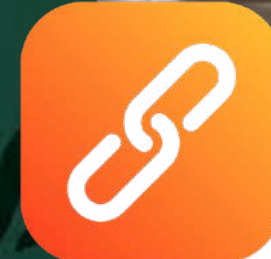


THE EVOLV: SEMA 2026 BOOTH DESIGN

For The EVOLV's SEMA 2026 exhibition, it was my job to develop a complete booth concept for one of the world's most respected automotive trade shows. It was my first time designing a booth of this scale, so I broke down the company's existing booth components and reimagined how they could work together as a cohesive, functional space, without requiring any additional structural pieces. I designed the new cloth covers and wall displays.

The design incorporated a dedicated interview and social-media area, product displays, and an open space for a vehicle where The EVOLV installers could demonstrate PPF installation and showcase the ease of working with its materials. Additional displays, countertops, and furnishings would complete the environment. At SEMA, the booth is a company's storefront on an international stage, so it needed to look impressive, function efficiently, showcase the product, and create an environment that reflected the quality of the brand.

PROJECT: TRADESHOW BOOTH DESIGN
CLIENT: THE EVOLV



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