

Sony Digital Austin, Texas

Scope of Work

Stage 1

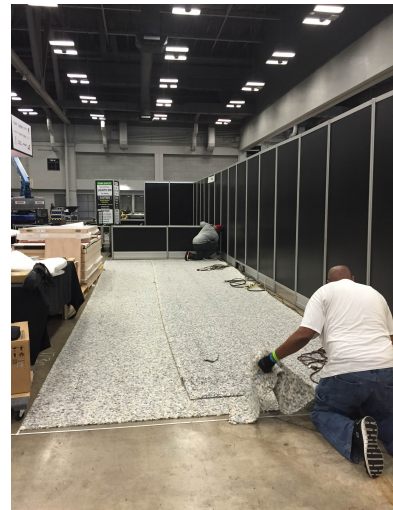
- Brief was received to design a booth for an exhibition space to promote Sony Digital's new interactive product.
- A design firm selected by Sony Digital requested help from HAA-C to work alongside in designing the architectural and interior aspects of the booth.
- Acknowledgment of pre-set booth size and English will need to be used when coordinating with local exhibition manager and contractors.
- A project program was outlined.



Final design concept for exhibition booth.

Stage 2

- Initial concept designs were prepared to show client and designer, outlining intended space and materials used.
- Drawings amended in regards to Austin codes and standards which fortunately HAA-C has knowledge of due to extensive experience in the US, allowing him to have translated the designs from Japanese to English.
- Regular communication with exhibition manager in Austin, which continues throughout the project.
- Consultations with Sony Digital Tokyo office in regards to reviewing intended costs in relation to standard unit costs in Austin.



Initial setting up of exhibition space.

Stage 3

- Finalise booth construction, materials used and overall design with designer and contractor.
- Liaise with site manager to review health and safety in regards to site settings.
- Update Cost information and liaise with parties so they are aware of all changes.
- A review of the Project execution plan was held.



Final stages of the exhibition set up.

Stage 4

- Prepare necessary documentation for local exhibition manager in Austin, alongside ensuring all parties are up to date with the latest designs and technical details.
- Send renders of booth design to Event coordinators.
- Any final amendments to costs are checked against Austin unit prices and Cost Information is updated.

Stage 5

- Issued construction documentation on time.
- Reviewing of site at point of practical completion was done by HAA-C and Sony Digital Tokyo.