

ExxonMobil

-

Stand ONS 2014

-

Sketches

ONS 2014

-

*What are we going
to communicate?*

-

ExxonMobile theme:

-

Energy lives here

-

ONS 2014

-

Concept

-

Energy lives here

The exhibition stand pays tribute to energy and its importance for the quality of our lives, both today and in the future. It is energy and technological innovations that constantly better our lives, securing prosperity for more and more people.

The message emphasises that we need all forms of energy – in addition to a more efficient use of energy – to secure the world enough energy towards 2040. However we also communicate clearly how oil and gas, the energy forms that ExxonMobil find and deliver efficiently and securely, are decisive factors to making the world a better place for more people towards 2040.

The stand will be bursting of energy. The decor is colourful. It's pulsating. It's activating and it will signal our pride over being in our industry. We gather four central questions from the Energy Quiz, questions that will create understanding and reflection. And show the answers.

We communicate that energy also lives within our 80,000 employees. And in every one of us. The game, with the working title "Energy lives in you", will have this mission.

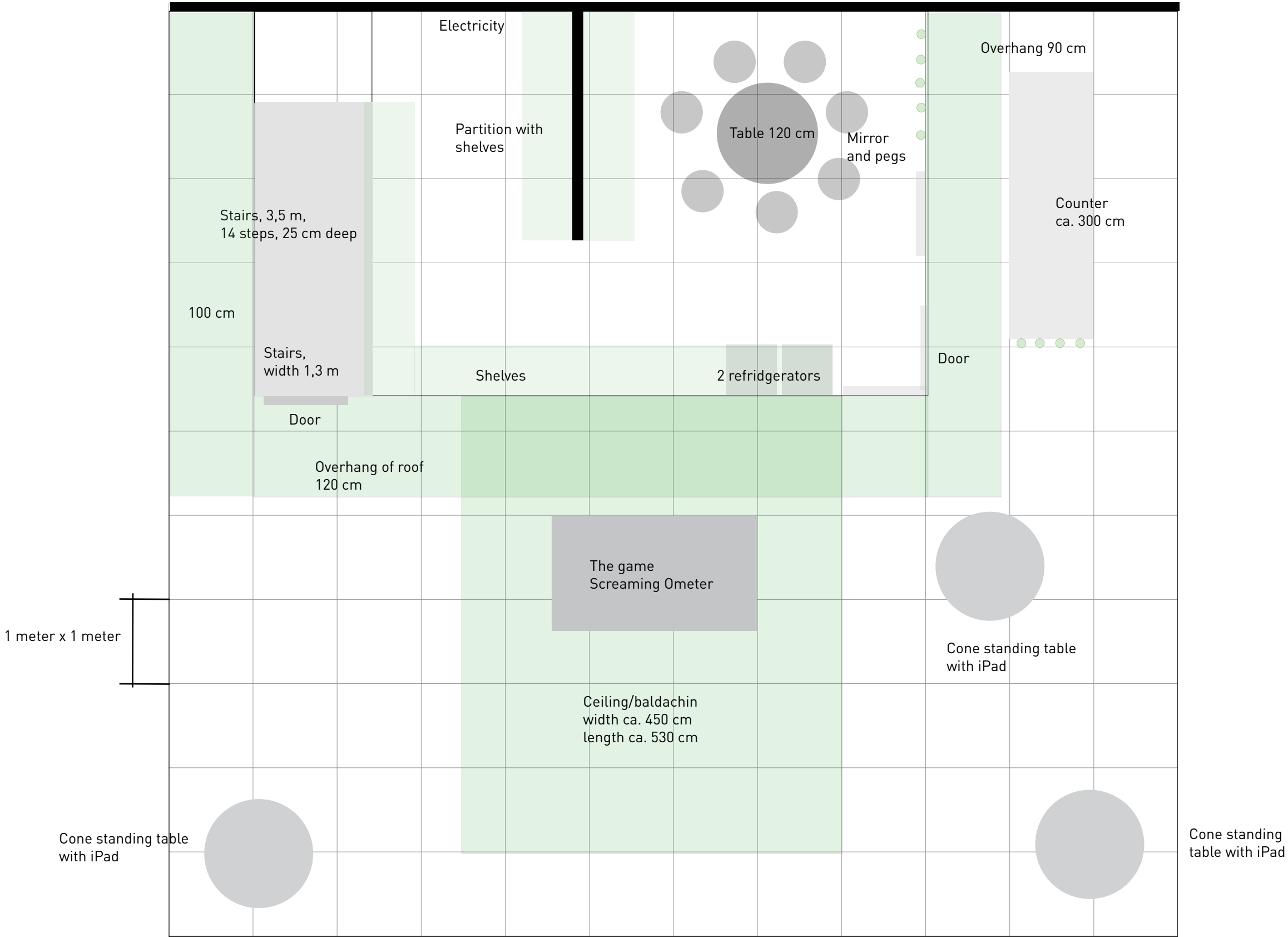
Summed up, the stand is more pedagogic and profiling for energy as a source of life, than specific on the whats and hows of ExxonMobil. This corresponds with the change in the slogan, from "Taking on the world's toughest energy challenges" to "Energy lives here".

