



AEPC Inspiration cum Buyers Lounge

Textiles India 2017, Helipad exhibition centre,
Gandhinagar

Design brief for stall design and construction



Theme- Sustainability on Apparel

The apparel industry touches almost every urgent environmental topic: increasing landfills, challenged resource pool, climate change, reducing biodiversity and water scarcity. We at, Apparel Export Promotion Council of India, strive to keep these issues at the forefront of our Manufacturers', brands' and consumers' thinking. In following with this, the concept for the AEPC Thematic buyers Lounge is suggested hereunder-

- Two areas of 54 square metres each are allotted for the same. Both may be taken in bare space format.
- The theme is focussed on – **SUSTAINABILITY IN APPAREL**



Theme- Sustainability on Apparel

The exhibit will have the following objectives:

- Showcase sustainability in the Indian Apparel Industry.
- Increase awareness among our Apparel export community about importance of Sustainability in manufacturing.
- Educate the exporter community about How to go sustainable- Little steps towards a big change
- Convey to the community the role of AEPC as an Agent of change towards achieving sustainability and use this platform to bring the interested together.
- This will serve as the Kick off point for the Sustainability drive by AEPC



How should the stall design be

- Since the space will also serve as the Buyers lounge, the wall spaces and corners may be used for the exhibit so that they do not hinder movement in the lounge
- Alternatively the exhibits may be used as partitions between meeting islands
- It is suggested that the materials used in construction of the pavilion be all natural/ recycled or sustainable
- While both the spaces will be designed differently, they should look coordinated and inter related, based on the same theme.
- The exhibit, if possible, should be reusable and may be transported to AEPC HO in Gurgaon for extended display- a separate quote needs to be submitted for this



Material to display

The exhibit will have the following material to display:

- Fibre samples
- Yarn samples
- Fabric samples
- Garments samples- about 30- few on dummies few on hangers
- Brochures/ pamphlets
- Information and graphics
- AEPC and ATDC Branding



Furniture

The furniture required for buyers lounge purpose will be as follows:

- Meeting islands with sofas and centre table
- Meeting islands with chairs and tables

- The 54 sq mt area will include 2 x 2 sq metres pantry in each area



Garment display

The garment display may be done in one/ more of the following ways

- Dummies
- Mannequins – not more than 3 may be required
- Bamboo hangers on a bamboo rail
- Wooden frames- next slide



Frames

- Reference picture for Wooden frame
- To be used for garment display as shown and as entrance also

Suggested look of wall panels



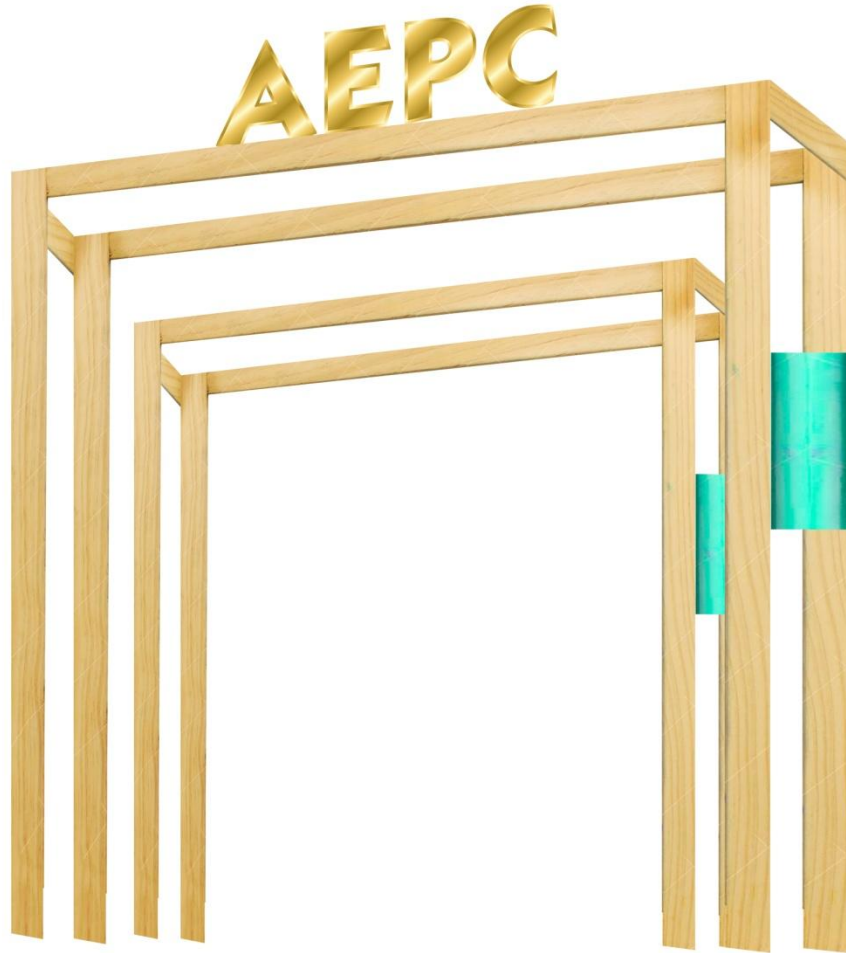
- With 3 d pyramid projections as shown
- To be digitally printed with text and pictures

Suggested distribution of wall panels and frames

- The panels for information and frames for garments can be distributed along the walls at intervals
- While four frames may be used for garment display, the remaining garments can be displayed on dummies and hangers



Entrance and Branding



- Wooden frame as entrance gate with suitable height – set of three frames with no base to stand on
- Reference picture for lettering in gold metal to be mounted on top of wooden frame- wordings to be given later



Other requirements details



- Black dummies/ mannequins- approx 18-20 units- details to be given later
- Wooden/ Bamboo hangers – to be hung on the wooden stands as shown- approx 30
- Reading stands- approx 16
- Brochure stands

Set up details

- The garments will be fabricated before hand and carried to the venue alongwith other material for display.
- The construction and set up of the structure of Inspiration cum Buyers lounge will begin on 27/06/2017 with stall construction at the venue.
- It will be uninstalled on 02/07/17 at the end of the exhibition before 12 am midnight.
- It may be transported to AEPC HO in Gurgaon for extended display- a separate quote needs to be submitted for this





Thank you