



VISIT  
**SOUTH  
AFRICA**

# South African Tourism Global Stand Design

September 2023



|          |           |       |
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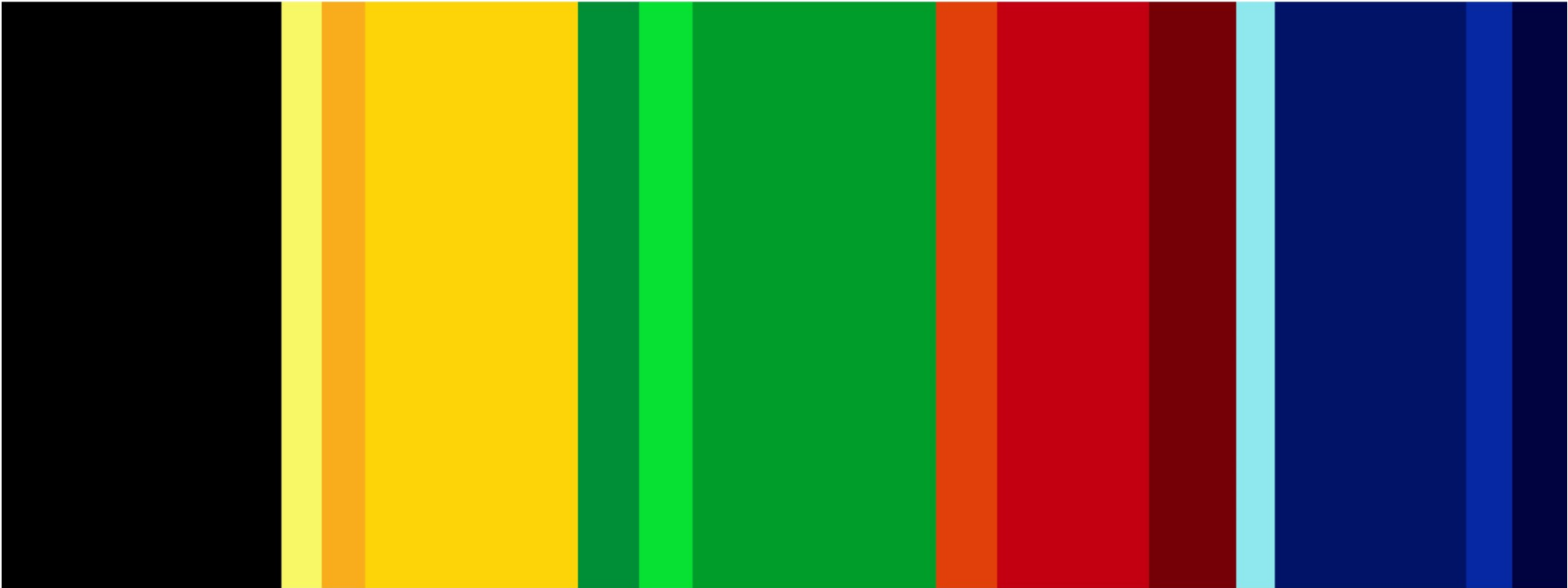
# Concept 1

# DESIGN DRIVERS

Brand Colors | Brand Imagery | SAT Strategic Focus – 6 Pillars of Tourism |  
Modularity/ Adaptability | Spatial x Functional Requirements |  
Client Directives |

DESIGN DRIVERS

BRAND COLOURS



DESIGN DRIVERS

## 6 PILLARS OF TOURISM

Bustling City Life  
Active Adventure  
Sun-Soaked Coasts  
Breathtaking Scenery  
Vibrant Culture  
Wildlife Safari

## DESIGN DRIVERS

### MODULARITY X ADAPTABILITY

Stand is configured in a modular fashion with zoning principles so that it may be adapted to any size of stand.

The stand is configured to ensure entrance from 3 sides, but visual experience from all sides.

The focus is on the aesthetic and design of touchpoints and planning principles first to allow stand builders to build their stand with flexible planning relevant to their space.

## DESIGN DRIVERS

### SPATIAL AND FUNCTIONAL REQUIREMENTS

3PAX Semi-Private Meeting space

Exhibitor's meeting booths/pods/tables

Office Kitchen

Storage

Receptions

Panel Discussion

Meeting Room

## DESIGN DRIVERS

### CLIENT DIRECTIVES

Bring blue sky thinking to the table. Design inspired.

“We want win best stand at ITB Berlin”

Goal of becoming the most visited, talked about and memorable stand.

Look for common device that we all touch on as South Africans

# REFERENCES x IDEAS

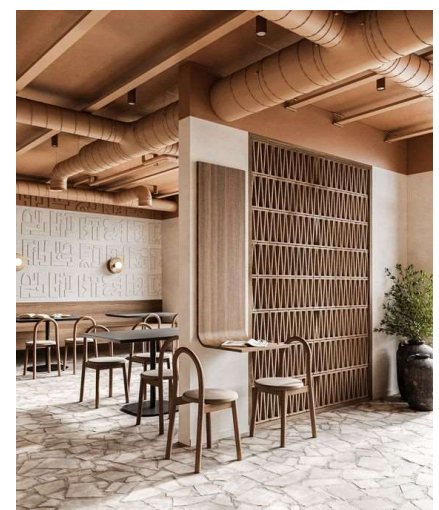
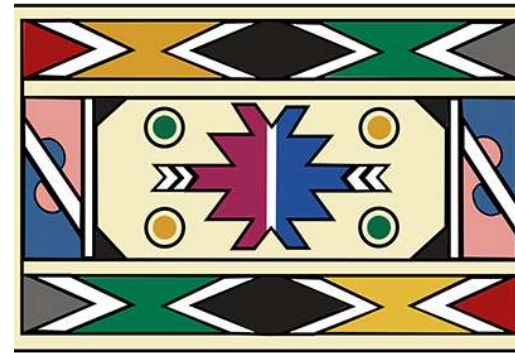
Brand Colors | Brand Imagery | SAT Strategic Focus – 6 Pillars of Tourism |  
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## REFERENCES

### SHAPES COLOUR PATTERN AND COMPOSITION AS EXPERIENTIAL DEVICE

The Idea to bring to life is using our national colours and secondary brand colours to bring the space to life. These are example of how we can use strong and analogous colour in a very sophisticated away.

These examples also show how shape and texture are used as a device for walls screens and floors and is a way for us to bring in more south African moods to the space.



## REFERENCES

### AUDIOVISUAL INFINITY ROOM AS EXPERIENTIAL DEVICE

Creating a powerful experiential and Instagramable moment in the stand is key to creating exceptional engagement and lasting memories. Infinity mirrors combines with lighting and LED Screens can create incredibly captivating audiovisual experiences. Each pillar of tourism will have it's own infinity room and audiovisual narrative.



## REFERENCES

### EARTHY NATURAL MATERIALS TO ELEVATE AND GROUND THE SPACE

Bringing the richness of south African land and earth to ground our design with sophisticated natural and rich (Local if possible) furnishings and materials.



