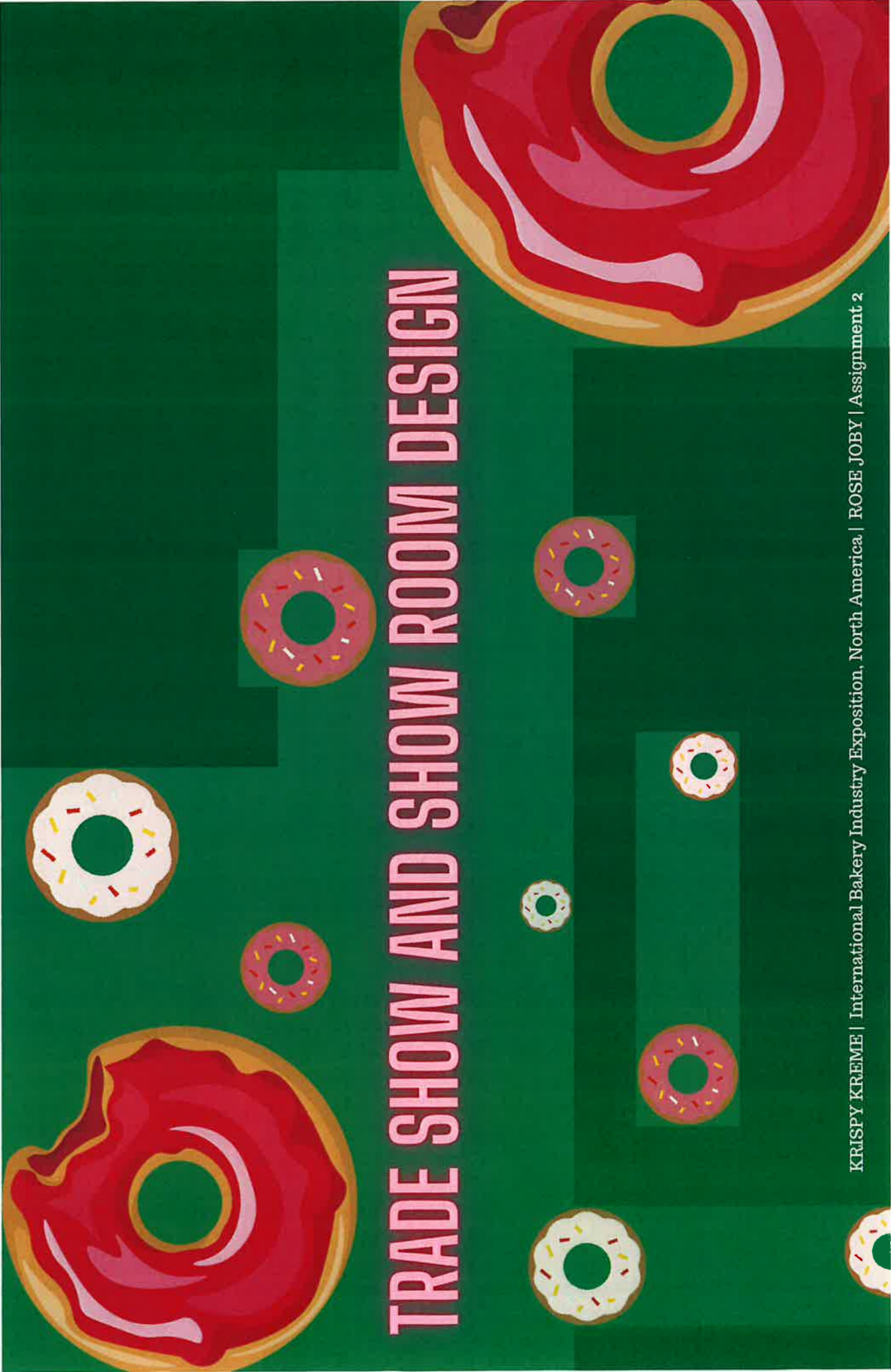


TRADE SHOW AND SHOW ROOM DESIGN

KRISPY KREME | International Bakery Industry Exposition, North America | ROSE JOBY | Assignment 2





Krispy Kreme's unique appeal lies in its iconic Original Glazed doughnut, Hot Light experience, commitment to freshness, innovative flavors, interactive store designs, community engagement, global presence, and nostalgic charm, distinguishing it as a beloved and iconic brand in the doughnut industry.

