

DESIGNER:

**DAVID COGSWELL AND
SPYDER ACTIVE SPORTS**

PROJECT:

**SPYDER
SIA, LAS VEGAS, NV, USA**

WHERE

SIA, Las Vegas, NV, USA

WHEN

January 2008

MARKET SECTOR

Winter sports

CLIENT

Spyder Active Sports

DESIGN TEAM

David Cogswell and Brady Collings

STAND CONSTRUCTOR

Premier Displays and Exhibits

MANUFACTURER

Premier Displays and Exhibits, Fabric Images
(all fabric structures), PermLight (LED lighting)
and RTC (fixtures)

MATERIALS

Floor: Recycled carpet
Walls: Laminated panels (HPL), all recyclable
Ceiling: Recyclable laminated panels
equipped with LEDs
Lighting: LEDs
Stairs: Steel and timber construction
Furniture: Design Within Reach lights,
EurWay stools, custom-made elements

TOTAL FLOOR AREA (M²)

1140

Spyder, a company founded in 1978 by David Jacobs, has focused on every detail in the engineering of superior skiwear and a wide range of equipment used in winter sports. Brady Collings is the visual marketing manager for Spyder Active Sports. The Venom booth was named Best Tradeshow Environment by Event Design Magazine.

Spyder
Boulder, CO, USA
www.spyder.com

Photography by Jamie Padgett

For the SIA (SnowSports Industries America) in Las Vegas, Spyder envisioned an open environment in which all visitors could experience the brand. The challenge lay in integrating a new design – one conveying the Spyder Core message – into the existing booth, a space dedicated to Spyder Venom. Together, the two had to make a strong brand statement, while also communicating individual messages. In addition, Spyder wanted a ‘we’re thinking green’ stand featuring sustainable, recyclable, eco-friendly elements wherever possible.

David Cogswell and Brady Collings began by studying ways to add Core to Venom and to tie the two together. Spyder leads the industry in high-tech ski apparel, and the central tenets of the brand are speed, power, performance and legendary design. The designers wanted a space that would reflect these qualities. Visitors approaching the stand saw vertical towers and canopies – definitive brand statements – and, as their eyes travelled from top to bottom, they took in laser-cut panelling on modular walls, mannequins and an LED-illuminated floor: all in all, a noticeably retail-based exterior. The same feel continued inside, where the layout facilitated a smooth flow of traffic from one product range to another. From floor to ceiling, the interior grabbed the fairgoer’s attention in every direction with one new feature after another, all designed to support the product and express the brand.