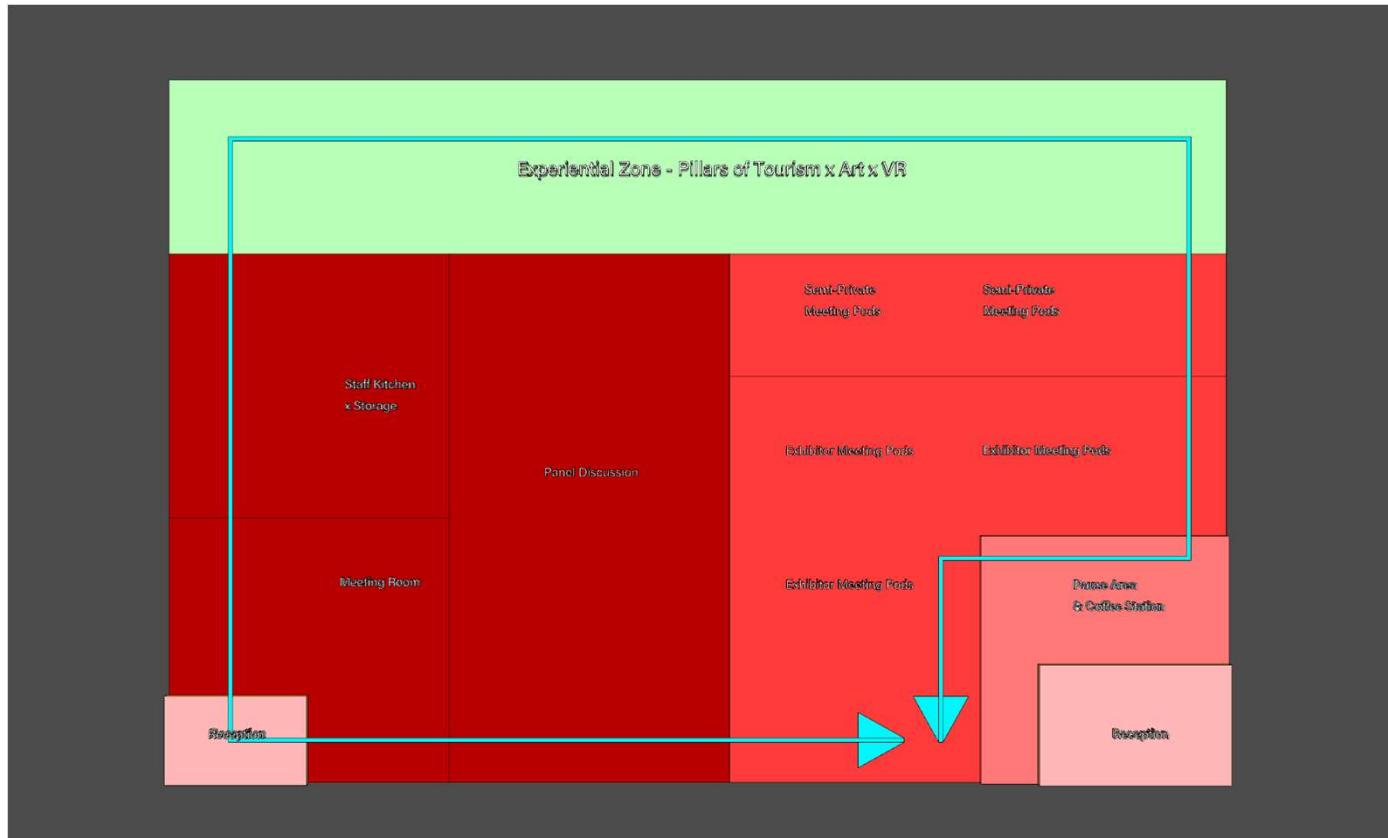
## REFERENCES

### TIMBER CLADDING AND DOMINANT COLOUR SPACE

The Tambour Rounding is a Bold and impactful feature that softens the Strong brand colours design on the scale of the individual.



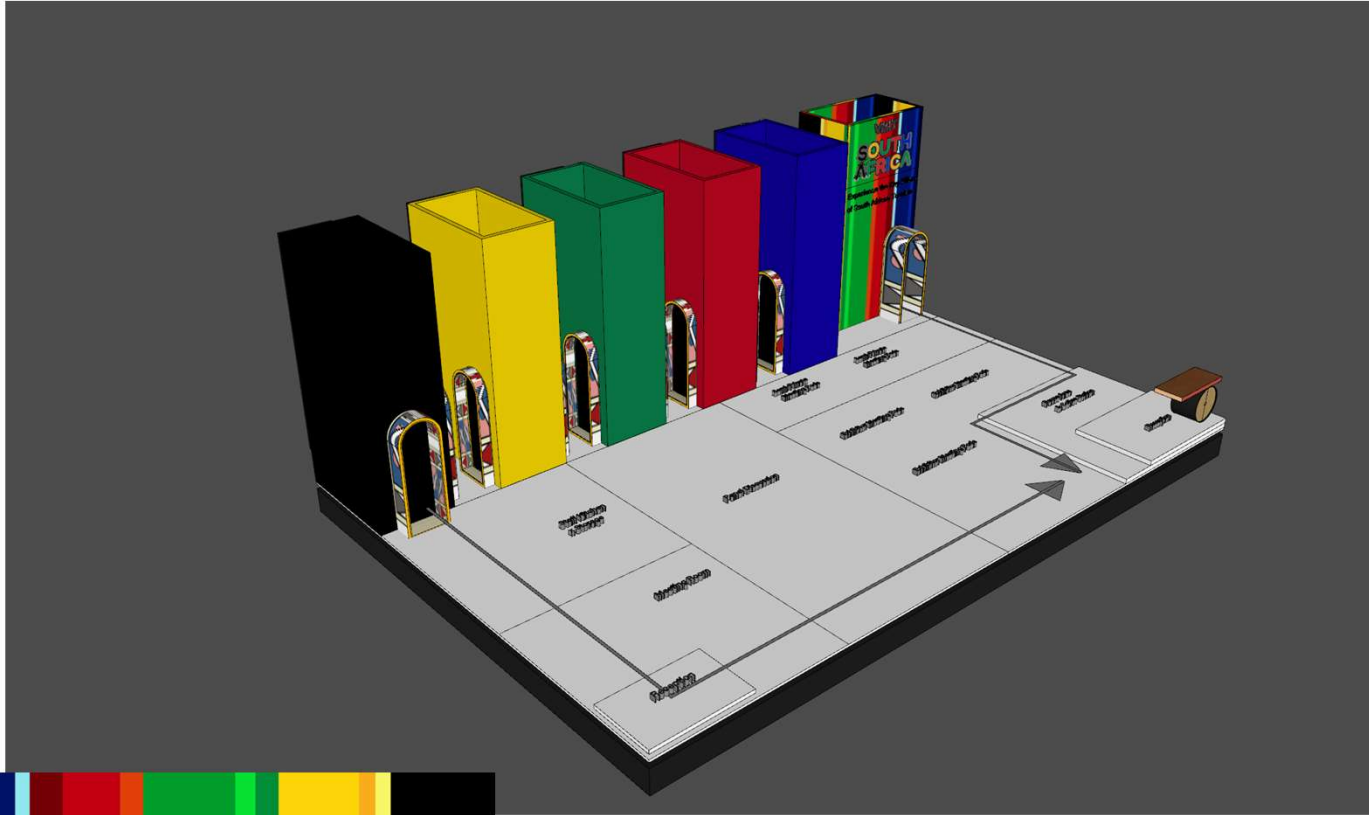
# PLANNING PRINCIPLES



## ZONING GUIDELINES

Navigation Around the Stand

Public and Casual to Formal And Private (Side to Side)

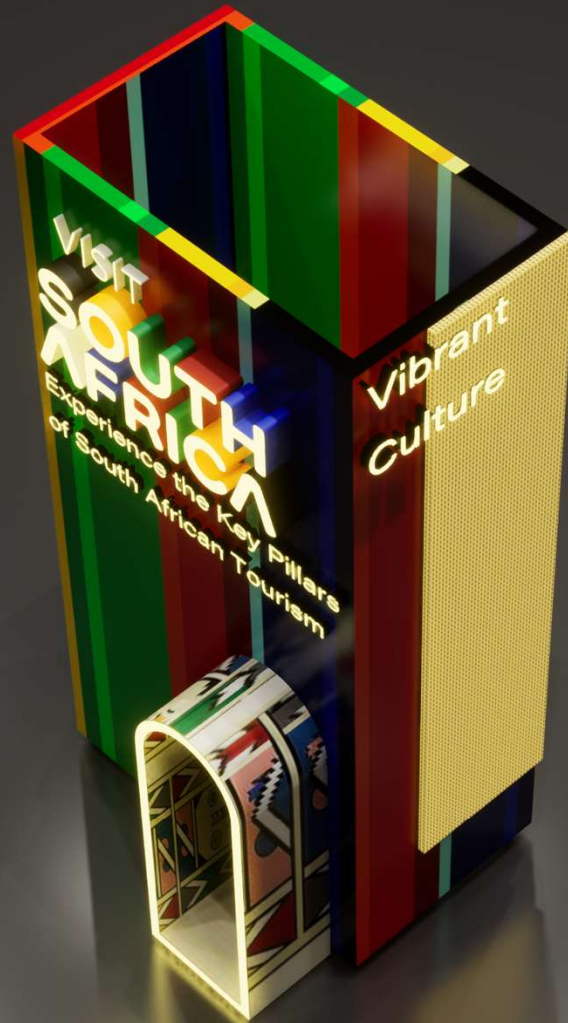


## EXPERIENTIAL PILLARS TO ANCHOR BRAND IDENTITY

Every Stand Must be anchored by the Experiential Pillars of tourism, featuring the Primary brand colours and imagery.