-

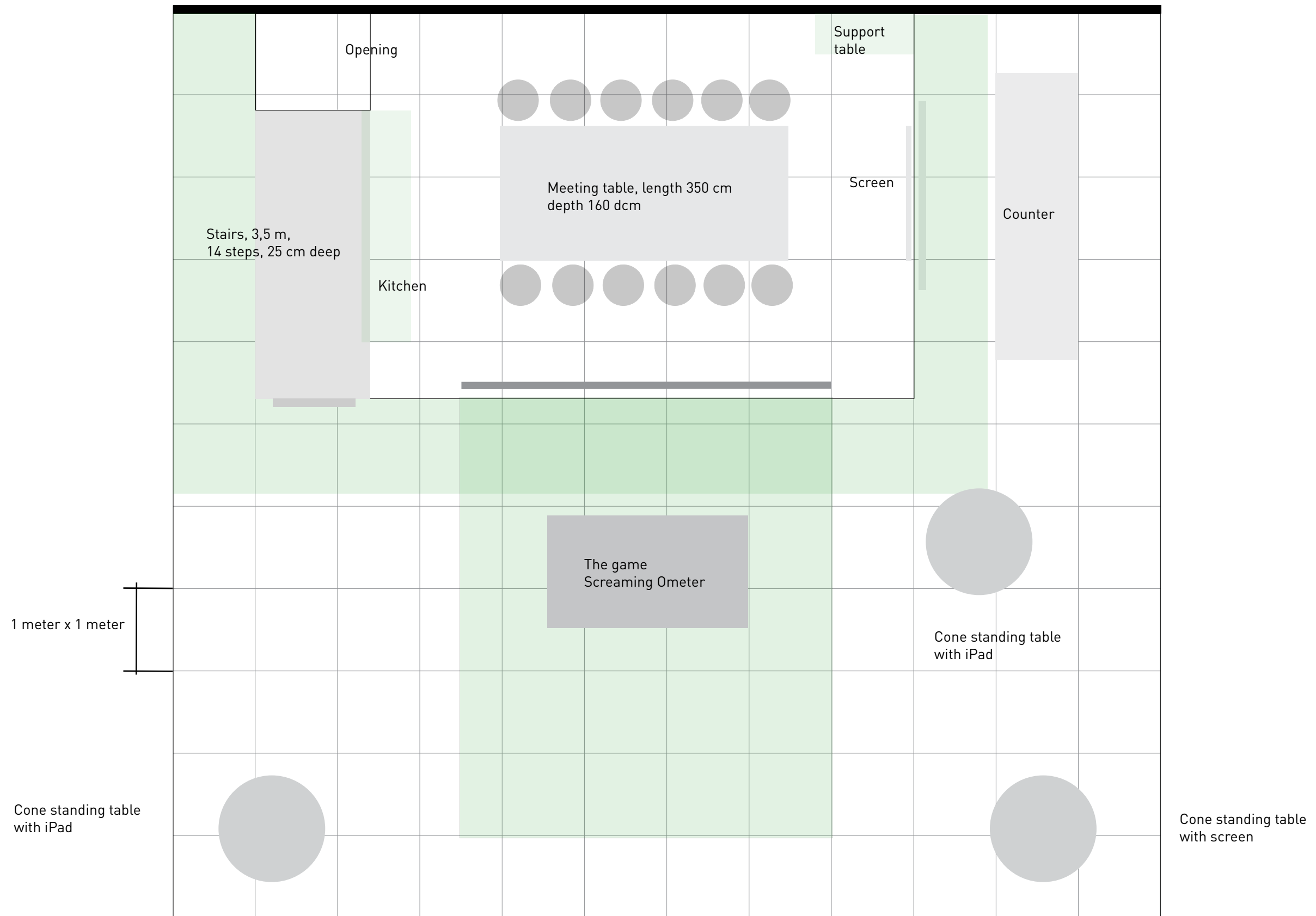
Outline stand 2014

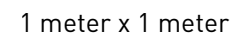
-

1. floor

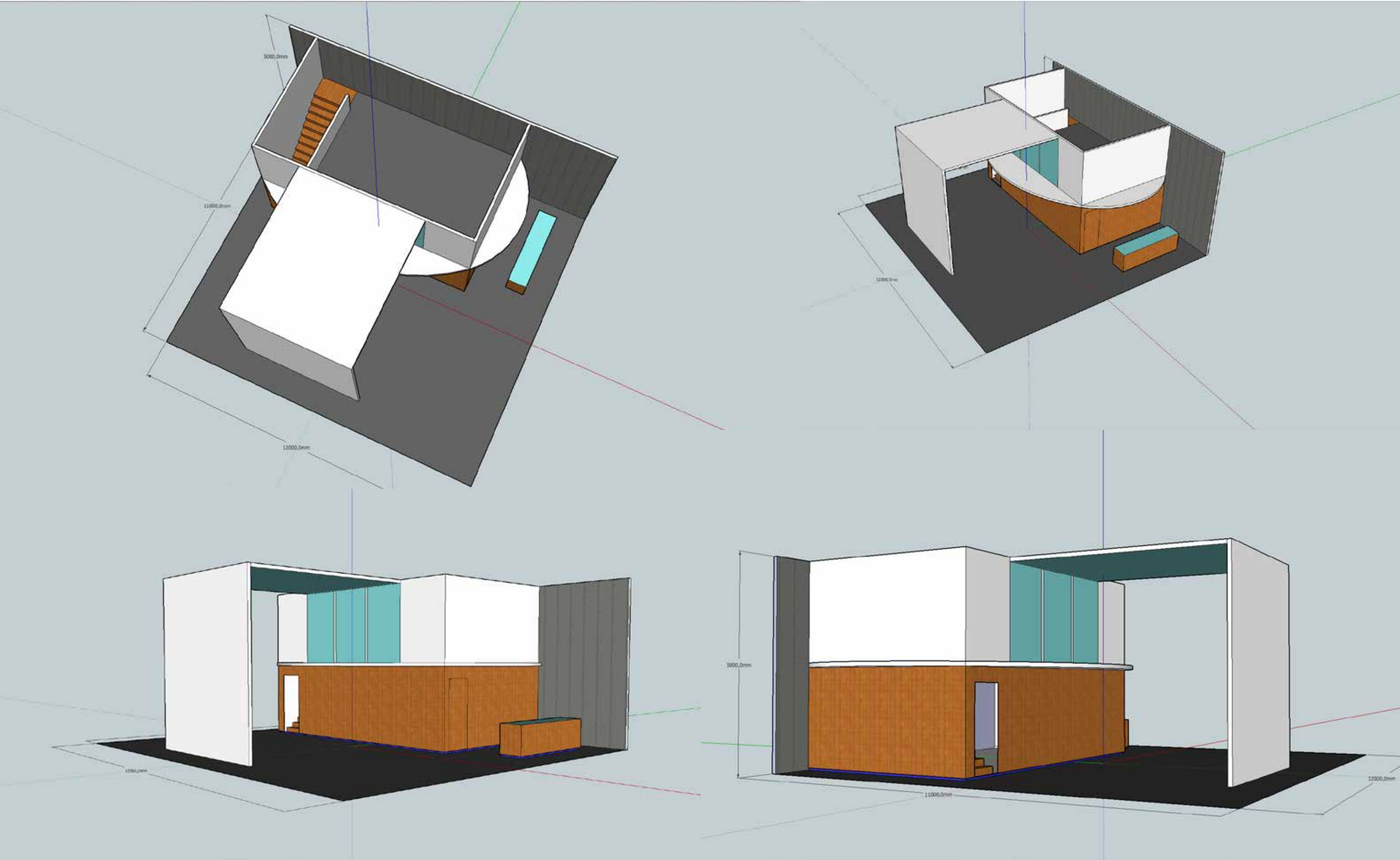


