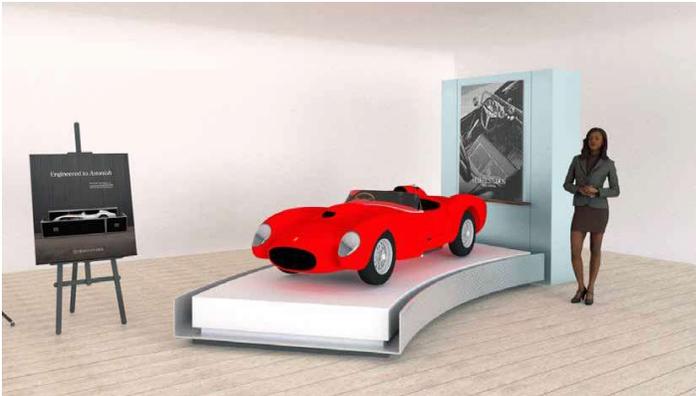


CAR EDITIONS PODIUM TYPES

TYPE 1



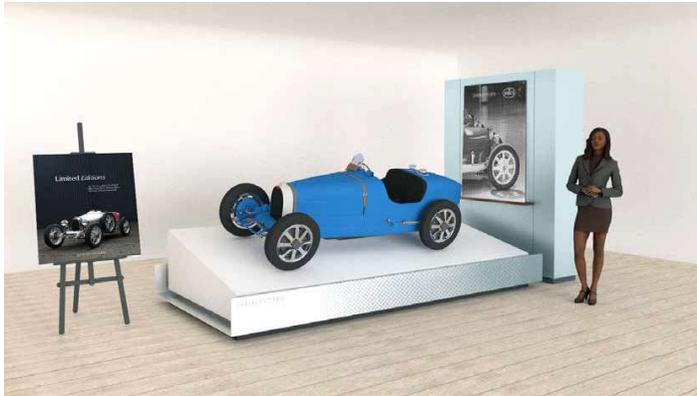
FERRARI/BUGATTI/ASTON MARTIN

TYPE 2



FERRARI/BUGATTI/ASTON MARTIN

TYPE 3



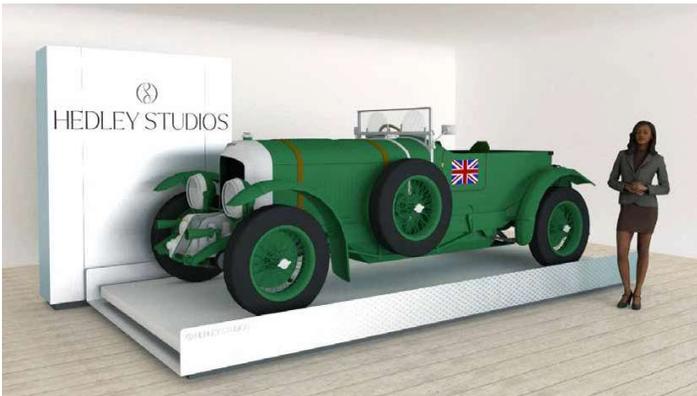
FERRARI/BUGATTI/ASTON MARTIN

TYPE 4



FERRARI/BUGATTI/ASTON MARTIN

TYPE 5



BENTLEY ONLY

TYPE 1 - FERRARI/BUGATTI/ASTON MARTIN

VIEW 1



FINISHES NOTE:
BRAND EASEL - FOR CAMPAIGN
COMMUNICATIONS ON LOOSE
GRAPHIC PANEL

FINISHES NOTE:
CAMPAIGN COMMUNICATIONS ON
LARGE SCALE GRAPHIC PANEL -
SECRET FIXED

FINISHES NOTE:
BRAND TOTUM UNIT - DUAL SIDED
TO INCLUDE ILLUMINATED BRAND
SIGNAGE (SIDE ONE) AND CAMPAIGN
COMMUNICATIONS ON LARGE SCALE
GRAPHIC PANEL - SECRET FIXED