MOOD BOARD



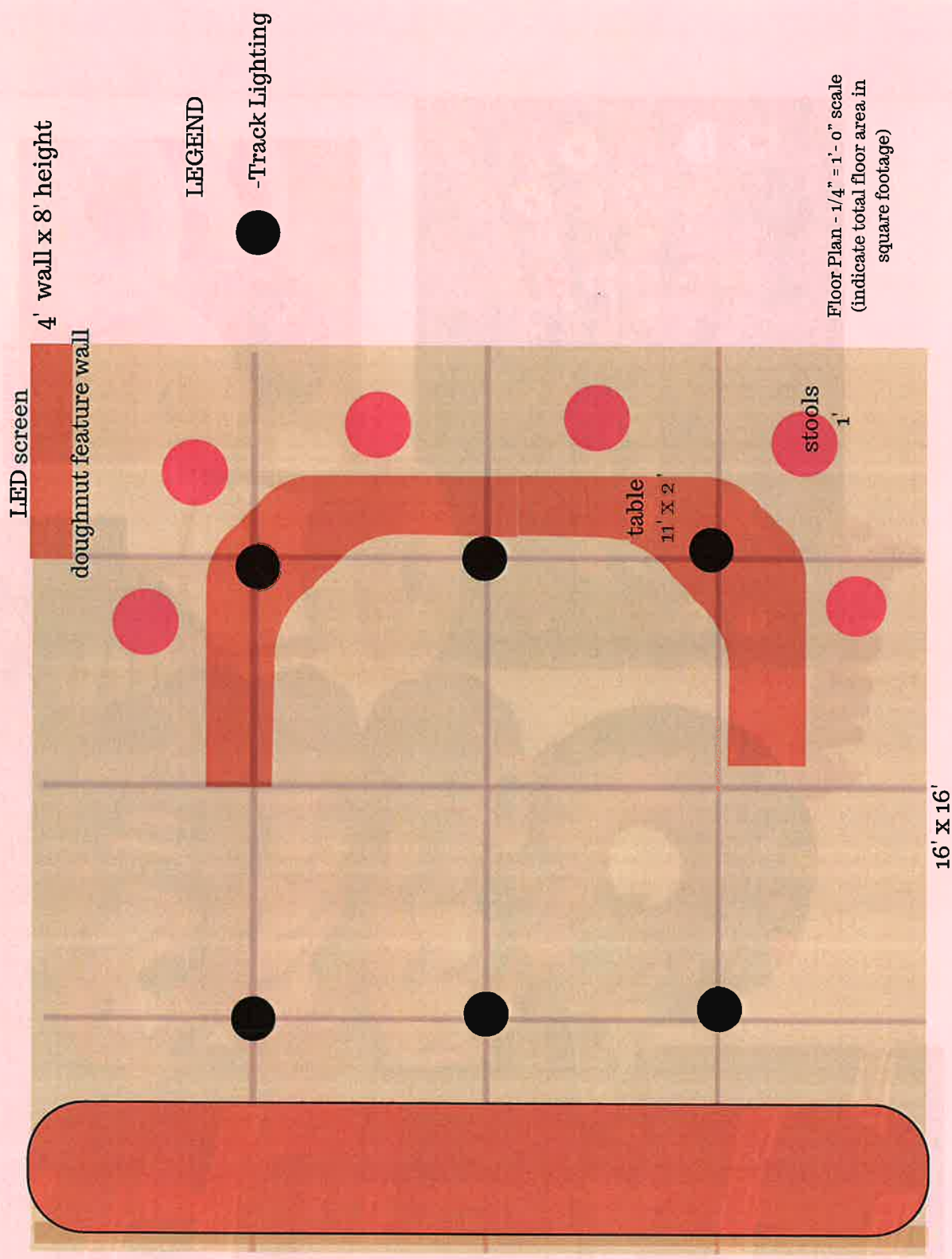
Sweet



Joy



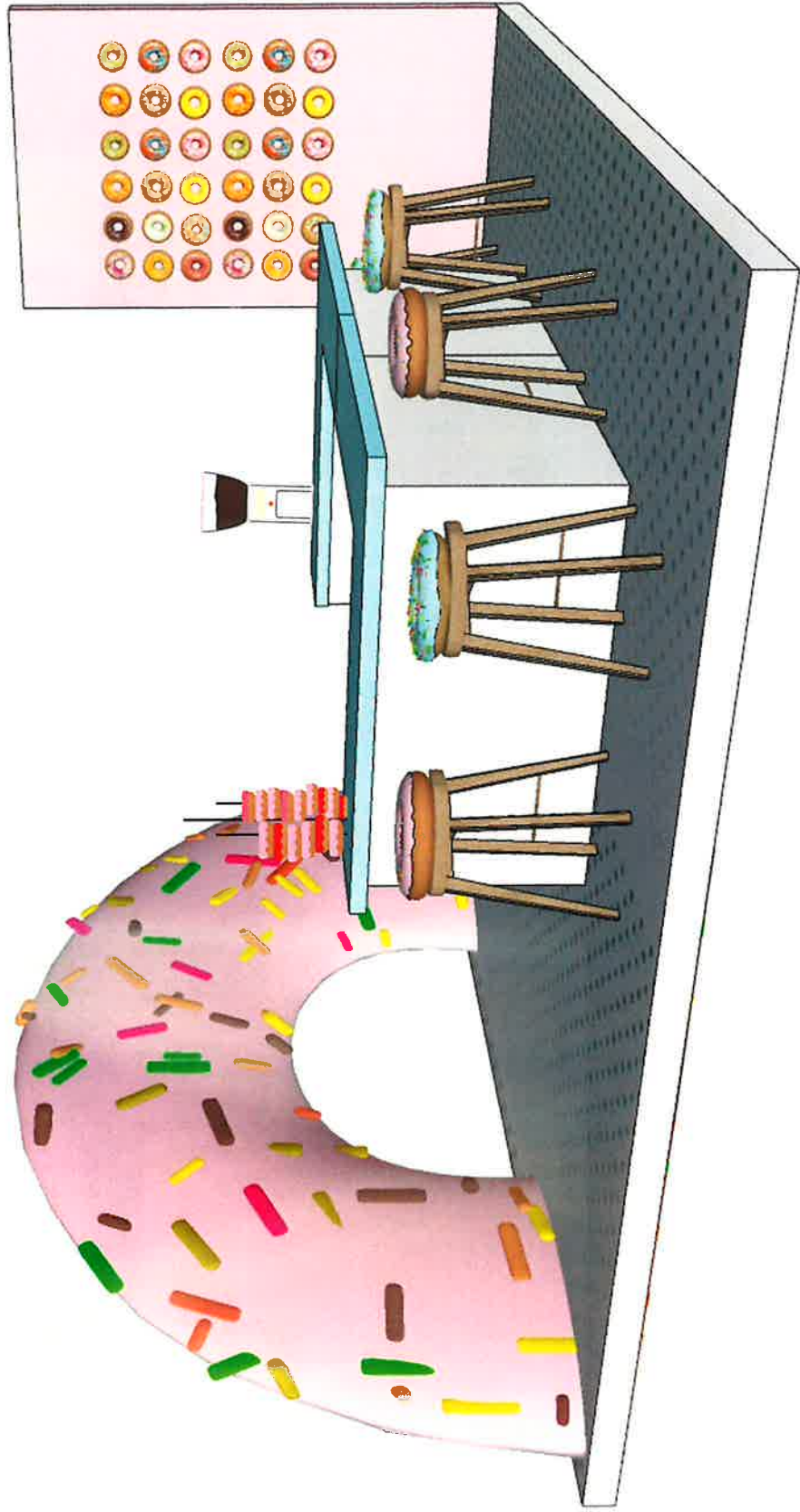
FLOOR PLAN & LIGHTING



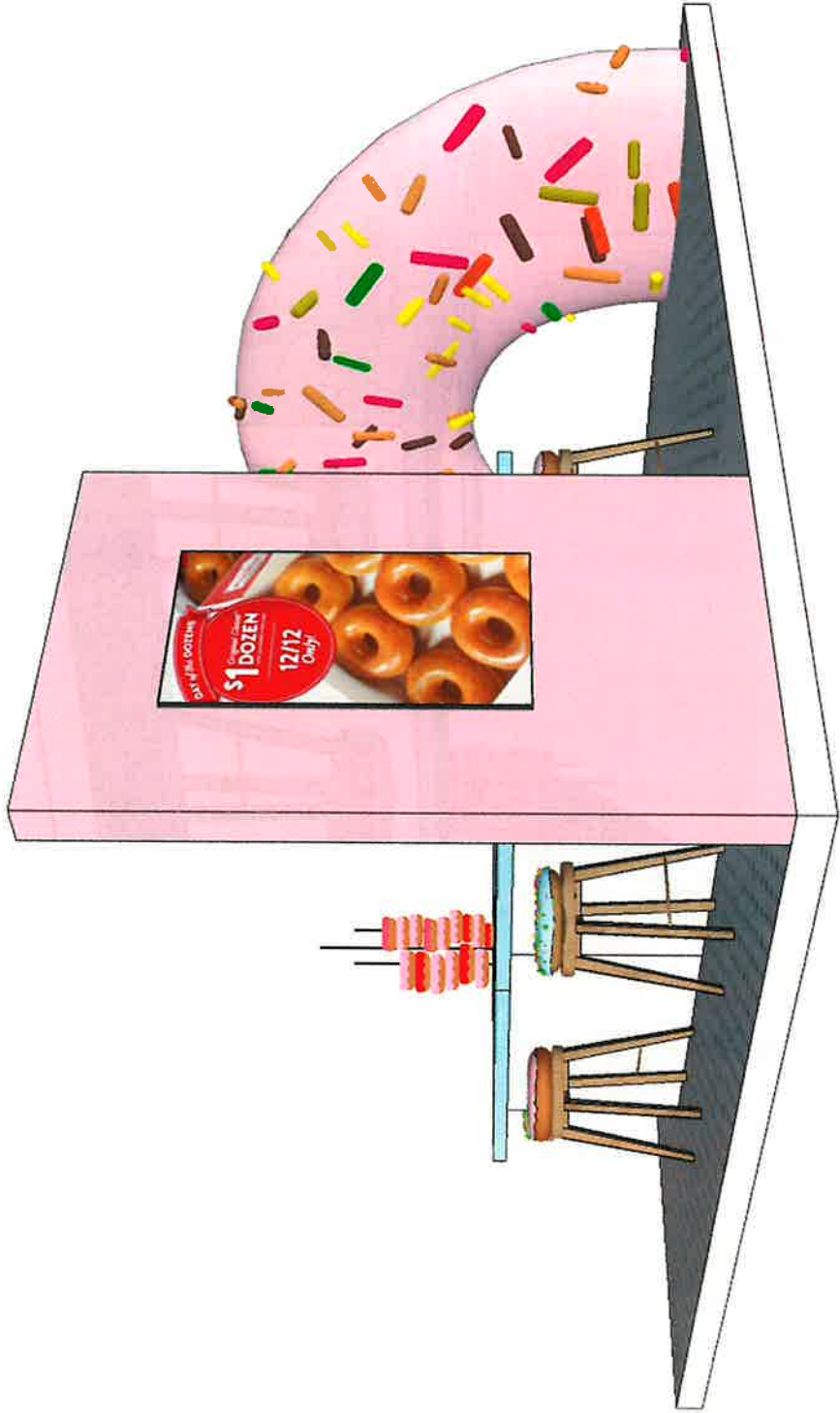
LEGEND

● -Track Lighting

Floor Plan - 1/4" = 1'- 0" scale
(indicate total floor area in square footage)



KRJSKY KREME | International Bakery Industry Exposition, North America | ROSE JOBY | Assignment 2



KRISPY KREME | International Bakery Industry Exposition, North America | ROSE JOBY | Assignment 2



LOCATION

International Bakery Industry Exposition (IBIE): IBIE is the largest baking industry trade show in North America, attracting professionals from the baking and pastry sectors. It offers opportunities to showcase your Krispy Kreme products, connect with suppliers, and stay updated on the latest trends and technologies in the baking industry.