COMPONENTS

## EXPERIENTIAL PILLAR



Mirror/Infinity Room

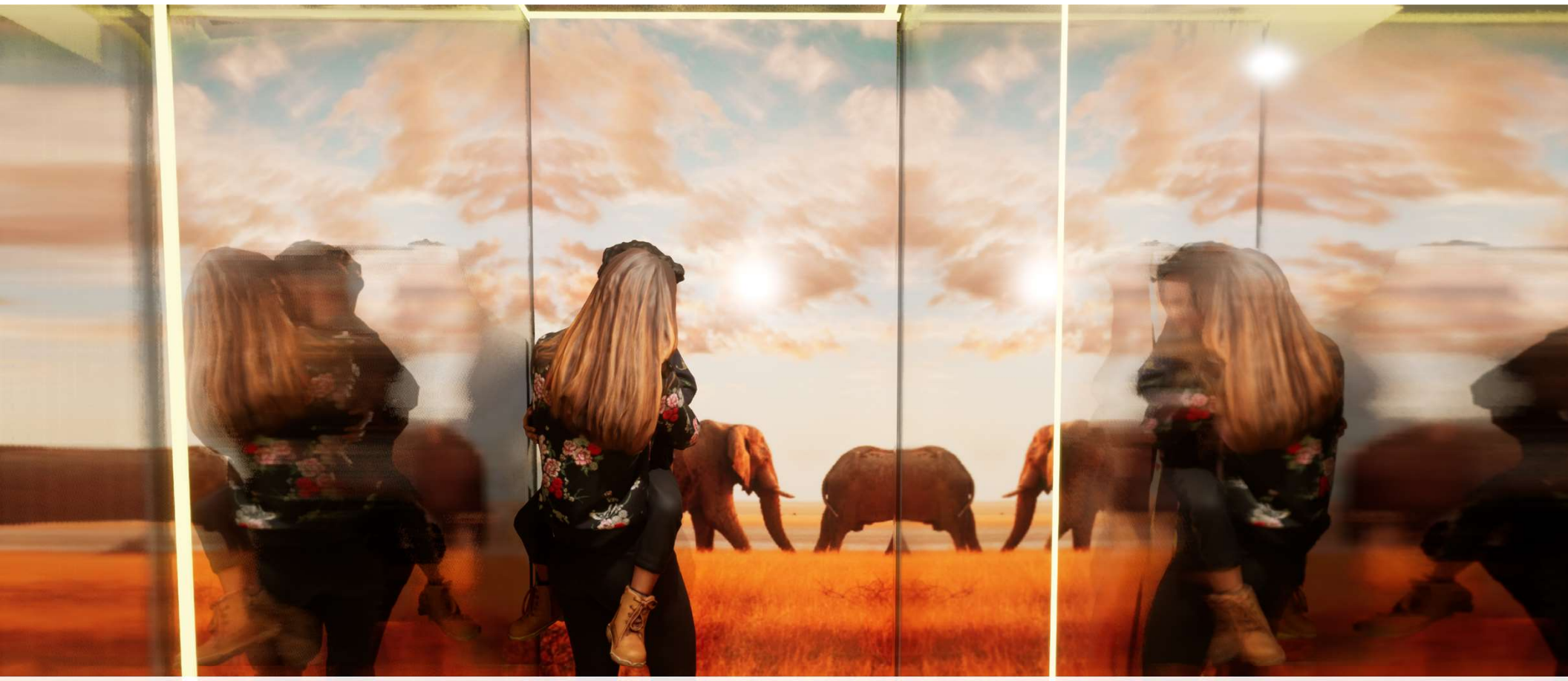


South African Audiovisual Experience

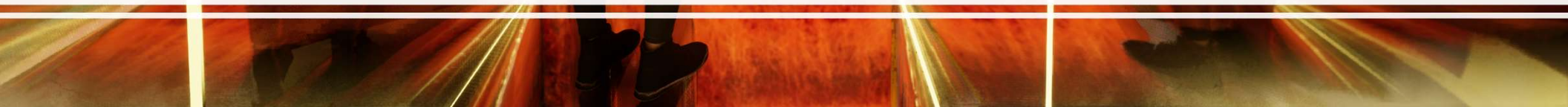




INFINITY ROOM – A SOUTH AFRICAN AUDIOVISUAL EXPERIENCE



INFINITY ROOM – A SOUTH AFRICAN AUDIOVISUAL EXPERIENCE

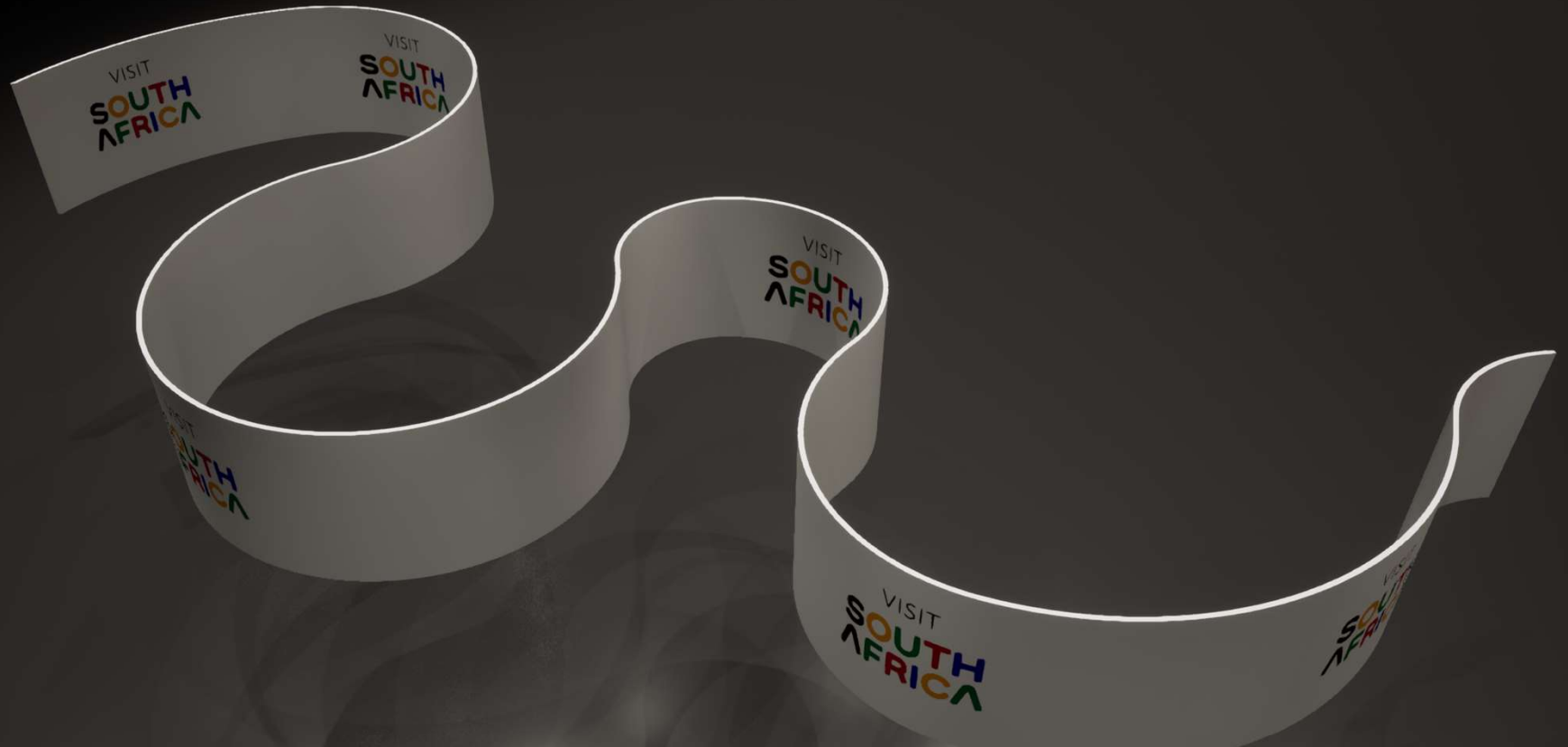