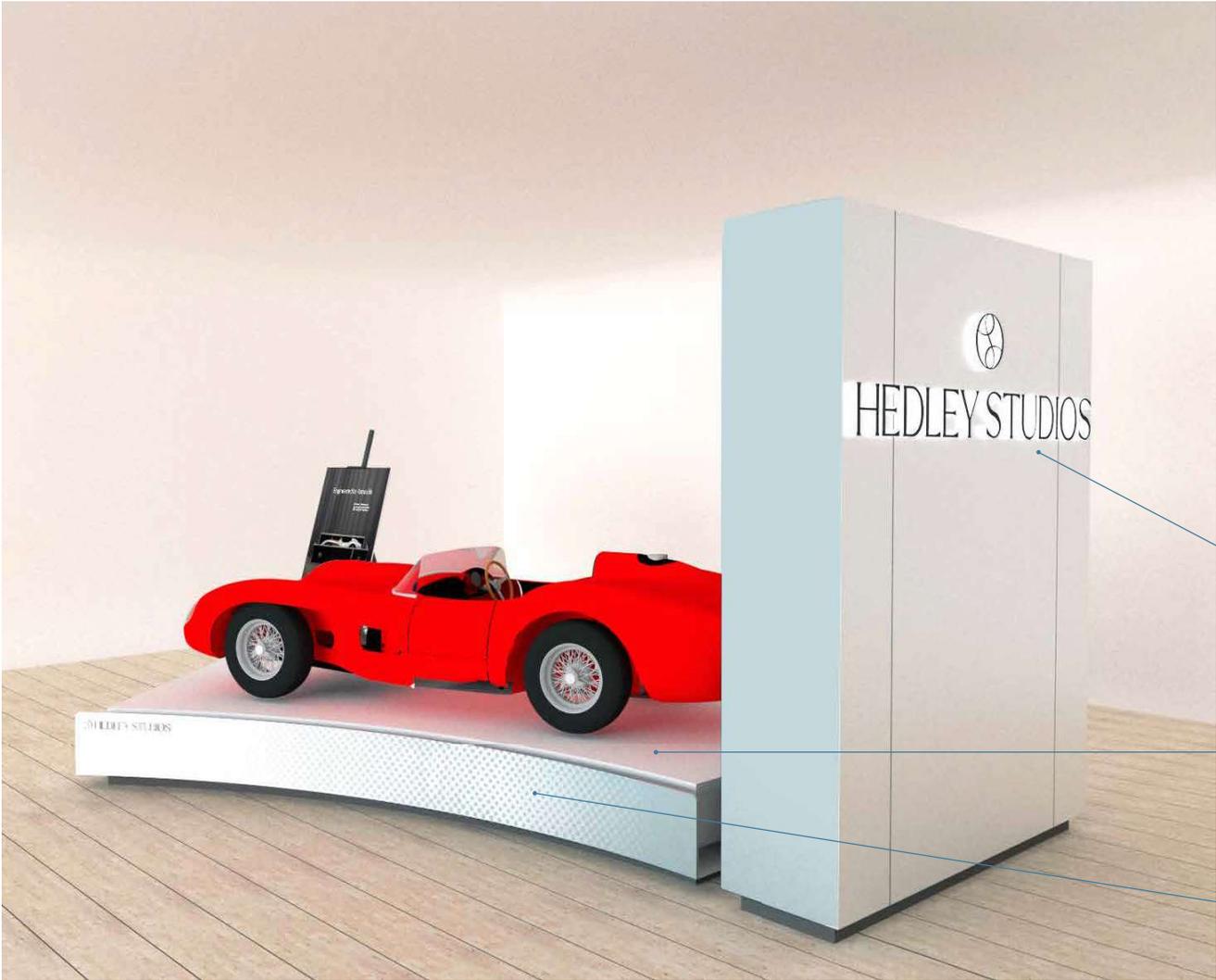
FINISHES NOTE:
SOLID SURFACE MATERIAL
(CORIAN/HI-MACS) PODIUM INSET
FROM ALUMINIUM CHANNEL TO
HAVE SEAMLESS APPEARANCE
AND CONCEALED LIGHTING TO
UNDERSIDE.

FINISHES NOTE:
ANODISED ALUMINIUM CHANNEL/
SECTION WITH ETCHED AND
INFILLED 'HEDLEY STUDIOS
LOGOTYPE TO OUTSIDE FACE ON
BOTH VERTICAL FACES - RAGGED
LEFT IN EACH INSTANCE.

(Design activation study)

TYPE 1 - FERRARI/BUGATTI/ASTON MARTIN

VIEW 2



FINISHES NOTE:
BRAND TOTUM UNIT - DUAL SIDED
TO INCLUDE ILLUMINATED BRAND
SIGNAGE (SIDE ONE) AND CAMPAIGN
COMMUNICATIONS ON LARGE SCALE
GRAPHIC PANEL - SECRET FIXED

