

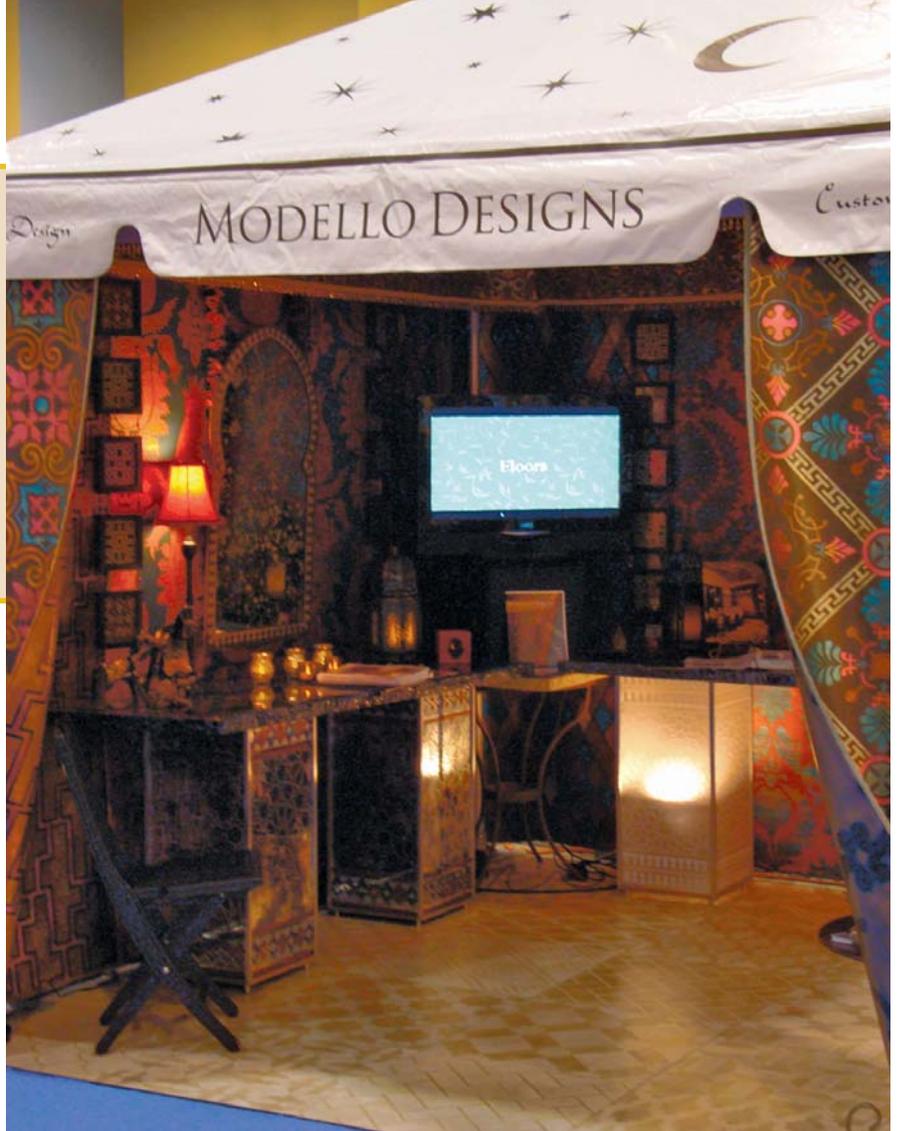
Building a Moroccan-Themed Booth for a Miami Trade Show

At Modello Designs Decorative Masking Patterns, we've recently started to branch out with our products and services into the hospitality design industry. Hospitality here refers to the commercial/hotel/resort market. There is a whole series of associations and trade shows linked to this segment of the architectural/interior design market. We decided to dip our toes in at one of the "smaller" shows, the HD Boutique, which is held every fall in Miami, Fla.

