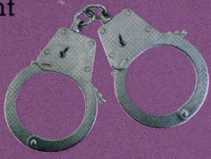


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De-Briefing Rooms

Conference rooms are the undergarments of exhibit design. While the entire world isn't usually privy to them, the people who see them are probably pretty important to you — and utilitarian tighty whities are no way to make a good impression. Whether you expect to host two or 200 people in your conference room, its design shouldn't prompt a visit from the fashion police. Here are six conference rooms that, while still functional and practical, present a striking design statement for VIPs lucky enough to see them.

By *Linda Armstrong*

Work Space

Show: Radiological Society of North America, 2006

Exhibitor: Virtual Radiologic Corp.

Design: CenterPoint Exhibits, Woodbury, MN, 651-578-3600, www.centpoint.com

Health care is serious business. That's why Virtual Radiologic Corp. opted for this practical conference room with just a touch of design pizzazz. Featuring standard office furniture and stylish accent lights, the room also includes a translucent wall that prevents the space from feeling claustrophobic.



PHOTO: PADGETT AND CO. INC.

Size Wise

Show: International Council of Shopping Centers, 2005

Exhibitor: Philips Edison & Co.

Design: Lorenc+Yoo Design, Roswell, GA, 770-645-2828, www.lorencyoodesign.com

Who says you can't create a comfortable meeting room in a 7-by-9-foot space? What this little gem lacks in size, it makes up for in color and form. The circular wall inset plays against the angular-cut table and light fixture, while the bold colors create a dramatic presence inside the cozy meeting space.

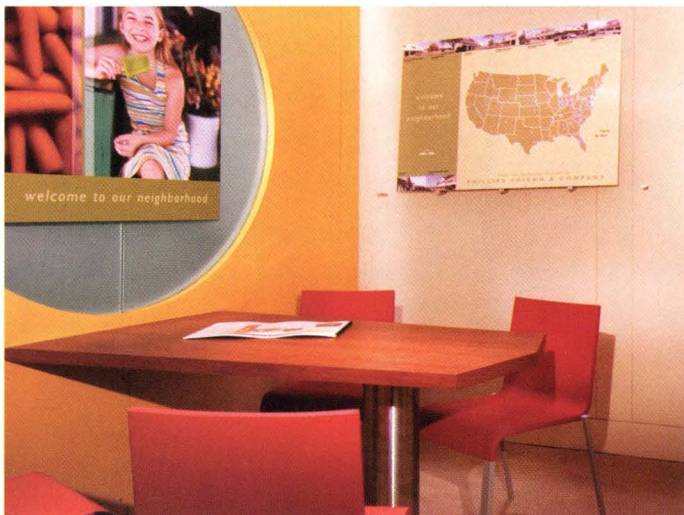


PHOTO: PADGETT AND CO. INC.

Glass Act

Show: Seoul International Motor Show, 2005
Exhibitor: Nissan Korea Co. Ltd.
Design: The George P. Johnson Co., Auburn Hills, MI, 248-475-2500, www.gpjc.com

How do you create an enclosed space that doesn't feel like an enclosed space? How about a conference-room fishbowl of sorts. This elegant meeting space features clear walls, an elevated floor, and neutral, modern furnishings, transforming a typical enclosure into an exhibit focal point.



Lock and Key

Show: RSA Conference, 2006
Exhibitor: Qualys Inc.
Design: Gee + Chung Design, San Francisco, 415-543-1192, www.geechungdesign.com

This keyhole conference room is the perfect metaphor for Qualys Inc.'s on-demand security audits. Resembling a giant padlock, the structure features clear furniture and Qualys' corporate-red color on the flooring, accessible through the keyhole-shaped door.

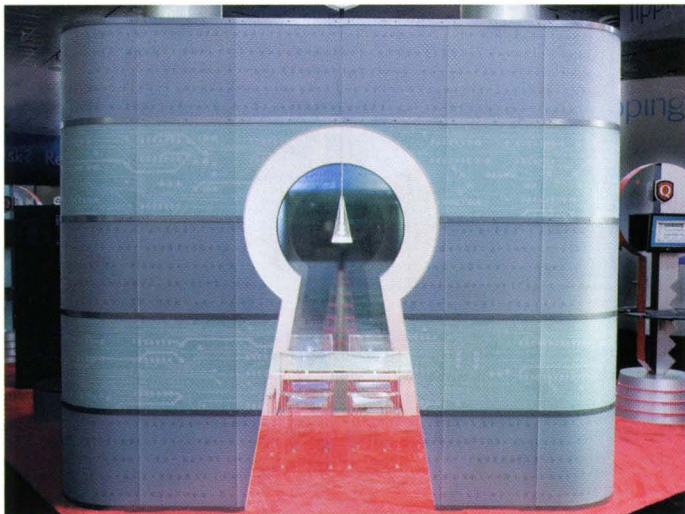


PHOTO: ANDY CAULFIELD

Elegant and Understated

Show: Orgatec, 2006
Exhibitor: Herman Miller Inc.
Design: Totems Communication B.V., Hoofddorp, The Netherlands, 31-(0)-23-568-5511, www.totems.com

Furniture aficionados expect nothing but the best from Herman Miller Inc., and this elegant meeting room delivers. With contemporary Herman Miller furniture and shades of yellow and green, the chic space showcases sturdy, functional elements with an edge.



PHOTO: STEPHANIE RIQUOIS PHOTOGRAPHY

Room With a View

Show: EXHIBITOR2007
Exhibitor: Nimlok Display and Exhibit Solutions Worldwide
Design: Nimlok Display and Exhibit Solutions Worldwide, Niles, IL, 800-233-8870, www.nimlok.com

Even amid a bustling show hall, this contemporary setting provides the look, feel, and function of an enclosed conference room, minus the solid barriers. Mirroring the open-slat table below, the overhead light fixture defines the space and completes the open-but-intimate scene.

