

HAUSER EXHIBIT DESIGN

Business Profile

started John Hauser Iron Works in the basement of their Kitchener, Ontario home. Initially crafting ornamental wrought-iron fixtures, John's passion for living and enjoying life outdoors soon inspired him to shift focus and in 1949 Hauser began creating the finest, longest-lasting outdoor patio furniture that we are known for today. HAUSER is also very environmental friendly. The company has a recycling system to encourage the importance of the environments health. all Hauser finishes are 100% VOC free and all their metal products contain a minimum of 60-100% recycled materials

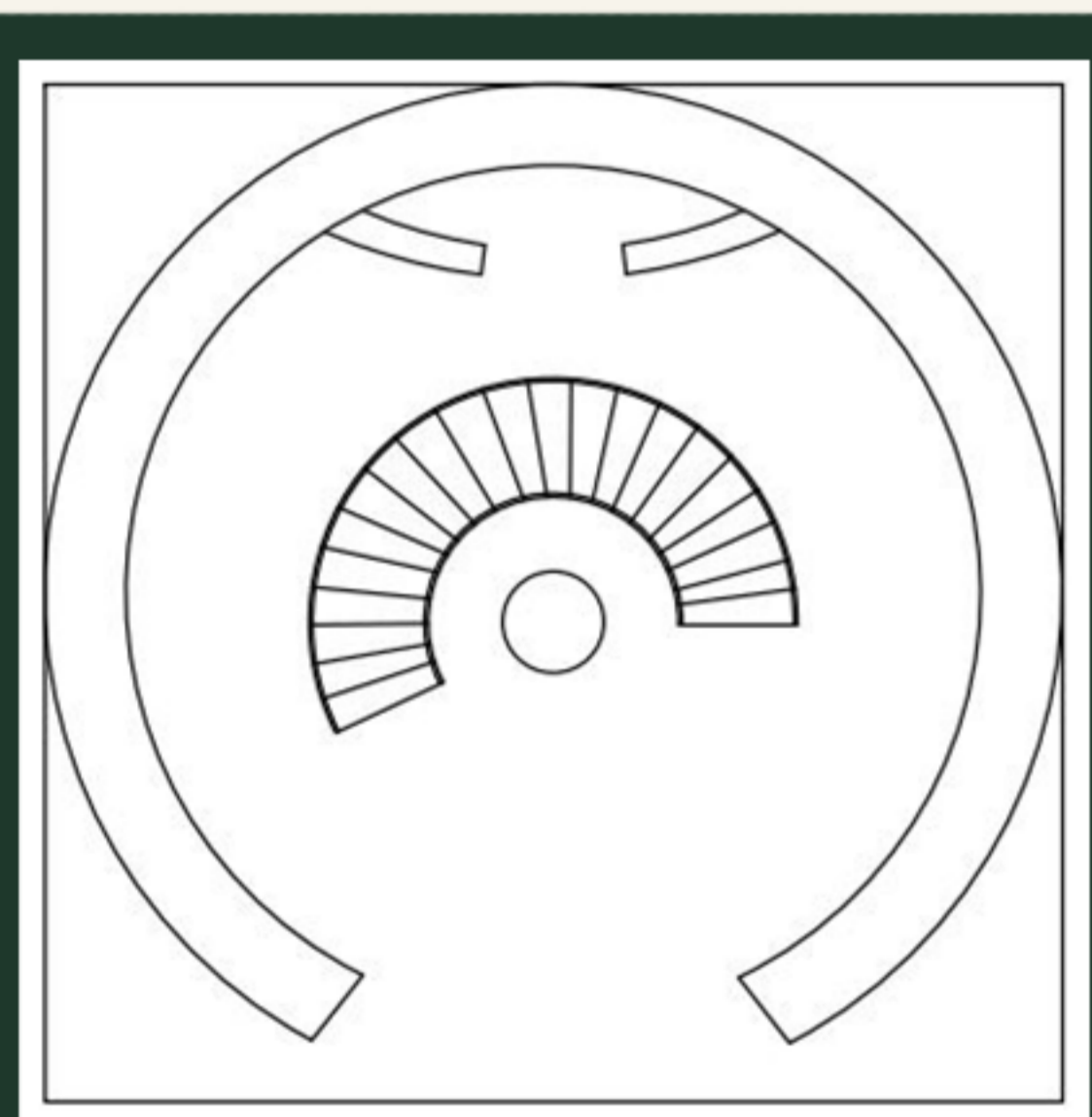


Concept

Step outside and take a deep breath of the fresh Canadian air. Using the concept of 'The Great Outdoors,' viewers can encapsulate themselves into a space of peace, warmth, and freshness. elements of colour