



IMMERSIVE TRADESHOW DESIGN ON A GRAND SCALE

CHALLENGE

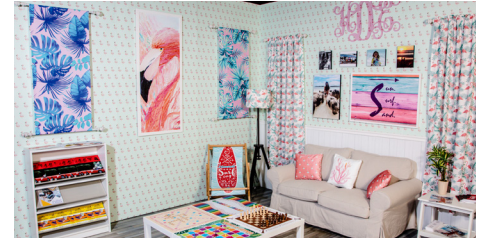
Canon Solutions America, Large Format Solutions Division (LFS) is known for impressive tradeshow booths showcasing the immense creative possibilities

of its equipment. For decades, Street Level Studio has been a creative partner in this grand effort, tasked with designing and producing an ever-changing array of larger-than-life wall

graphics, signage, posters, and environments that dramatically connect the innovative technology of Canon's industry-leading large format inkjet printers with a memorable experience.

[▶ Learn more about the Canon LFS tradeshow](#)





Conceive fresh ways to emphasize the equipment’s visually stunning color, amazing media range, and vast spectrum of

creative applications. Over the years, we’ve been able to really stretch our imaginations and design skills for LFS. Like the life-size streetscape with a 3D car that showed up in Canon’s booth at the 2022 PRINTING United Expo. Or the replica neighborhood bar called “The App Room” we created, featuring graphic elements ranging

from wallpaper and lampshades to a dartboard, coasters, and pizza boxes. Or our award-winning suite of inviting, “step inside” room vignettes, including the lobby of a Mediterranean hotel and its on-site Taverna, a quirky flamingo-inspired family game room, and even an irresistibly fun candy store.

RESULTS

Ultimately, a tradeshow booth is all about making connections and doing business.

Our work aligns with that goal for Canon Solutions America LFS. Large format presses represent a sizeable investment. As a critical point along the customer journey, these engaging tradeshow “experiences” we produce allow existing and future customers to see, touch, and feel the quality and range of the output from Canon large format printers. The booths also provide both a springboard and a productive environment for valuable one-on-one conversations with sales reps about Canon’s technology and services.

AWARD



Platinum
Trade Show Exhibit
 Canon Solutions America
 2020