## EXPERIENTIAL JOURNEY - PILLARS OF TOURISM



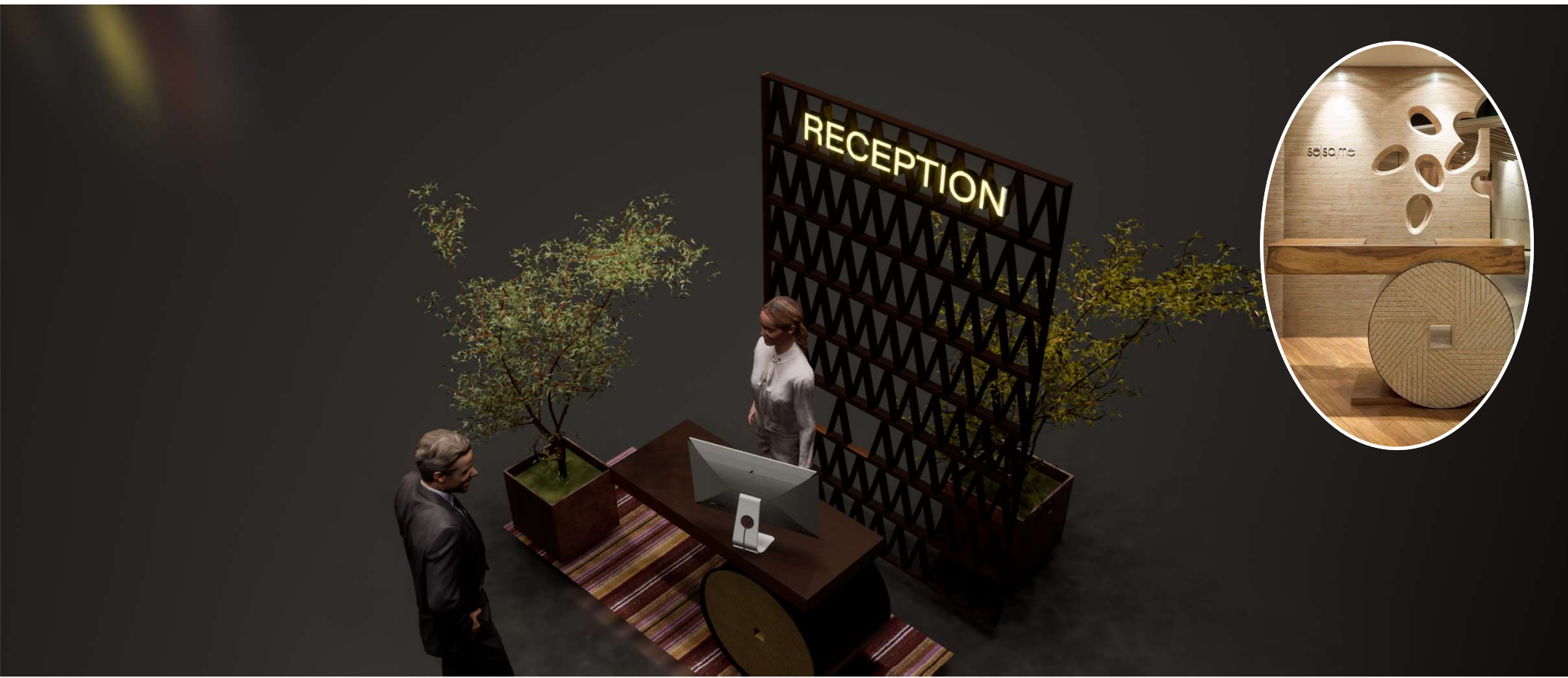
VISIT SOUTH AFRICA SIGNAGE



OVERHEAD MESSAGING (RIGGED)



SOUTH AFRICAN ART DESIGN AND BOTANICALS



RECEPTIONS



EXHIBITORS MEETING PODS



DELEGATE MEETING PODS (3PAX)



COFFEE BAR AND PAUSE SPACE

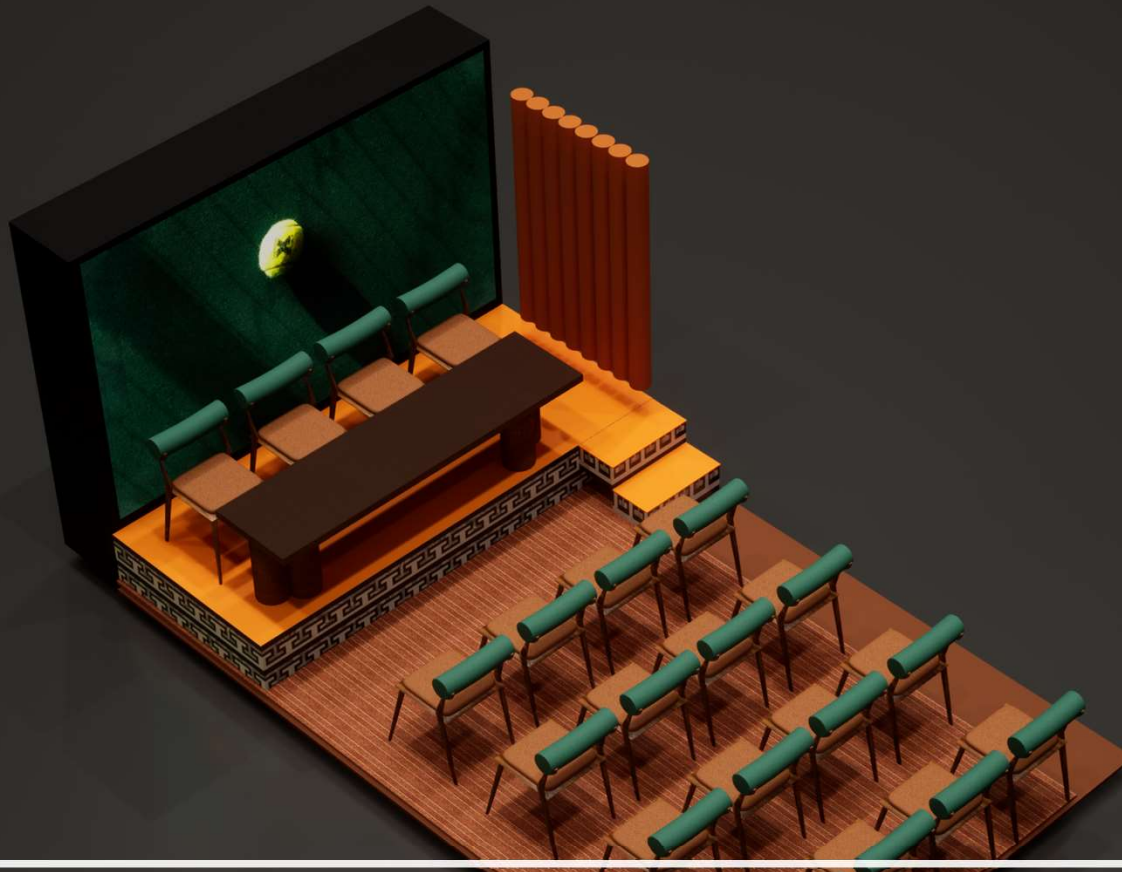


Earthy Woods Materials in  
The Furniture and Floor.