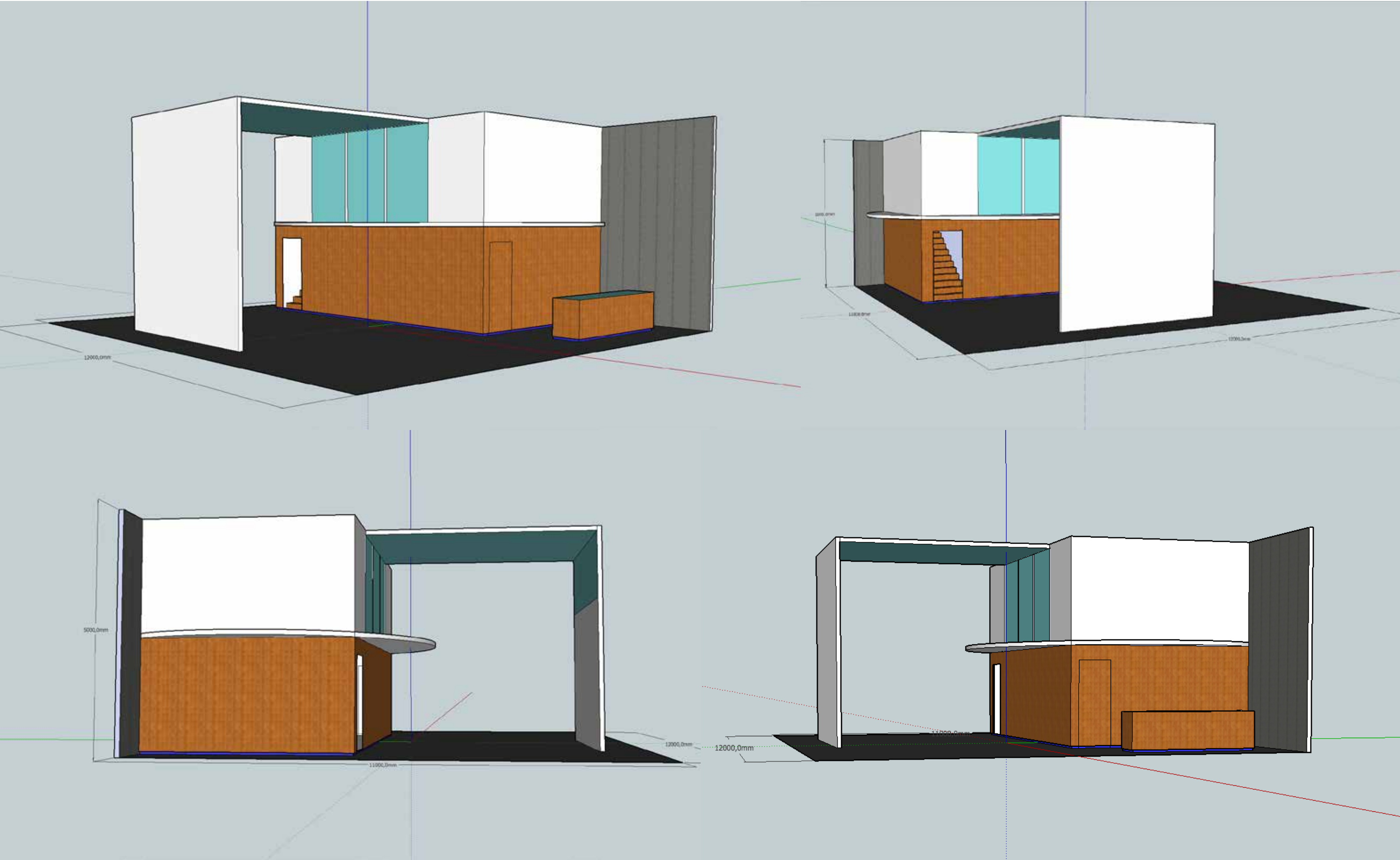
2. floor





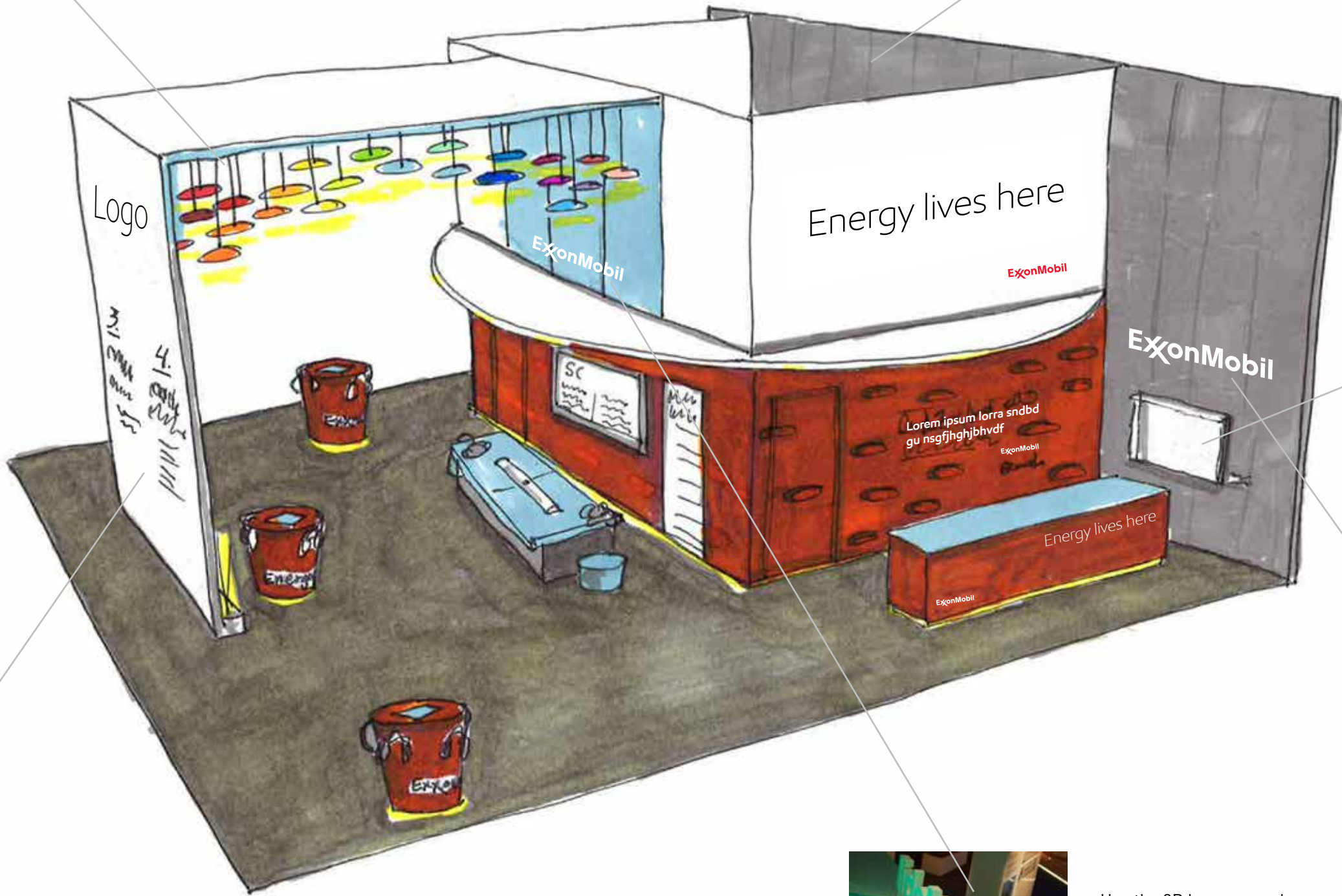
NB! There will be a ceiling on top of the meeting room.





Lamp installation forming an architectural VIZ, underlining the theme of the stand.

Roof on top of the meeting room, with spotlights.



New world map, showing ExxonMobil offices.
Text (small): Here lives our energy



The logo made in metal



Text and images on the wall.



Use the 3D logo we made in 2012.

