibit, welcoming visitors to stroll around and see the products up close. The sleek and clearly detailed exhibit utilized innovative materials to link the design of the vehicle with the display.

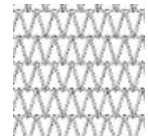
A Cambridge Architectural Corporate Branding mesh system was selected to make the most of space and lighting while remaining unobtrusive. Three internally illuminated 16 foot high arches were draped with Cambridge Architectural metal fabric, creating a modern-industrial

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Mesh Photo



Metal Fabric by Cambridge Architectural

Attachment Photo



Metal Fabric Attachment Hardware by Cambridge

Photo #1



Tensile Structure Made of Metal

Photo #2



Illuminated Metal Fabric Panels

Main Photo



Woven Metal Tension Systems



ambiance. Corporate Branding systems provide unique opportunities for displaying elements of corporate branding.

Approximately 2,500 square feet of Cambridge's Scale metal fabric with Eclipse tension attachment hardware creates the Corporate Branding mesh system, which features 59% open area.

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