

SYK-2004 DESIGN CRITIQUE



If it's hip to be square, how about rectangle? Of course! The SYK-2004 takes three rectangles and shifts them into unfamiliar places. The large frame is left aligned, and the smaller frames are shifted right and staggered. Yet, the off-center monitor provides visual balance while creating two overlapping zones.



STRUCTURE DESIGN

- Three rectangular frames: (1) large and (2) small.
- The large frame, aligned left, serves as a visual anchor and breaks the booth space into two overlapping zones.
- Staggered heights and depths give the overall design a more custom appearance.
- The asymmetric monitor placement draws the eye to the center of the display.
- The two counters, one with shelves, the other with locking storage, bookend the entrance.

BRANDING OPPORTUNITIES

- Large rectangular panel for bold branding.
- Off-center monitor offers generous digital content space.
- Center and right panels for secondary branding, taglines, and stunning photography.
- Front open reception counter and locking reception counter.

FUNCTION

- Breaks into (2) 10 ft. options.
- Open reception counter for displaying products or literature.
- Locking storage in the reception counter.
- Wireless charging pads (on workstation).
- Three literature holders.
- Casual meeting space.
- Bright, long-life LED stem lights.