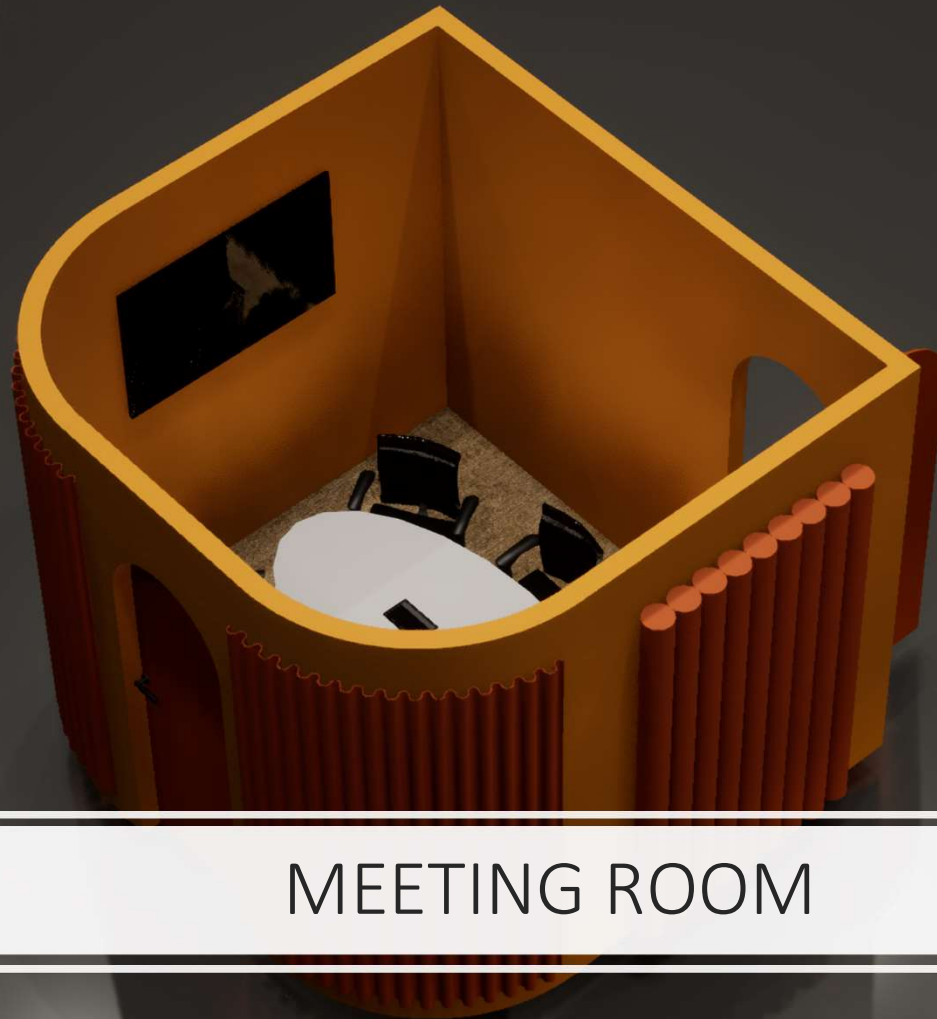


SAT Secondary  
Colours (Oranges for  
the furniture Fabric  
with pop of  
turquoise/green-blue

## PAUSE SPACE | FURNISHINGS

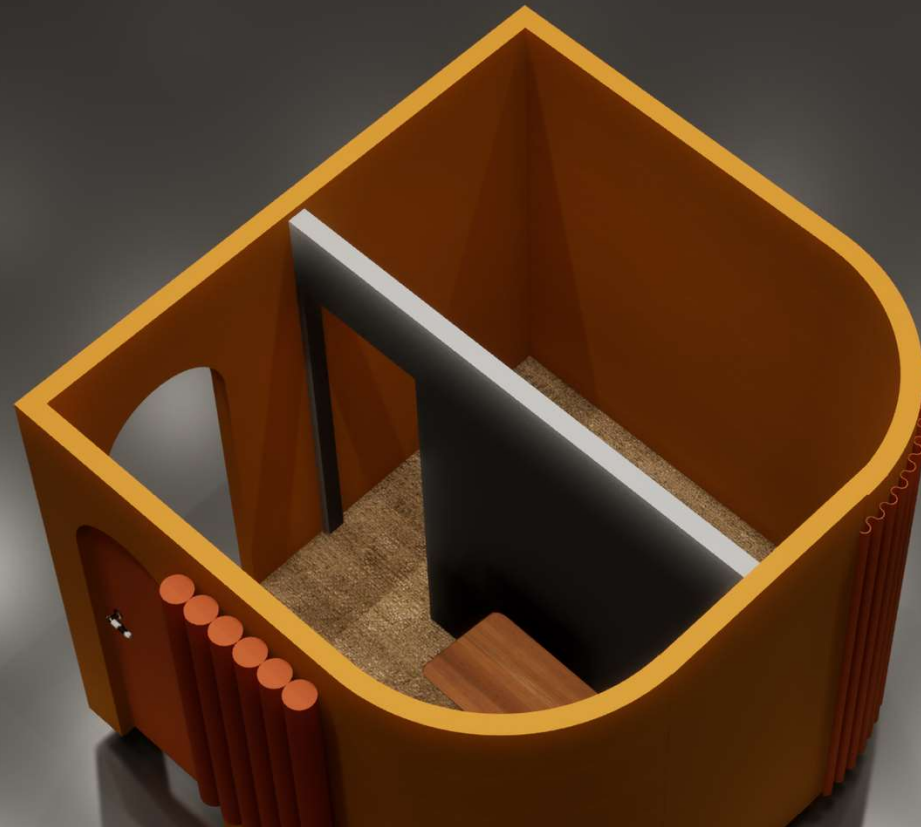


PANEL DISCUSSION



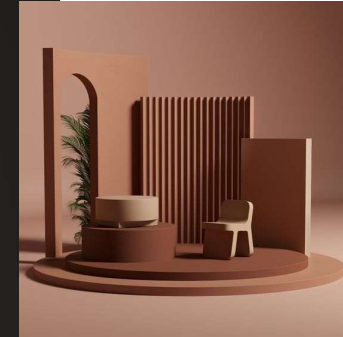
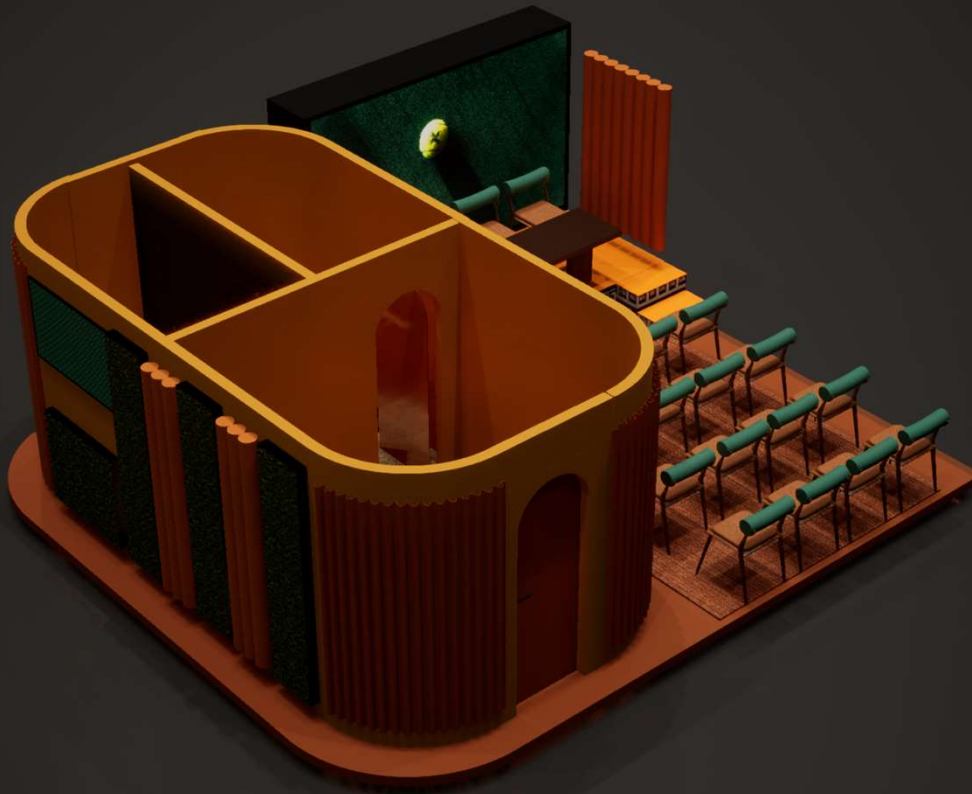
Using Wall Curves, Podiums and Colour Shifts to compose the spaces together, whilst keeping identity.

## MEETING ROOM

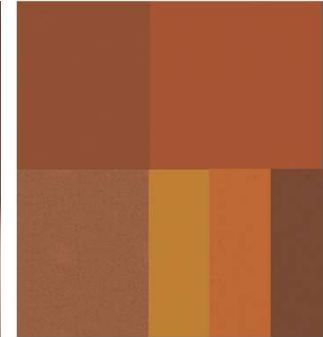


STORAGE AND OFFICE KITCHEN

# STYLE GUIDELINES



Using Wall Curves, Podiums and Colour Shifts to compose the spaces together, whilst keeping identity.