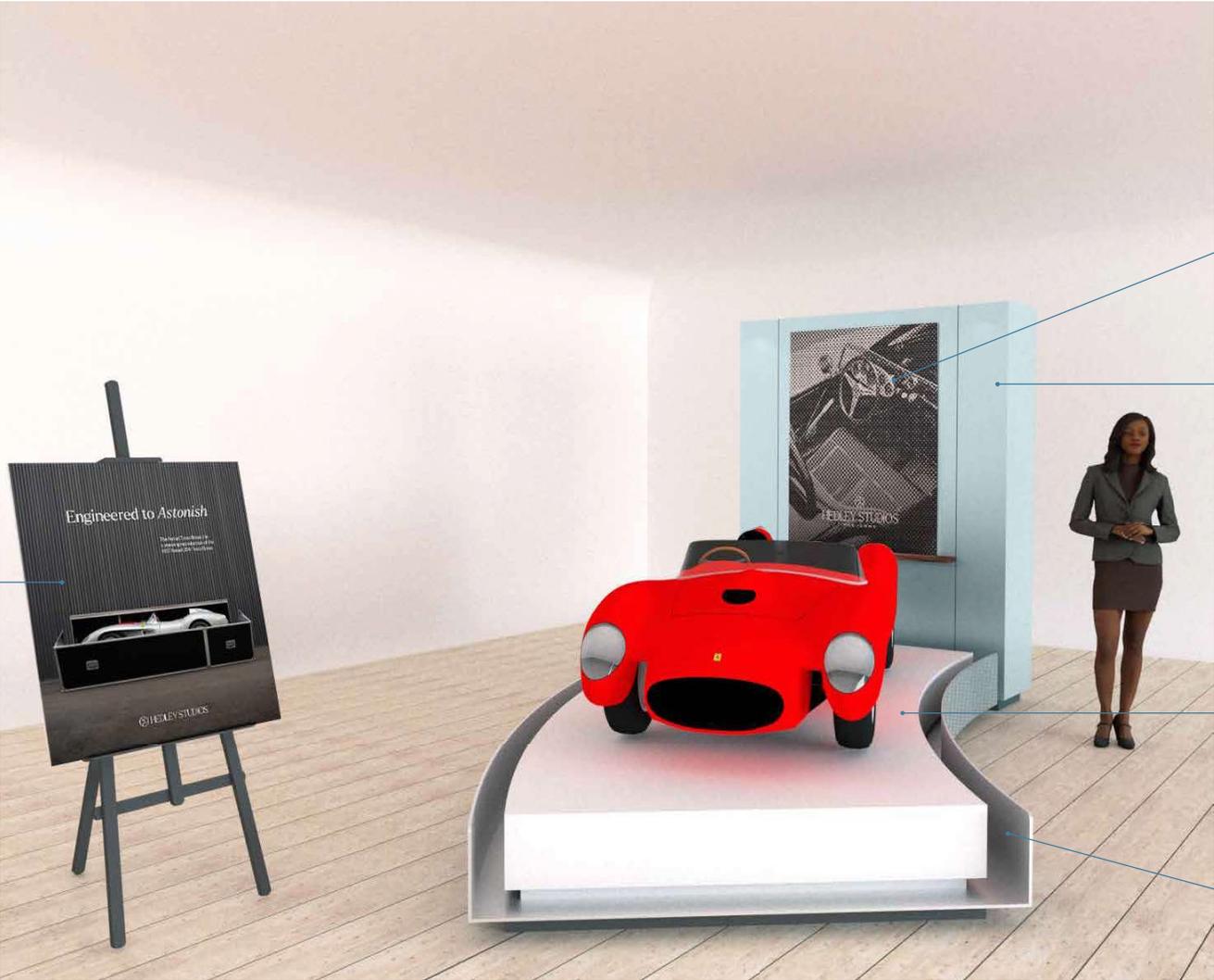
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LEFT IN EACH INSTANCE.

(Design activation study)

TYPE 1 - FERRARI/BUGATTI/ASTON MARTIN

VIEW 3



FINISHES NOTE:
BRAND EASEL - FOR CAMPAIGN
COMMUNICATIONS ON LOOSE
GRAPHIC PANEL

FINISHES NOTE:
CAMPAIGN COMMUNICATIONS ON
LARGE SCALE GRAPHIC PANEL -
SECRET FIXED

FINISHES NOTE:
BRAND TOTUM UNIT - DUAL SIDED
TO INCLUDE ILLUMINATED BRAND
SIGNAGE (SIDE ONE) AND CAMPAIGN
COMMUNICATIONS ON LARGE SCALE
GRAPHIC PANEL - SECRET FIXED

