

“ The appearance and performance of modern exhibition venues ”

As you come in a modern venue, you walk on a thick velvet carpet and enter a glass hall having a high ceiling. You walk in a hall having a pleasant temperature because the air conditioner *knows* how many people are in the hall. Then you see stand owners connected to networks for communication with their colleagues, and customers all around country; and visitors in the lecture hall can have a view of lecturer of other country on a big screen or board and may communicate with him. They serve food in this venue by observing all international hygienic standards. There are such venues all around the world and or organizers are constructing and developing more of them. The organizers of such venues hope to compete in accordance with the 21st century standard because they have to compete and to present such facilities and feasibilities more.

When the people describe a modern venue they talk about the advanced communications and computerized performances but the planners of these venues know that the installation of merely advanced systems in the same tedious square structures of venue to figure out would not be sufficient anymore.

All aspects will need update not only in presenting a contemporary environment communicate by utilizing new technologies but also in showing an actual shape the importance of exhibition growth and the cultural promotion of its members.

The importance of the façade of the buildings

In the past, there was no emphasis on the beauty of a venue but today we want a building that has a façade of a stronger architecture exposition. Designs compose a complex of glass and steel. Also in direction of open spaces, there are more tendencies. For example, the Los Angeles venue, developed with a vast hall and 150 feet glass tower. Because the old constructed building since 1971 not to outshine the venue they added a new façade for the old building, which makes up the smaller copy of the glass tower, and either of two buildings connect to each other with a central passage.

The venue of Pennsylvania with a special outstanding entrance connect a train terminal of 100 years old and the entrance hall with an area of 55,000 sq feet with a glass dome ceiling of 90 feet and assembly hall and renewed conference rooms.

Creating an architecture description was the objective for the venue of Mc Kormic South at Chicago. The glass enclosure passage with a 100 feet ceiling reinforced the grandiose status of its hall entrance.

For reinforcing entrance that is more effective the taxi tunnels are well light. Management of this venue has two or three persons to open taxis doors which if

needed they increase them. In the meantime, the venue of San Diego has custodies dressed in uniform suits at the entrance. In spite of any number of street signs and traffic signs people always lose their ways in exhibition and the venue people assigned to help them.

Either in Mc Kormic South and Pennsylvania has taken samples from hotels. In Mc Kormic the furnishings in all public regions are to the extent as famous hotels. Indirect light playing and bright and shining walls have wide application. All the walls are profusion of light.

In Pennsylvania venue, all the finishing are like four stars hotels. The granite floors of public spaces and sidewalks polished and covered with thick carpets. Their excellent decorations create many positive viewpoints. It is more than what people may expect of in a venue. They may also astonish for looking at all extraordinary artistic decoration in the entire complex, which some of these collections purchased and some ordered especially for this location.

All these well renovations are worthwhile. However, a venue should be more than having a sparkling façade the venue should enable management to submit to stand owners and visitors the best and the newest things.

Venues as Skeleton

One of the newest advances in communication is light fiber used in venues. One light fiber skeleton –called so because it is as if a human skeleton- installed in Portland venue. Light fiber cables have the capacity to transfer data instantly, sound, and video on a wire. One telephone line can transfer only one message at any time. In addition, the light fiber cables transfer data with some speed equals to 100 times of telephone lines. By using light fibers not only individuals in two distant cities can see and talk with each other but also can transfer data from one line to computers between.

Local development institutions and management of exhibition have undertaken the installation expenses of this technology located in location and at the request, they can connect them. Exhibition, which needs this capability, can install them in other venue. However, the stand holder and exhibition manager expenses are very lower because this skeleton has already installed.

San Diego venue has installed other light fibers for Ducommun fair. This skeleton provides opportunities to other stand holders to show the advanced equipment, which require higher speeds of data transference. Light fibers are the best technology for remote conferences too. The transference by light fibers is more safety than telephone lines because there is no possibility for eavesdropping.

Two existing buildings in Mc Kormic have interconnected with light fibers. Light fibers are certainly a tendency in new venues computer exhibitions attraction and it is more economical too.

There is an increasing tendency to use technology in relation with conference hall space and with the total building space. This reflects the promotion of expert's expertise.