SAT Secondary Colours (Oranges for and yellow)

## STYLE GUIDELINES (BOH)



Earthy Woods, Metals and Terrazzo Materials in The Furniture and Floor to ground the space, and to talk to the richness of South Africa's natural beauty.

SAT Secondary Colours (Oranges for the furniture Fabric with pop of turquoise/green-blue

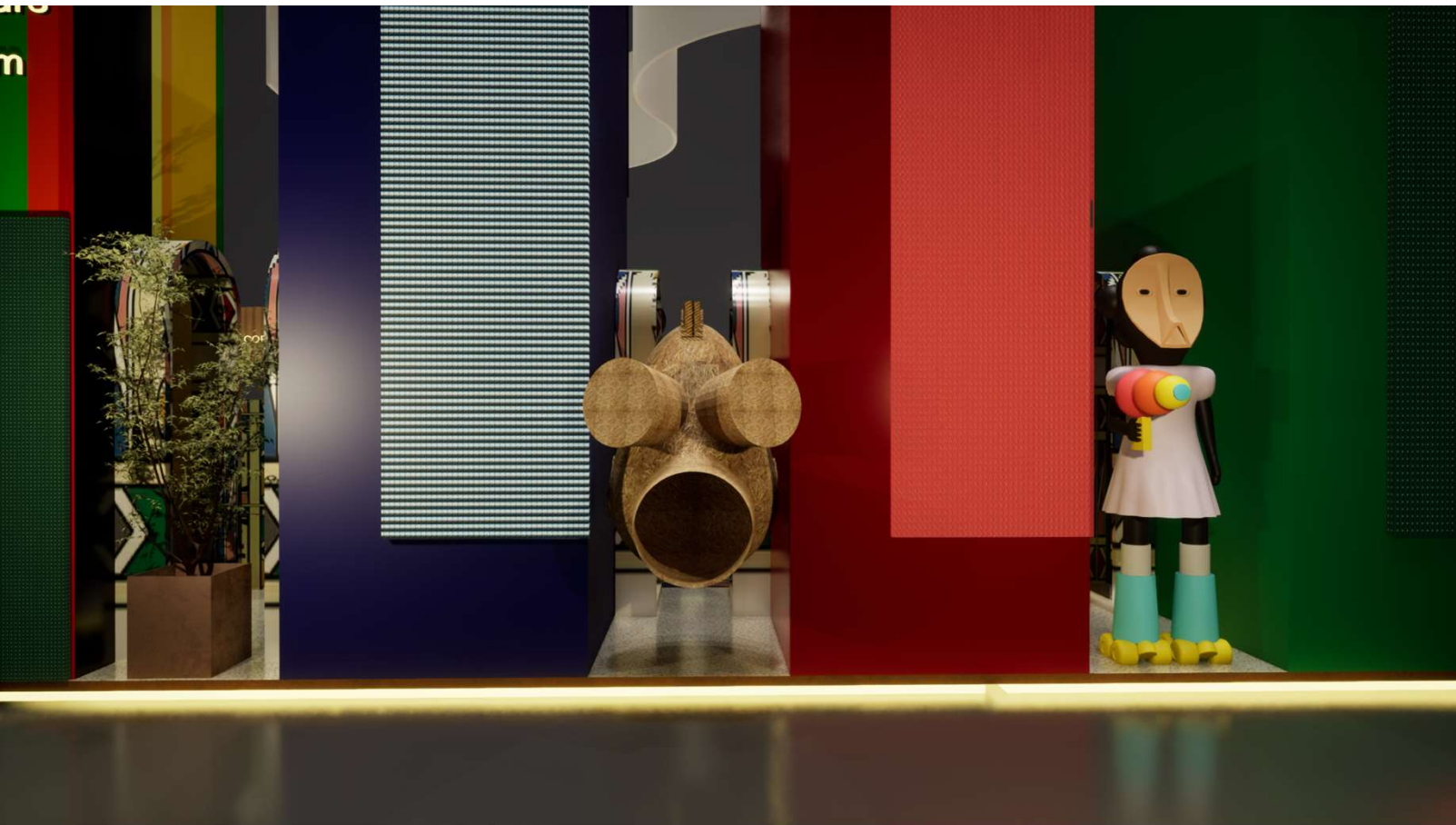
## STYLE GUIDELINES (FOH)



## STYLE GUIDELINES (EXPERIENTIAL & ATTRACTION)



## STYLE GUIDELINES (EXPERIENTIAL & ATTRACTION)



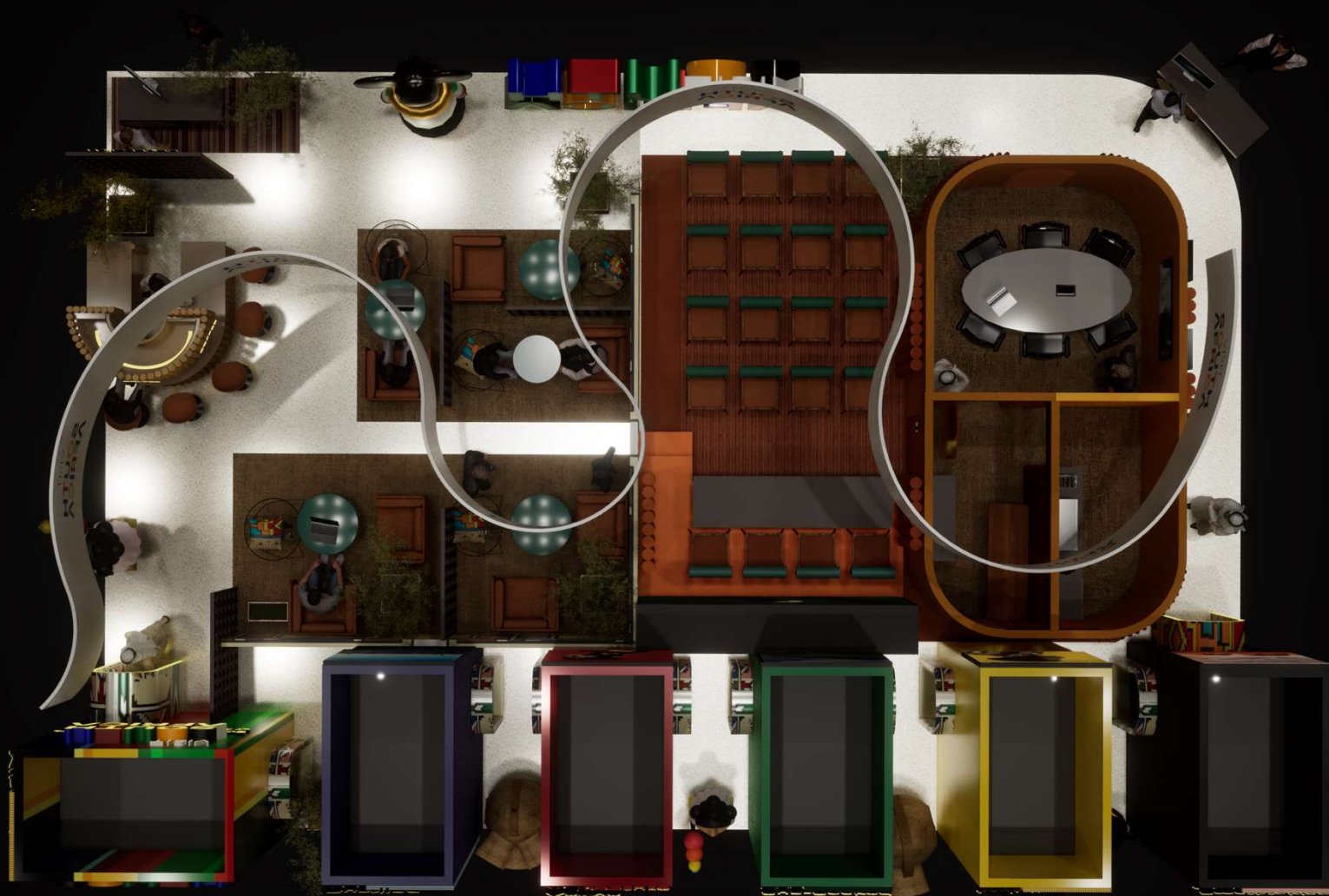
Feature a VR Experience  
inside the weaver  
furniture.