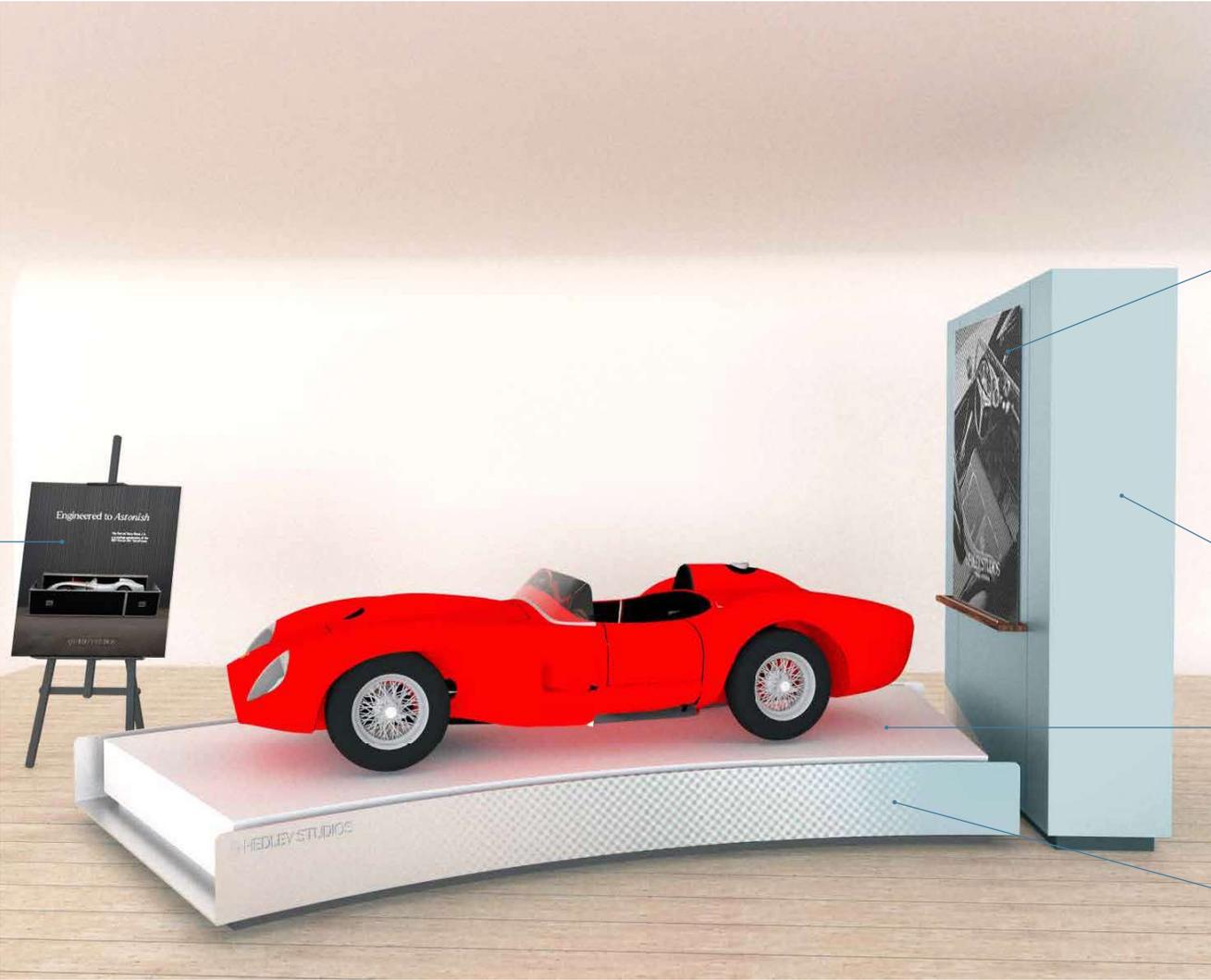
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LOGOTYPE TO OUTSIDE FACE ON
BOTH VERTICAL FACES - RAGGED
LEFT IN EACH INSTANCE.

(Design activation study)

TYPE 1 - FERRARI/BUGATTI/ASTON MARTIN

VIEW 4



FINISHES NOTE:
 BRAND EASEL - FOR CAMPAIGN
 COMMUNICATIONS ON LOOSE
 GRAPHIC PANEL

FINISHES NOTE:
 CAMPAIGN COMMUNICATIONS ON
 LARGE SCALE GRAPHIC PANEL -
 SECRET FIXED

FINISHES NOTE:
 BRAND TOTUM UNIT - DUAL SIDED
 TO INCLUDE ILLUMINATED BRAND
 SIGNAGE (SIDE ONE) AND CAMPAIGN
 COMMUNICATIONS ON LARGE SCALE
 GRAPHIC PANEL - SECRET FIXED