using greens, blues, browns and orange woods that feel like maple syrup creates a true Canadian experience. The purpose of this design is to appreciate John Hausers work in a way that he would truly have wanted. Hauser himself quotes "live, life to the fullest, outdoors." and so with that, for this exhibit, we bring the outdoors in.

SPACE PLAN AND RCP

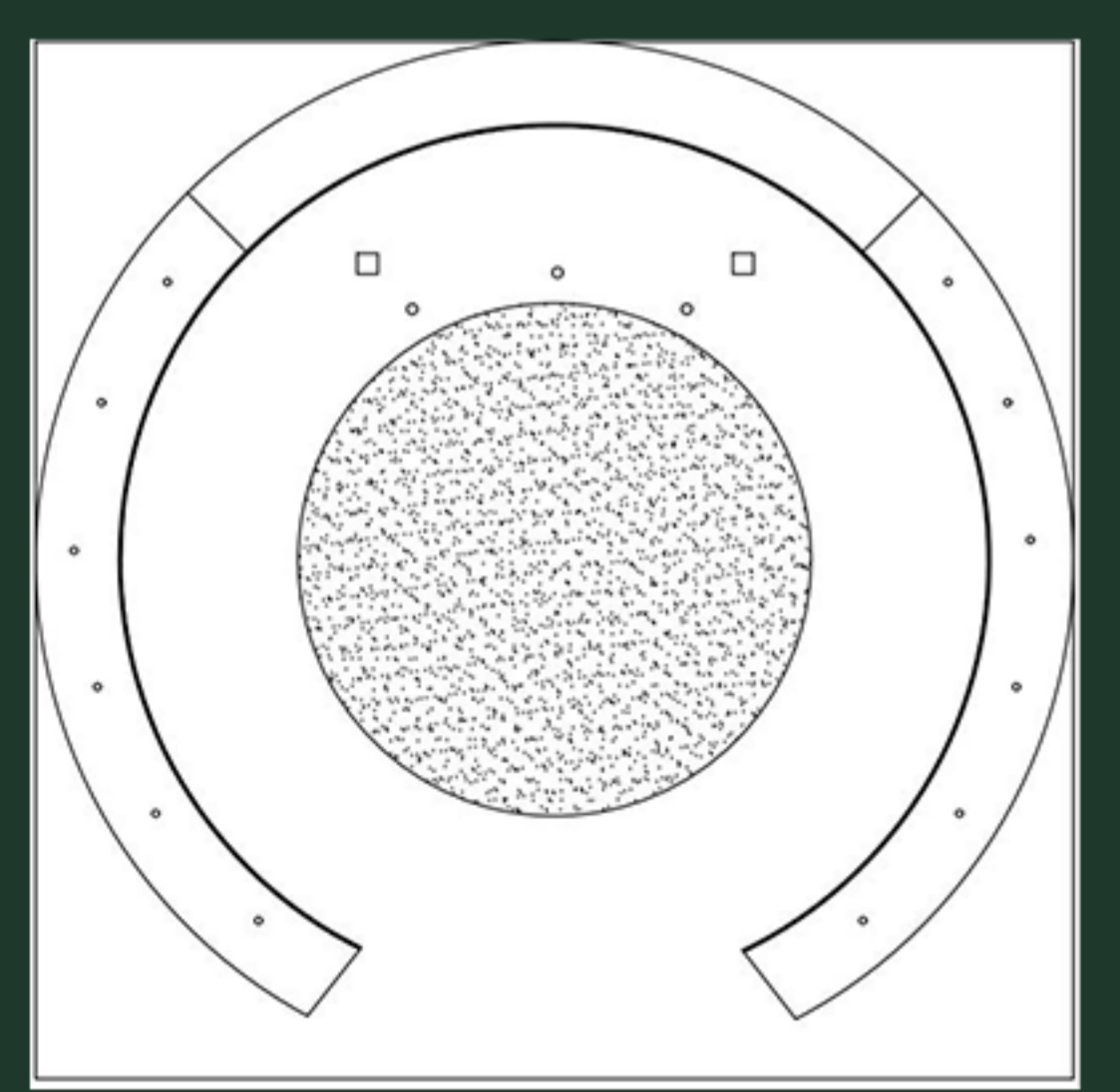
This 50'x50' spaceplan allows for ease of travel. 8' walkways are implemented, the staircase is 6' wide and the main entrance is 19' wide. the centerpiece tree guides your eyes to the decorative ceiling and then amongst the rest of the wall displays in a comfortable way using the element of rhythm and movement. arrows are displayed on the floor as a form of wayfinding. the use of multiple forms of lighting techniques are incorporated throughout the space to ensure optimal visibility.