Since many hotels and resorts are decorated around a central theme, I decided to take that approach, building our 10-by-10-foot booth presentation based around the pattern-rich theme of a Moroccan tent. Our goal was to show a wide range of decorative surface applications of our patterns, and incorporate multiple techniques and decorative finishing mediums. We began the process from the ground up.

SkimStone Tile Floor

We began with 2-by-2-foot, quarter-inch thick masonite tiles, which worked beautifully for applying coordinating Moroccan Zelij tile patterns in a tone-on-tone effect. As a base for the SkimStone, I simply rolled on Texturecoat



Royal Designs' Moroccan theme wowed the attendees at the HD Boutique in Miami, Fla.

Impress for Success!



The SkimStone floor gave the booth a great look, starting from the bottom up.

from Faux Effects International. This is a bonding primer with an aggregate in it, which provides enough “tooth” for the SkimStone product to bond to. The individual tiles are easy to travel with and can be laid out randomly in any number of configurations on site.



Patterned Canvas Walls

For the patterned walls of the tent, we used a special type of Roclon canvas that is treated to make it fire-retardant—important for a public trade show that is open to a visit from fire marshalls! The Roclon product is canvas-fused to a thin plastic core, making it resistant to wrinkling and creasing. It is ideal for applying decorative treatments to, because it does not require any special priming or preparation.

We used large-scale, all-over Modello Patterns to create a colorful treatment using Metallic Foils exclusively. The Metallic Foils come in a wide range of colors and patterns, including beautiful jewel tones and metal finishes. We were able to create very interesting effects by layering and even shading with the Metallic Foil colors over a sized background.

Custom Tables

For display, we used heavy metal bases purchased from a high-end retail display company that allowed us to insert custom panels. As we were doing two long tabletops, I decided to use one to show off some custom decorative mirrors for one table, and had the mirror panels cut to the exact size. They were patinated and distressed using Antique Mirror Patina Solution and incorporated both a border pattern done from the back as well as an intricate all-over pattern, which was applied to the front of the glass using our Etchlook Vinyl material that simulates etched glass.



Custom tables included an inlaid granite and marble look from David Rairick.



Roclon canvas created a great look for the patterned walls of the tent.



Mirrors were cut into classical Moroccan shapes.



Additional pattern was added on the opposite side with white vinyl. These were then lit with spotlights from behind to create a detailed glowing pattern that really warmed up the booth!

For the tabletops, David Rairick of Aurastone created a beautiful in-laid marble and granite look by using Modello patterns with layers of his concrete overlay, floated color and resin. The effect is amazing, and the end result is a custom-stone-marquetry look at a fraction of the cost and weight of the real thing.

Magical Mirrors

Classical Moroccan shapes were custom cut into more mirrors that we hung from the supporting poles of tent. These were incredibly fun to both design and create. One was cut



A starry ceiling completed the effect.

as a keyhole shape and featured an allover arabesque pattern etched into the back with a decorative “frame” that applied to front using distressed silver leaf and plaster.

The second mirror, cut as an iconic Moroccan arch, was also decorated from both sides. The back has a Rumi love poem etched in Persian, while

the front features a passage from another Rumi poem translated into English and applied with Metallic Foils.

Starry Ceiling

For the tent ceiling, we used a new patterned product that we now offer: lasercut acrylic mirror. This thin mirror can be cut into any shape and incorporated into decorative finishes or used as a standalone accent. For our tent, we cut varying star shapes and simply affixed them with removable double-sided mounting squares. With a punched tin lantern hanging from the ceiling center, they were the perfect twinkling final touch we needed to complete our exotic Moroccan theme! **TFP**



Melanie Royals at the completed booth.

Melanie Royals is the President/Creative Director of Royal Design Studio and Modello Designs. A renowned artist and educator, Melanie helps to lead and expand the industry with the constant creation of new designs, products, techniques and applications for decorative finishers. Visit on-line at www.royaldesignstudio.com and www.modellodesigns.com.