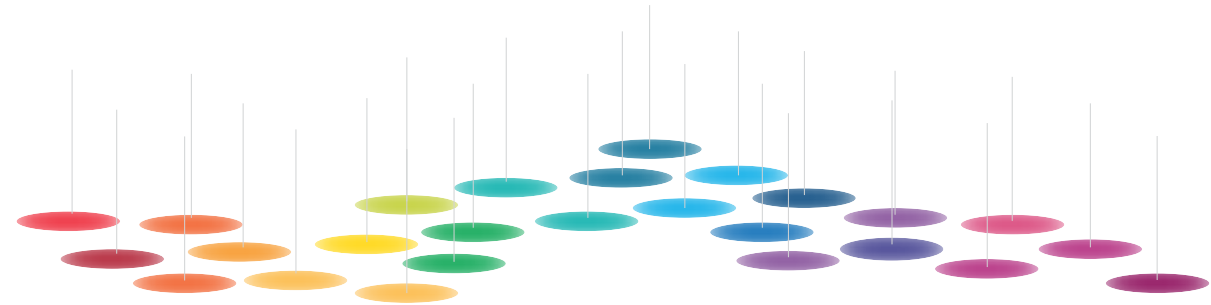


Plexi roof (glass with tint of green)
reflecting the VIZ made with lamps

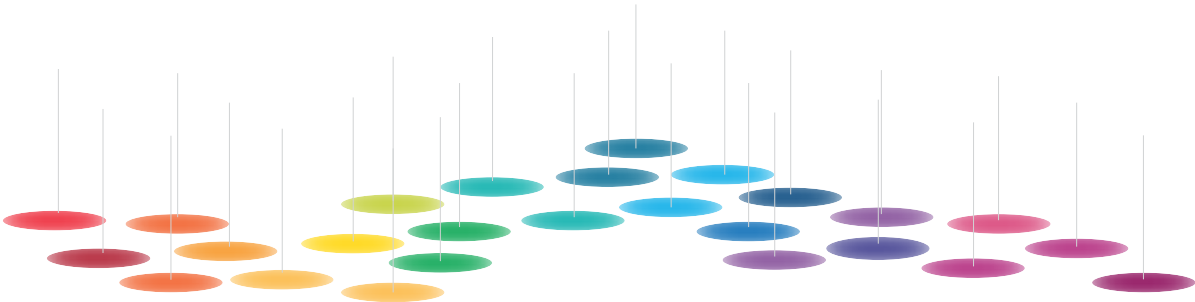
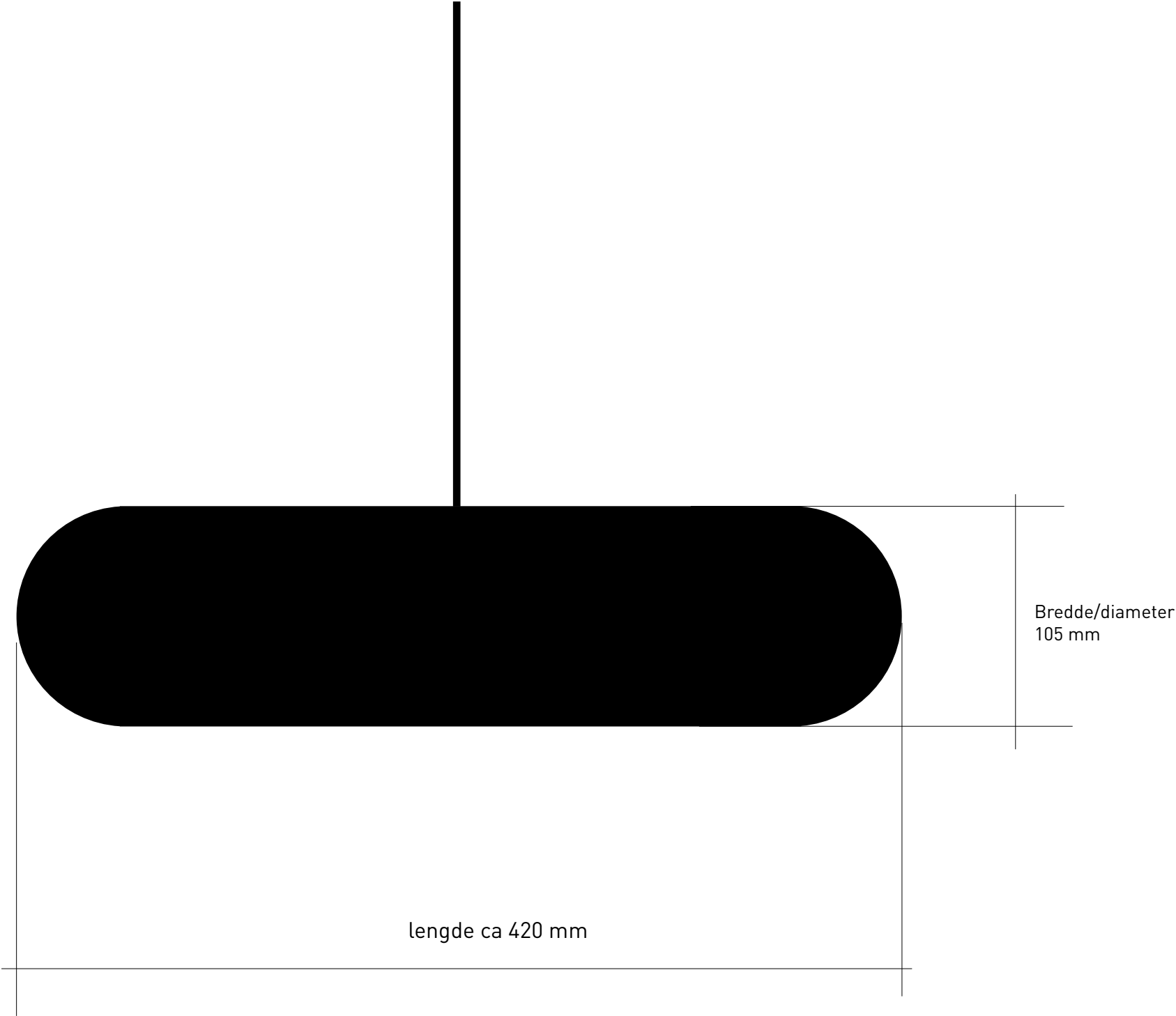