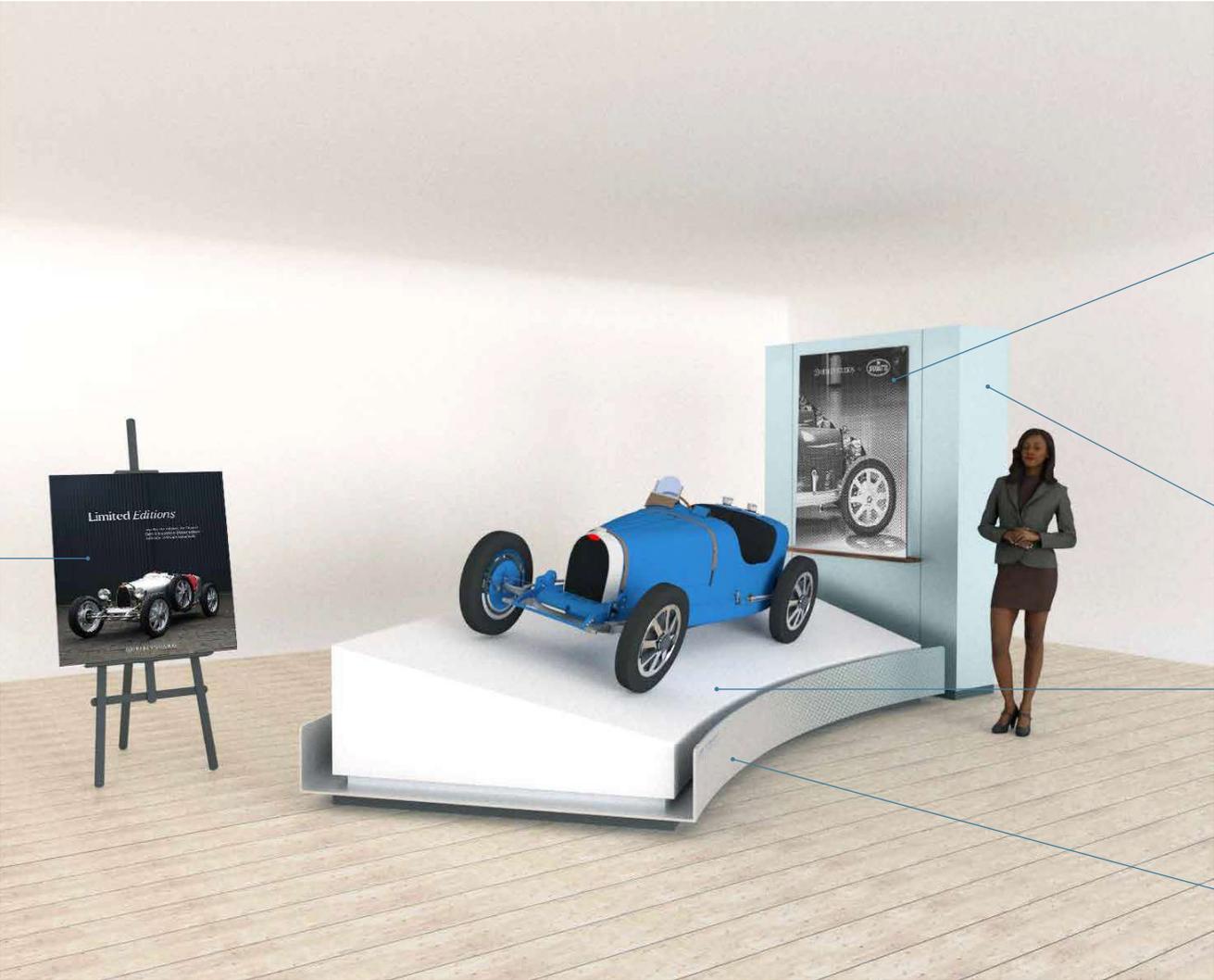
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 SECTION WITH ETCHED AND
 INFILLED 'HEDLEY STUDIOS
 LOGOTYPE TO OUTSIDE FACE ON
 BOTH VERTICAL FACES - RAGGED
 LEFT IN EACH INSTANCE.

(Design activation study)

TYPE 2 - FERRARI/BUGATTI/ASTON MARTIN

VIEW 1



FINISHES NOTE:
BRAND EASEL - FOR CAMPAIGN
COMMUNICATIONS ON LOOSE
GRAPHIC PANEL

FINISHES NOTE:
CAMPAIGN COMMUNICATIONS ON
LARGE SCALE GRAPHIC PANEL -
SECRET FIXED

FINISHES NOTE:
BRAND TOTUM UNIT - DUAL SIDED
TO INCLUDE ILLUMINATED BRAND
SIGNAGE (SIDE ONE) AND CAMPAIGN
COMMUNICATIONS ON LARGE SCALE
GRAPHIC PANEL - SECRET FIXED

FINISHES NOTE:
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FINISHES NOTE:
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SECTION WITH ETCHED AND
INFILLED 'HEDLEY STUDIOS
LOGOTYPE TO OUTSIDE FACE ON
BOTH VERTICAL FACES - RAGGED
LEFT IN EACH INSTANCE.