Advanced Laboratory

New technologies in numerous conference halls are expanding. Birmingham venue is a 20 stories building whose three stories dedicated to conference rooms and the other show halls are for providing medicine and medical items. The main department of this venue is the meeting center of medical practical laboratory having lab equipments and technical services. The closed circuit televisions by using light fiber provides opportunities to the participants in laboratory to witness operations were conducted somewhere else in country and following it uses from the real or plastic organs and or the physician or surgery discusses about the operation itself.

This meeting hall has a video room where remote conference takes place through telephone lines a faster with less expensive than satellite transference, but this venue has two satellite dishes too which many of programs broadcast in relative regions. Satellite communication along with light fiber provides possibilities for conference hall addressees with the capacity of 275 seats to by using electronic response pads interact with lecturers in all around the world.

Theaters with unchangeable seats are becoming important conveniences in the conference room. Pennsylvania exhibition center has 600 seats and the capability of teleconferences. Its second meeting center with a capacity of 4000 to 5000 has allocated for medical teams. However many conferences too need such spaces too.

The most modern venues have used computerized energy controlling systems, which has solved many problems of cooling and heating of the old venues in addition to reducing the cost. Nevertheless, many venues are seeking other further options. By mutual investing in air conditioners, systems with low energy are operating in venues for the economical purposes.

In the global center for conferences of Georgia, one electrical set of five mega bits with the capacity of producing two kinds of energies (electricity and heating). This set provides feasibilities for venue to produce its power during the peak time of consumption. Hence, there is saving in the electricity costs and these saving benefits customers too. The above-mentioned set provides profusion electricity in periods of emergencies.

In Philadelphia, within the cemented floors the built-in sensors register the temperatures of exhibition hall. In the meantime, computerized controlling system planned for the forecasted number of visitors. These combinations optimize control-cooling systems and besides a reduction of the cost, people have more comforts.

San Diego venue too has independent environmental equipments. This venue has its own personal telephone company. The stand holders do not need to contact local telephone company for their basic telephone services. This venue puts at the disposal of stand holders audio post, which consists of automatic response and messages recording. For instance, ” for working hours of exhibition press number 1, press number 2 for seminar information etc.

The restaurants of venue

Previously, in a venue restaurant food menu was restricted to one hot dog and fish sandwich not more. Now many venues compete with the best city hotels and some with the best restaurants.

In public and open spaces of Los Angeles venues, there are foodstuffs kiosks and fast food counters. All kinds of delicious food according to different tasteful exist in this venue including dough, pizza, all kinds of salads and two equipped restaurants. The necessary requirement for each venue is flexibility. Smaller centers cannot justify the regions for one purpose for a particular use. The work secret is in being multi purposes. The walls of Philadelphia venue has been built in such manner that when required we can change the number of stands.

Case study

Netherlands a small country but big ideas for exhibition

In south of the Netherlands, lies at the country oldest city the modern and attractive venue of Maastricht, This meeting and exhibition center inaugurated in 1988 as the name of MECC and today too it appeals as a standard one for other venues. Consider its flexibility, two meeting halls, with the capacity of 1058 and the other with 592 people, have a mutual scene that have located back to back. If you remove the partition-walls, you will have a very large central scene. The movable partition walls can divide these two halls in horizontal shape to be suitable for the use of smaller groups. In these halls, computerized controllers allow simultaneous presentations of slide projection, CD-ROM projections, films, and videos, which all broadcast on either one screen or separate screens.

Simultaneous translation through infra-red and not a cable is done. One direct wireless response system immediately transforms the responses to percent. For example if 600 addressees press the button of “yes” in their own response boxes and 400 persons press the button “no” the information appears on a board that reports 60 percent has given affirmative and 40 percent has given negative response the video monitors connect 25 meeting rooms to the meeting hall. In spite of all these activities, all the present people in meeting hall feel calmness and comfortable because behind the seats there are air conditioner system which preserves the suitable temperatures, if you believe in scent therapy you can add a fragrant scent to this air condition system.

In two exhibition halls, in distances of 9 meter, the service canals of facilities installed on the floors, which allow direct wireless connection. The hall ceiling too like floor is modern built in microphones in the ceiling control the sound level in the halls so that the public notifications transfer with suitable loudness.

During European leaders assembly, 2200 journalists gathered in this center the authors of these newspapers had at their disposal 800 work spaces with telephones and modem in the meantime that 80 stadiums established in the exhibition yard with televised and radio equipments.

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