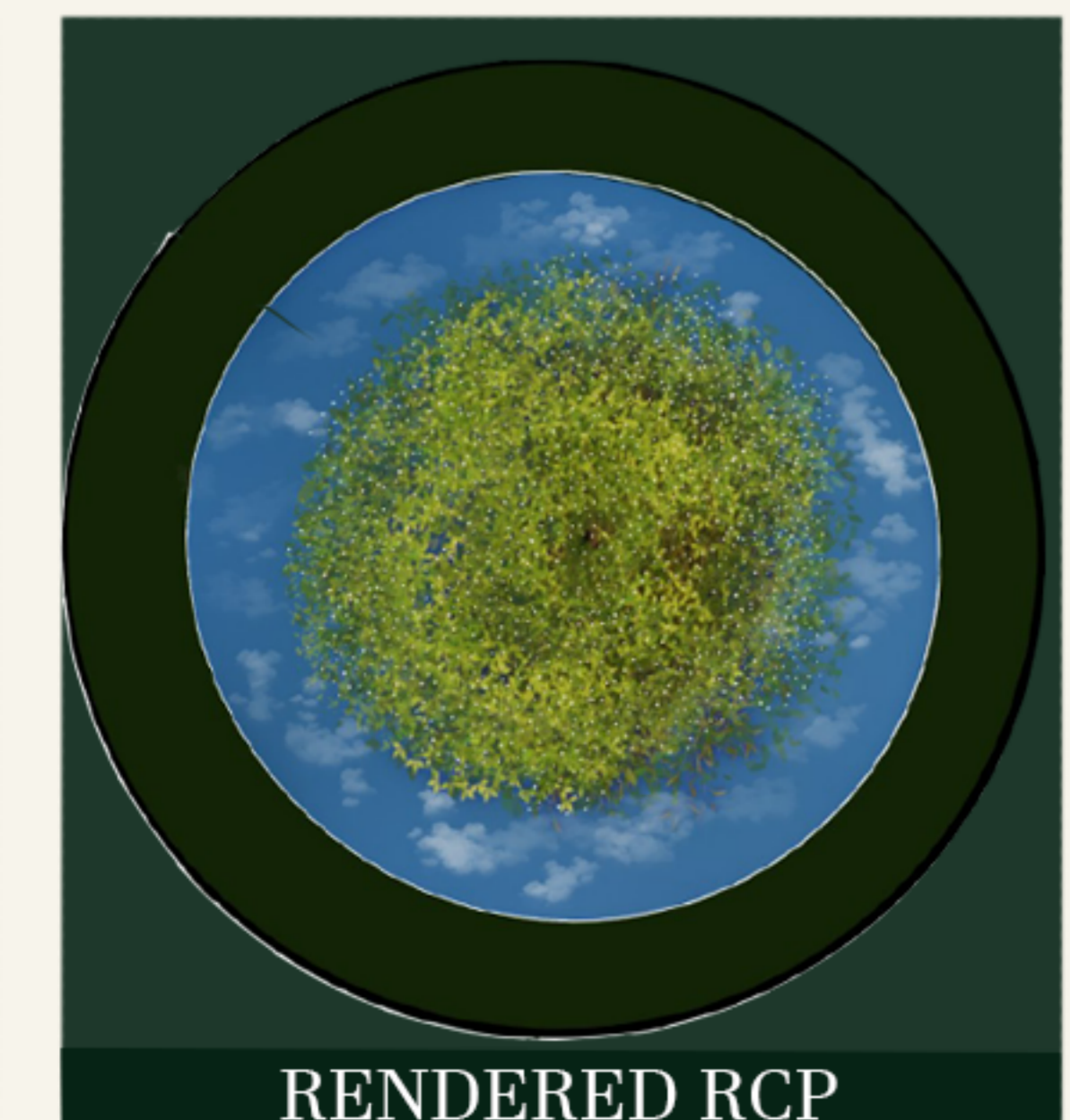
LOWER LEVEL



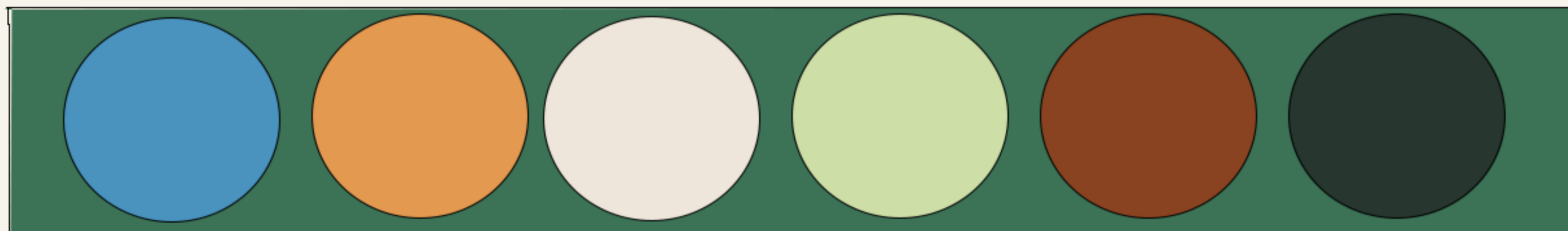
RENDERED FLOORPLAN



RCP



RENDERED RCP



COLOUR SCHEME
WARM/EARTHY

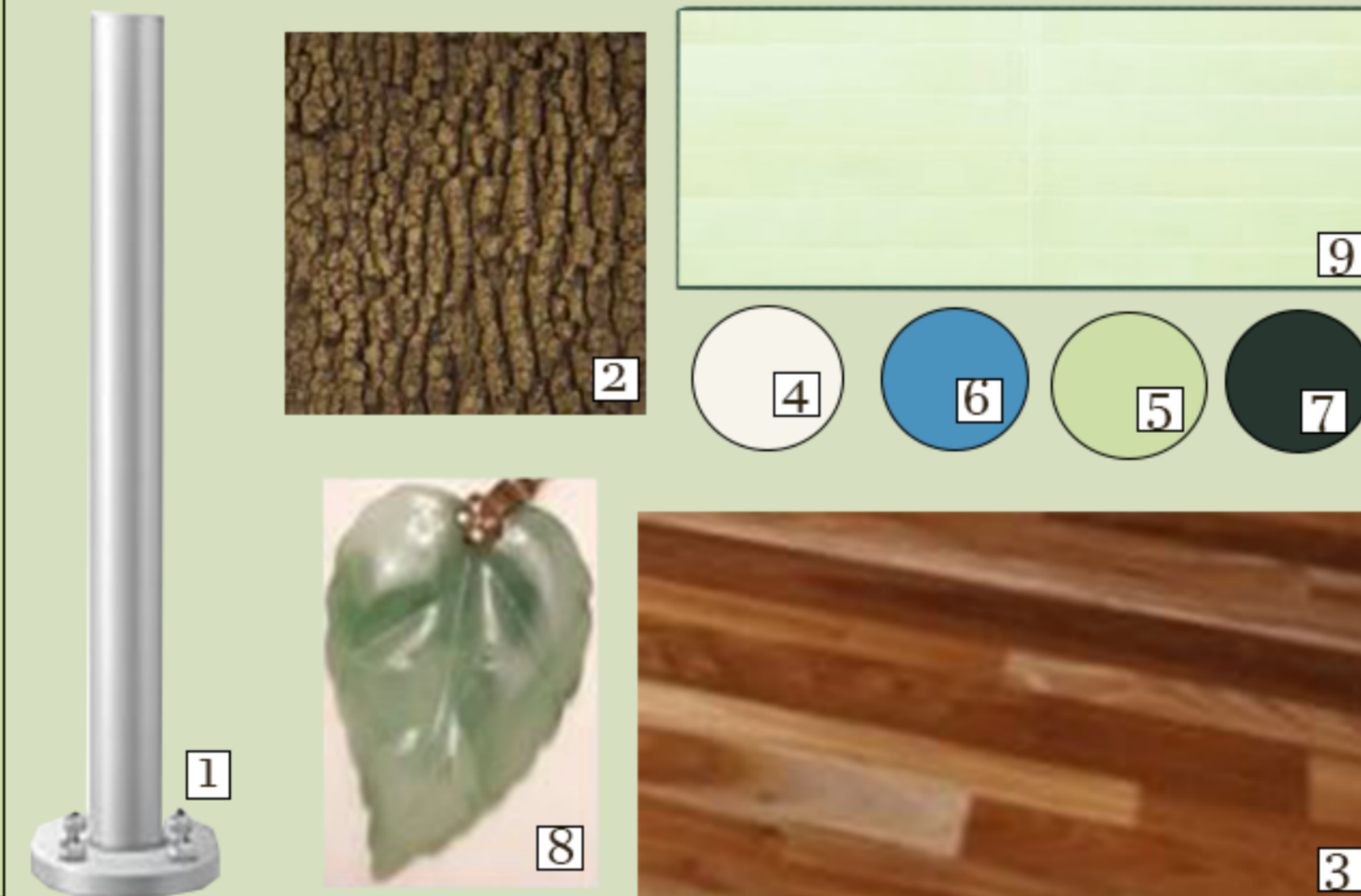


UPPER LEVEL

MATERIALS

MATERIALS KEY

1. Metal pole used for faux tree
2. Flex-bark: faux bark material
3. Custom mixed vinyl plank flooring
4. Ceiling paint
5. Stair paint
6. Ceiling paint
7. Wall paint
8. Resin faux leaves
9. Wall tile