Corporate colours ExxonMobil

The VIZ made visually with lamps



The lap shape. 40



Reflective roof above lamp installations



Dark grey carpet



Panels with concrete wall look



Plexi glas/non-seethrough in meeting room

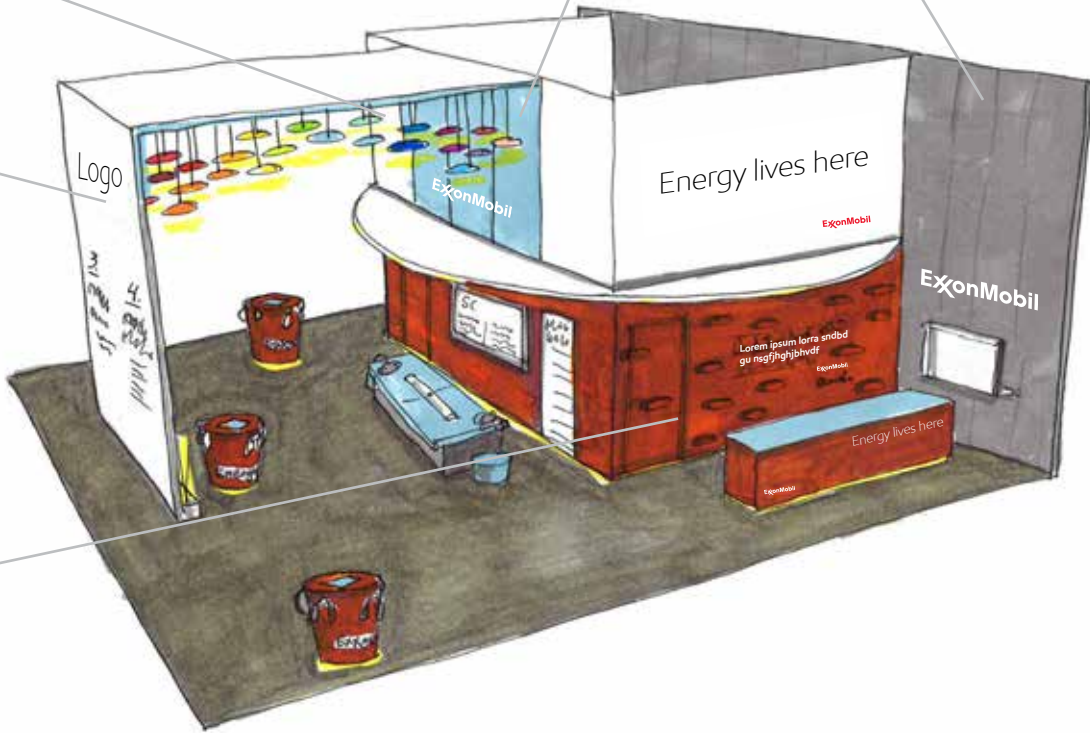


White walls, with
decor, text in dark grey.

