

## DESIGNER:

**DAVID COGSWELL AND  
SPYDER ACTIVE SPORTS**

## PROJECT:

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

## WHERE

SIA, Las Vegas, NV, USA

## WHEN

January 2007

## 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

## MATERIALS

Floor: Recycled carpet  
Walls: Aluminium frames, bamboo slats,  
interchangeable graphic panels  
Lighting: Low-voltage lamps  
Stairs: Steel and sustainable bamboo  
Furniture: Recycled materials

TOTAL FLOOR AREA (M<sup>2</sup>)

242

## BUDGET

US\$ 350,000

*California based award winning designer, David Cogswell has over 18 years international experience designing stands for high profile clients. His design abilities include trade show stands, retail environments and interactive museums worldwide. As Creative Director for Premier Displays and Exhibits who engineered, managed and built the stand, David and Brady Collings worked with companies such as Fabric Images, RTC and PermLight to provide custom materials and products*

Photography by Jamie Padgett

A slatted beacon for partygoers and buyers alike, the 242-m<sup>2</sup> stand that David Cogswell designed for Spyder Active's presentation at the 2007 SIA was a vehicle for launching Spyder Venom ski apparel. A modular, reconfigurable structure with aluminium fixtures, bamboo surfaces and interchangeable graphics, the multilevel booth was geared to accompany Spyder through the company's hectic 2007/2008 exhibition schedule. Opened to reveal the interior, Cogswell's contemporary wood-panelled ski lodge featured horizontal bands that dissected skiwear into colourful fragments while permitting views of the space beyond. A pertinent reminder of the company's new product range, a red glass partition bearing the silhouette of a giant spider separated the ground-floor display area and stairs from the level above. Headless mannequins dressed in Spyder ensembles – the arachnid's latest victims? – were quarantined within black floor-to-ceiling display cases. Underlining the vigour of Venom, the stand's interiors were also finished in 'blood red'. A safe haven illuminated by small domed pendants, the lounge upstairs was 'domestically' furnished with large black sofas and square coffee tables. For its environmentally responsible design, Cogswell used recycled aluminium and carpet, bamboo from sustainable forests and water-based glues. The result was brand architecture that promoted a revolution within Spyder Active Sports and captured Event Design magazine's Best Exhibit of 2007 award, breaking the mould for conventional trade fair design in the USA.

