







to arrange exhibits other than small products in the front portion which has the highest frequency of fixation, it is desirable to display products. Company signs are easier to see when positioned on the back wall rather than in the parapet position. Here, we will make exhibit proposals for harmonica-type booths by type of contents.

(1) Proposal 1: When exhibiting products

In the case of being able to exhibit products, they should be displayed at the front so that they can be seen from the aisle. Furthermore, it is important to display wall panels on both sides so that, whichever direction the receiver comes from, they will be in the view and this will draw interest and attention to the booth (Figure 6).

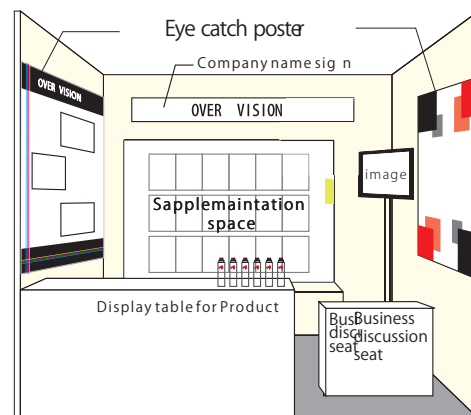


Figure 6. case of exhibiting products

(2) Proposal 2: When not Exhibiting Products

In the case of being unable to exhibit products, as exhibits such as wall panels and visuals are the main elements, it is considered effective to exhibit using the entire wall surface. Nothing should be positioned in the front portion of the booth and by not having a parapet sign, a feeling of spaciousness is achieved in the booth and visitors can be led into the booth and provided with detailed information or can engage in business meetings. Further, because there are no exhibits to obstruct the walls, information displayed on walls catches attention easily and it is considered that this will facilitate the drawing of interest and attention. In addition, it is considered that it is effective to make good use of the floor (Figure 7).

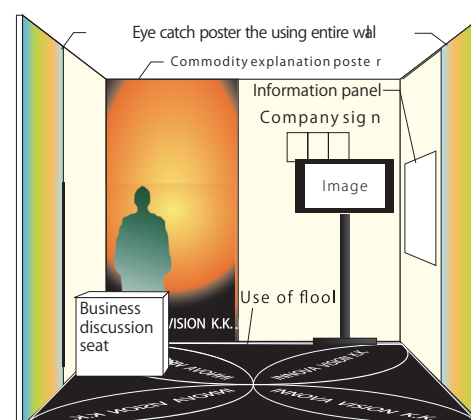


Figure 7. case of not exhibiting products

We believe that the demand requirement for the design guide that we present here is high, but we have not actually achieved verification of the proposals. As a future challenge, we are hoping to obtain even more quantitative visual recognition data by CG, etc. visualization of booths designed according to these guidelines and by conducting simulations using eye-mark recorders.

**5. References**

[1] Tsutomu Terasawa, Requirement and structures related to "Soft Controls" for the Tokyo Motor Show Exhibition Site Planning, Chiba University 1999.  
 [2] H. Dreyfuss, The Measurement of Man Human Factors Design, Whitney Library of Design, 1959