(Design activation study)

TYPE 2 - FERRARI/BUGATTI/ASTON MARTIN

VIEW 2



FINISHES NOTE:
BRAND TOTUM UNIT - DUAL SIDED
TO INCLUDE ILLUMINATED BRAND
SIGNAGE (SIDE ONE) AND CAMPAIGN
COMMUNICATIONS ON LARGE SCALE
GRAPHIC PANEL - SECRET FIXED

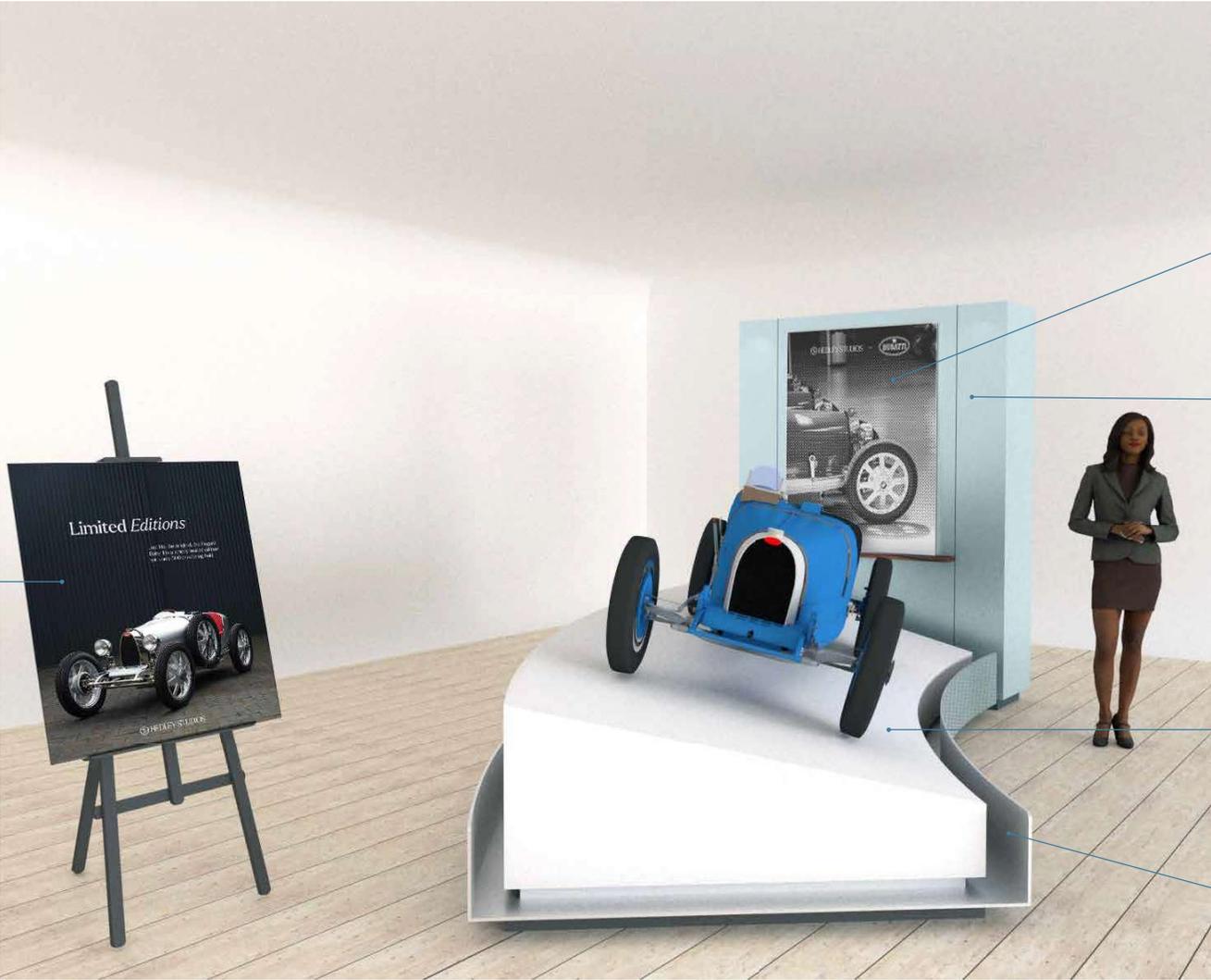
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LOGOTYPE TO OUTSIDE FACE ON
BOTH VERTICAL FACES - RAGGED
LEFT IN EACH INSTANCE.

(Design activation study)

TYPE 2 - FERRARI/BUGATTI/ASTON MARTIN

VIEW 3



FINISHES NOTE:
BRAND EASEL - FOR CAMPAIGN
COMMUNICATIONS ON LOOSE
GRAPHIC PANEL

FINISHES NOTE:
CAMPAIGN COMMUNICATIONS ON
LARGE SCALE GRAPHIC PANEL -
SECRET FIXED

FINISHES NOTE:
BRAND TOTUM UNIT - DUAL SIDED
TO INCLUDE ILLUMINATED BRAND
SIGNAGE (SIDE ONE) AND CAMPAIGN
COMMUNICATIONS ON LARGE SCALE
GRAPHIC PANEL - SECRET FIXED