Feature South African  
artists and designers  
between the experiences.

## STYLE GUIDELINES (EXPERIENTIAL & ATTRACTION)

# SPACE PLANNING

Small | Medium | large





BRING IT ALL TOGETHER











VISIT  
**SOUTH  
AFRICA**

**Vibrant  
Culture**

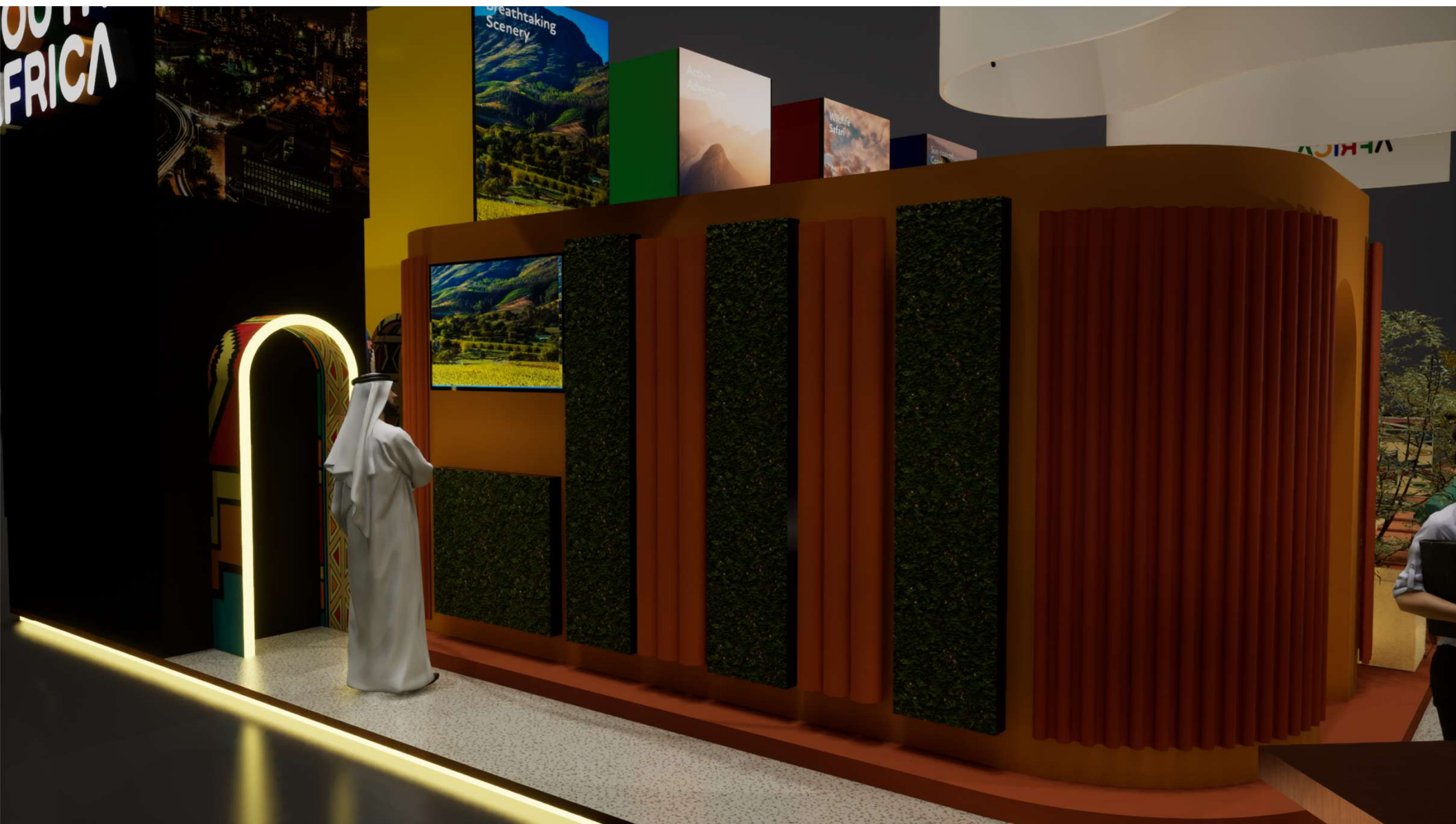
COFFEE



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**SOUTH  
AFRICA**







# VISIT SOUTH AFRICA

Experience the Key Pillars  
of South African Tourism

Vibrant  
Culture

Sun-Soaked  
Coast

Wildlife  
Safari

Breathtaking  
