

EDPA NorCal May chapter meeting features guest speaker Mitchell Mauk, EuroShop insights and new exhibit.



Written by Exhibit City News

Monday, June 02, 2008



SAN FRANCISCO – The EDPA Northern California Chapter met May 7 at Mitchell Mauk’s design studio on Fell Street in San Francisco. Mauk, principal of Mauk Design is a world-renowned, award-winning exhibit designer who was named Exhibit Designer of the Year by EXHIBITOR magazine. At the May 7 event, he presented some of his unique design strategies and techniques to a captivated audience.

From left: Mitchell Mauk, Mauk Design; Dave Hood, Hood Exhibits; Doug Hersh, Santa Barbara CC Exhibit Design Program and Michael Soelter, MC2.

“There was a great turnout, somewhere in the neighborhood of 40 people,” said Gene Winther, CEO of Expon Exhibits, who attended the event. “Most of them were there to see Mitchell Mauk and his new facilities, which will be very cool when finished.”

The event also gave members a EuroShop-inspired overview of upcoming design trends in North America. [EuroShop is a global retail trade fair considered the world’s leading event for the exhibit industry. It is held every three years in Dusseldorf, Germany.] Creative directors from Icon Exhibits, GGE and Delphi Productions shared images and insights gleaned from this year’s show.

Doug Hersh, dean of education at Santa Barbara City College, was also on hand to discuss future benefits of his school’s new exhibit design program, which he recently introduced.

“This was the kind of meeting you could walk away from thinking, ‘I need to take a break, clear my head and take in some inspiring ideas more often,’” said Melinda Stewart of Napa, Calif.-based Laser Exhibitor Service of Northern California. “This was refreshing.”