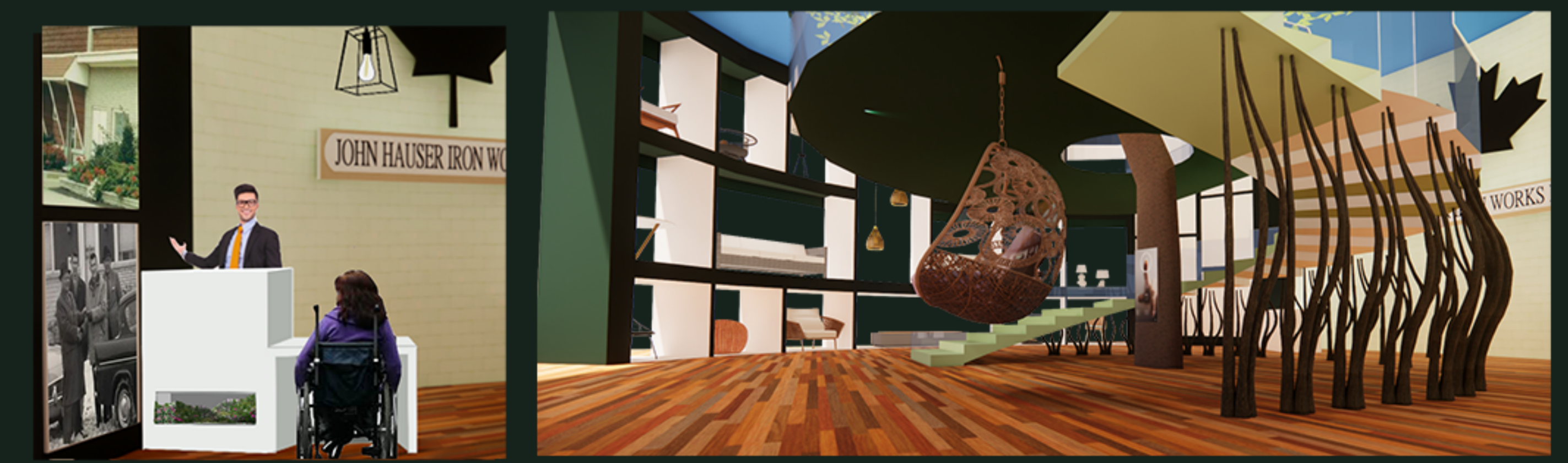
LIGHTING

FIXTURE KEY

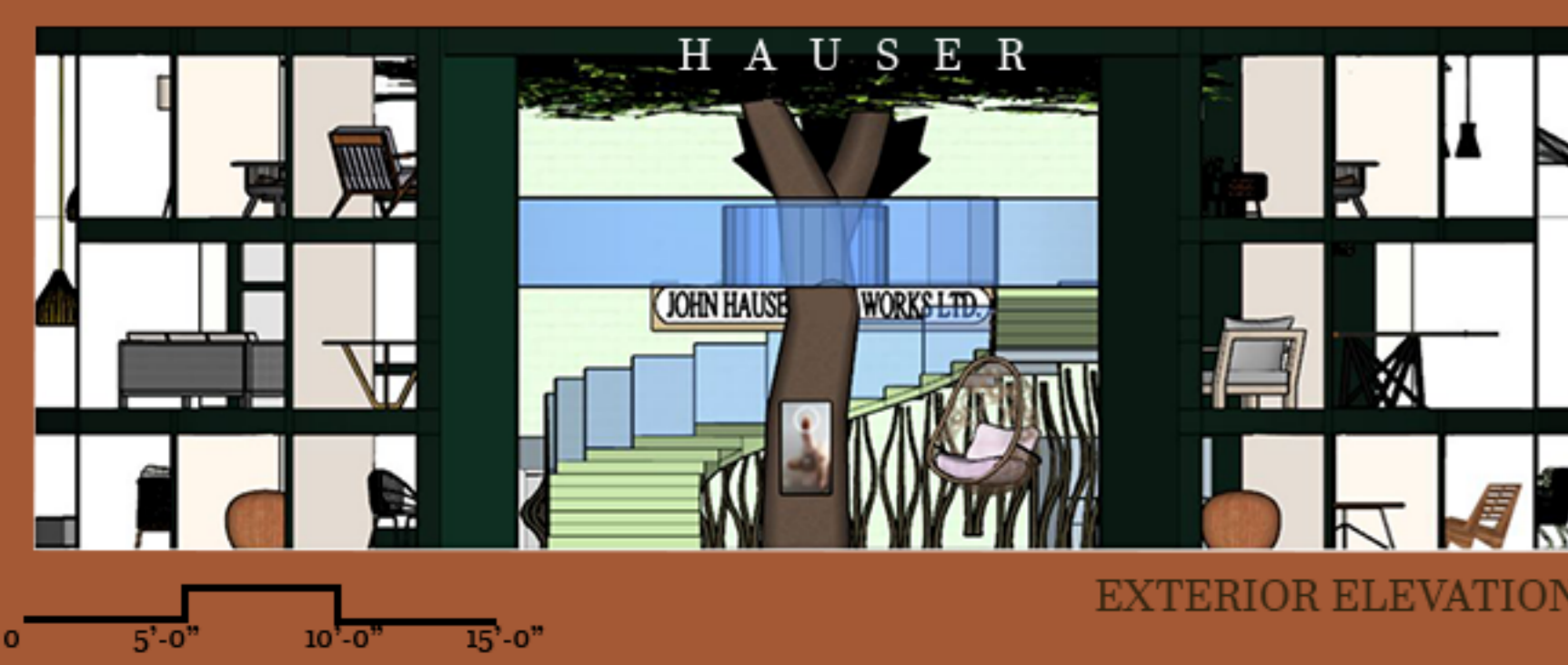
1. Fiber optics
2. LED strip
3. Pendant light
4. Recessed spotlight
5. Spotlight



PICTORIAL MODEL VIEWS



PROMOTIONAL GIFT REUSABLE TOTE BAG
Keeping with the concept of the outdoors, Viewers will take with them a reusable tote bag with a custom HAUSER design when exiting the exhibit. this tote bag is ecological friendly and protects the earth. HAUSER has a strong commitment to the outdoors, so the reusable tote bag represents the company in a great way.



EXTERIOR ELEVATION



EAST INTERIOR ELEVATION



WEST INTERIOR ELEVATION



SOUTH INTERIOR ELEVATION



NORTH INTERIOR ELEVATION