Scenery

Active  
Adventure

Bustling  
City Life



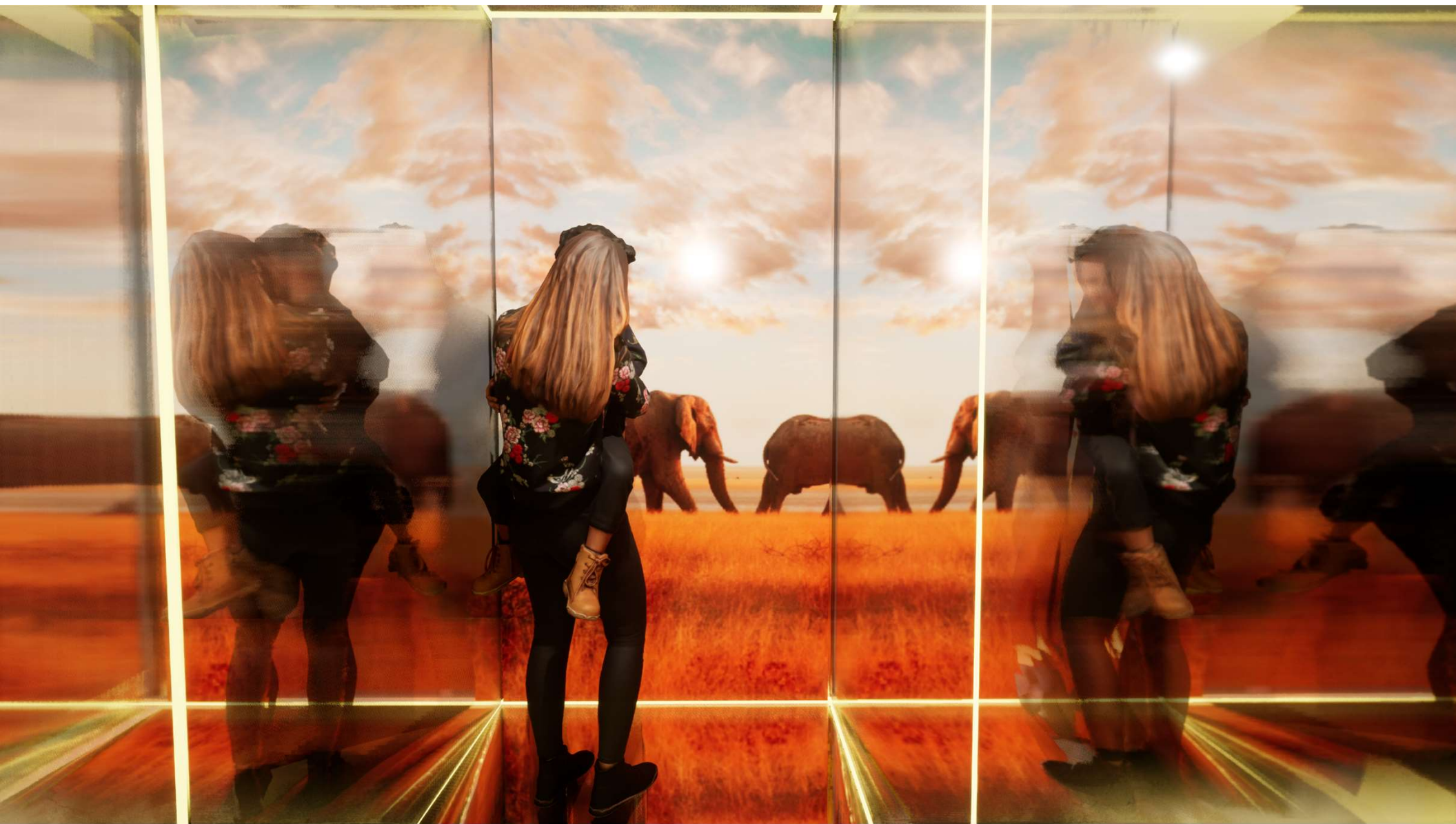














# SANCB STAND DESIGN CONCEPT

MEET  
**SOUTH  
AFRICA**

COFFEE

MEET  
**SOUTH  
AFRICA**  
Experience the Key Places  
of South African Tourism



MEET  
**SOUTH  
AFRICA**

COFFEE

MEET  
**SOUTH  
AFRICA**

Experience the Joy of Life  
at South Africa Pavilion





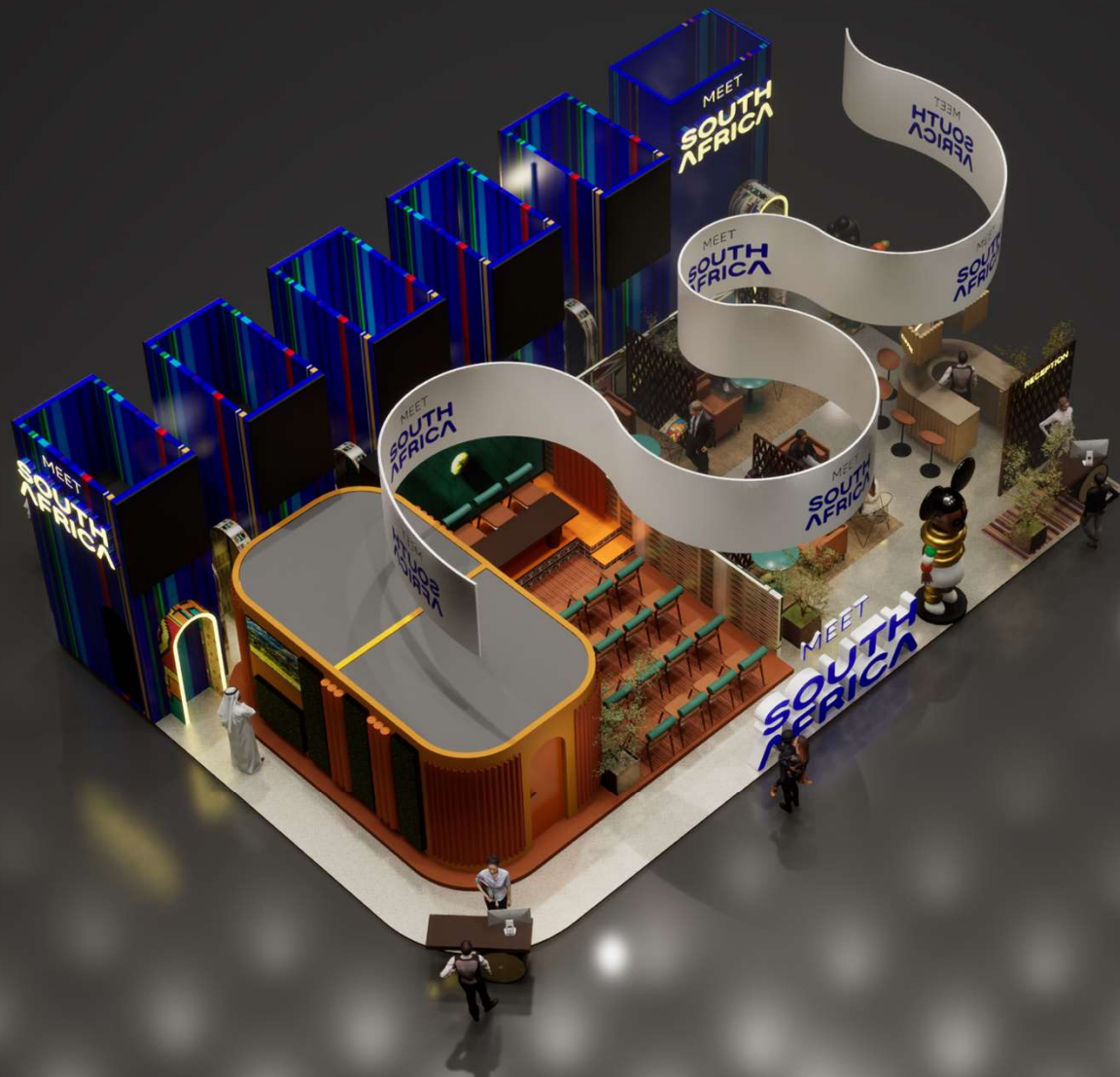


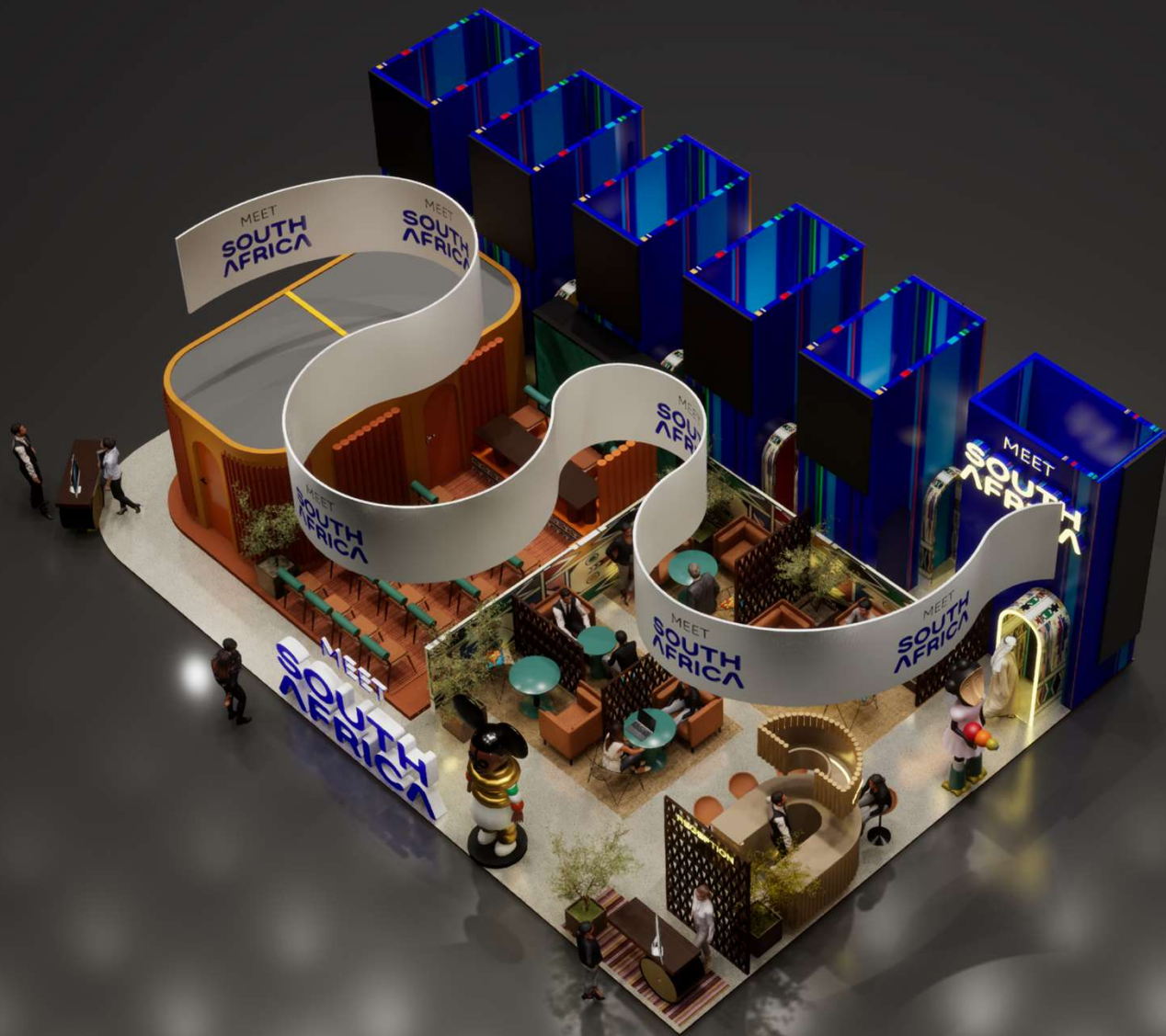
MEET  
**SOUTH  
AFRICA**

MEET  
**SOUTH  
AFRICA**











Thank you.