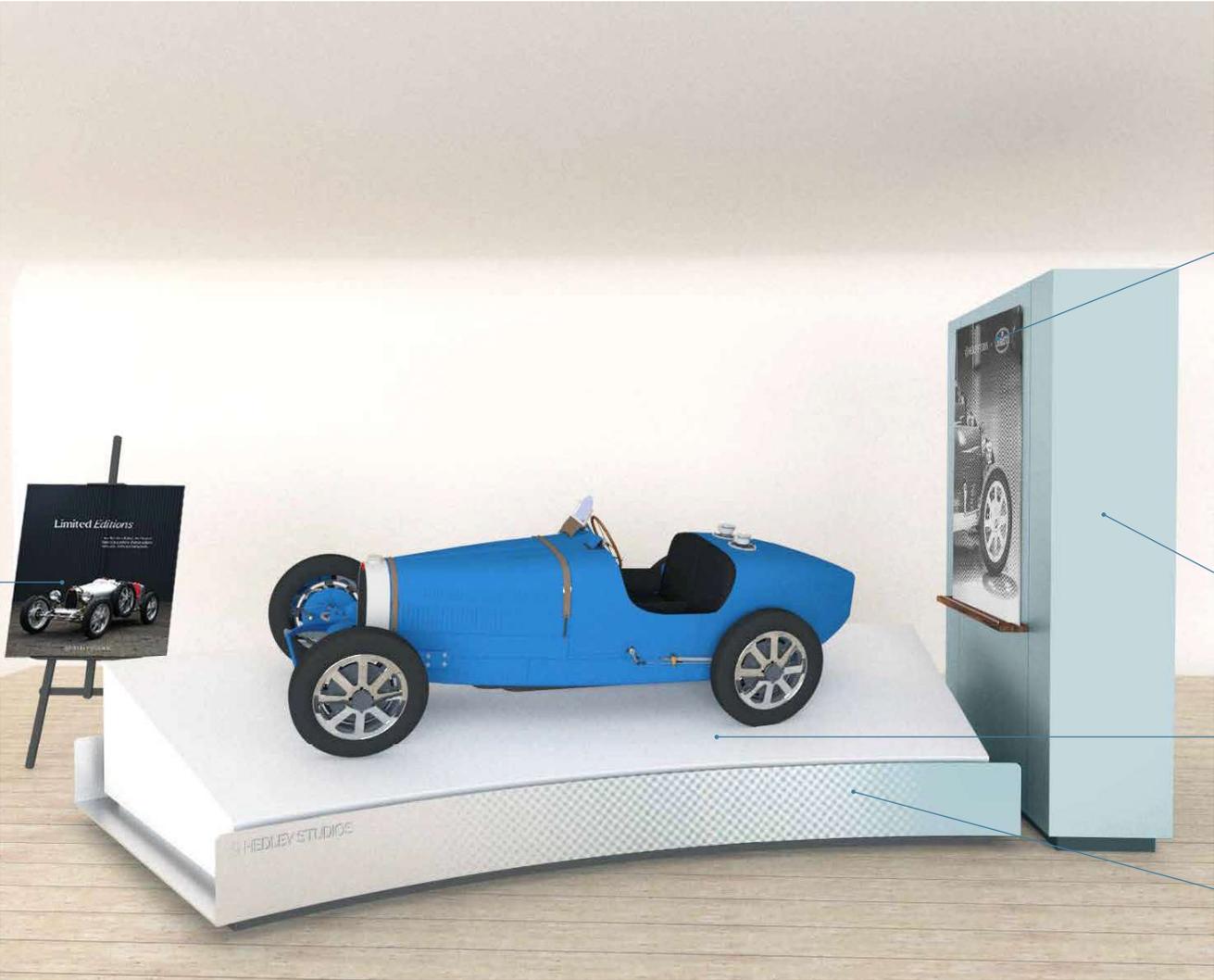
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SECTION WITH ETCHED AND
INFILLED 'HEDLEY STUDIOS
LOGOTYPE TO OUTSIDE FACE ON
BOTH VERTICAL FACES - RAGGED
LEFT IN EACH INSTANCE.

(Design activation study)

TYPE 2 - FERRARI/BUGATTI/ASTON MARTIN

VIEW 4



FINISHES NOTE:
 BRAND EASEL - FOR CAMPAIGN
 COMMUNICATIONS ON LOOSE
 GRAPHIC PANEL

FINISHES NOTE:
 CAMPAIGN COMMUNICATIONS ON
 LARGE SCALE GRAPHIC PANEL -
 SECRET FIXED

FINISHES NOTE:
 BRAND TOTUM UNIT - DUAL SIDED
 TO INCLUDE ILLUMINATED BRAND
 SIGNAGE (SIDE ONE) AND CAMPAIGN
 COMMUNICATIONS ON LARGE SCALE
 GRAPHIC PANEL - SECRET FIXED