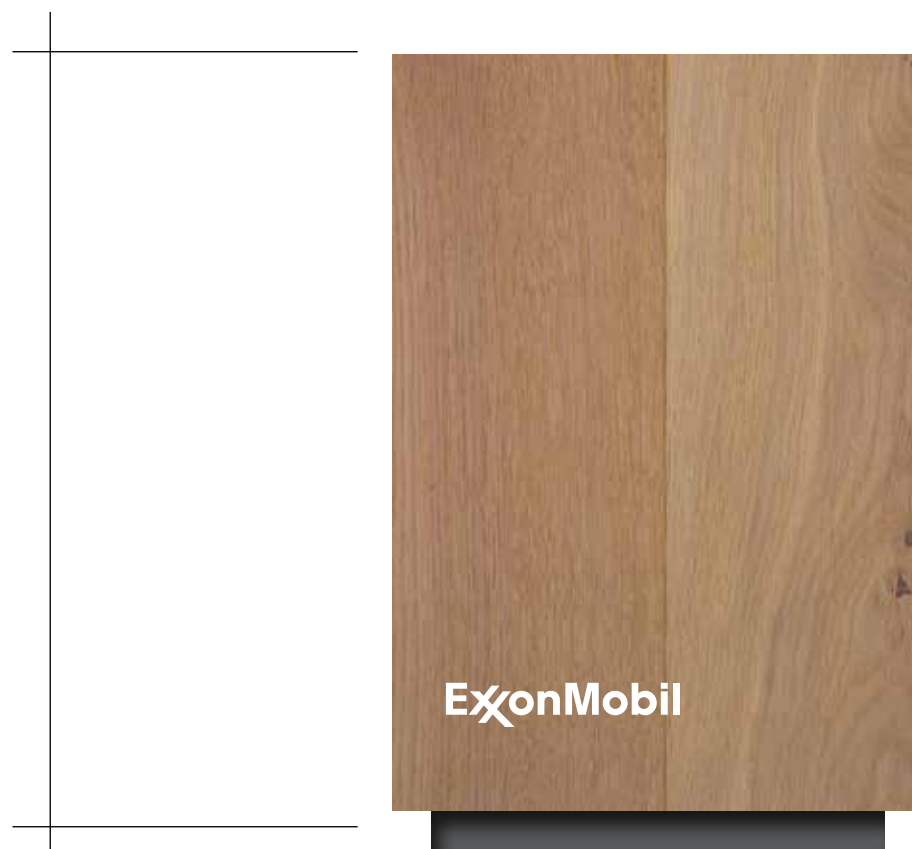


Wood panels in light oak walls, stairs and
iPad stations. Same shape as the lamps.
On walls, desk, iPad tables.

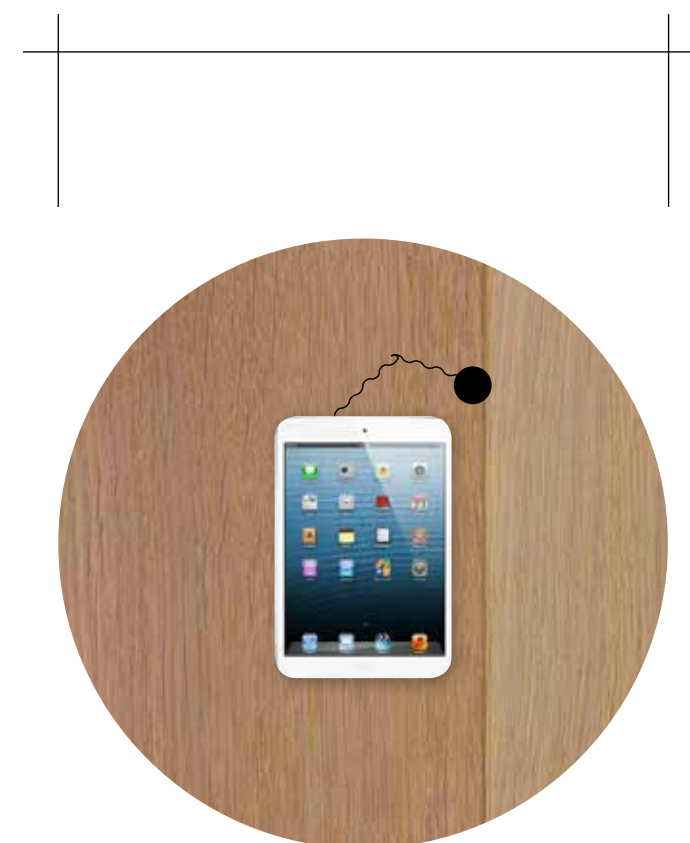
Meeting room ceiling
with spotlight.



Bord 105 i høyde
sokkel 5 cm m lys



Bord diameter 70 cm



ExxonMobil 2014 ONS moodboard

Inside the meeting room 2. floor



Plexiglas in meeting room – the lamp installation also becomes the decor inside the meeting room.



People outside can't look inside, thanks to the frosted windows. Round lamps hanging over the meeting table. Big screen. Concrete wall on backwall. Carpet in dark grey.

Chairs in ExxonMobil colours, in meeting room with different colours underlining the VIZ feel in the room. The chairs are stable.