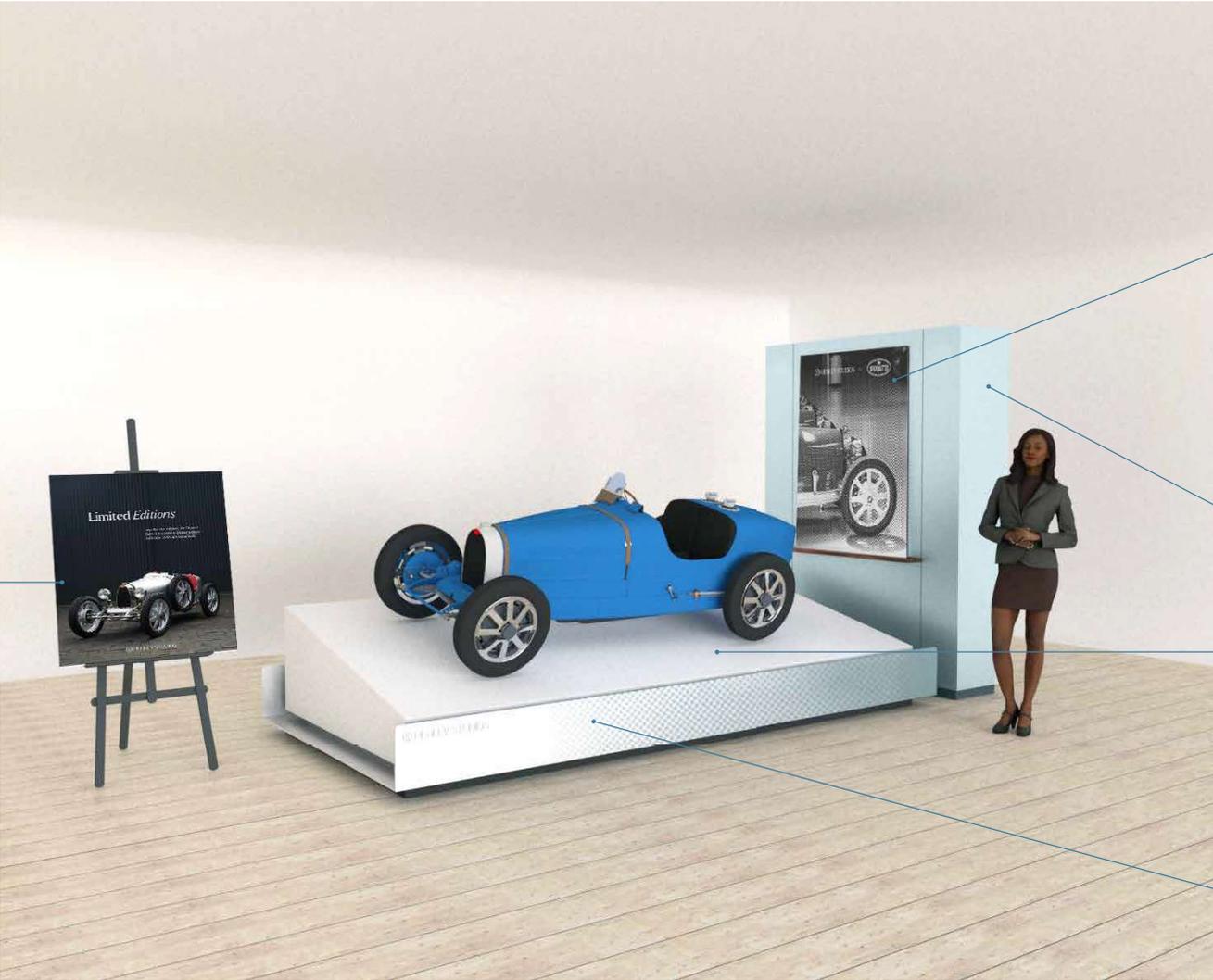
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 SECTION WITH ETCHED AND
 INFILLED 'HEDLEY STUDIOS
 LOGOTYPE TO OUTSIDE FACE ON
 BOTH VERTICAL FACES - RAGGED
 LEFT IN EACH INSTANCE.

(Design activation study)

TYPE 3 - FERRARI/BUGATTI/ASTON MARTIN

VIEW 1



FINISHES NOTE:
BRAND EASEL - FOR CAMPAIGN
COMMUNICATIONS ON LOOSE
GRAPHIC PANEL

FINISHES NOTE:
CAMPAIGN COMMUNICATIONS ON
LARGE SCALE GRAPHIC PANEL -
SECRET FIXED

FINISHES NOTE:
BRAND TOTUM UNIT - DUAL SIDED
TO INCLUDE ILLUMINATED BRAND
SIGNAGE (SIDE ONE) AND CAMPAIGN
COMMUNICATIONS ON LARGE SCALE
GRAPHIC PANEL - SECRET FIXED

FINISHES NOTE:
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INFILLED 'HEDLEY STUDIOS
LOGOTYPE TO OUTSIDE FACE ON
BOTH VERTICAL FACES - RAGGED
LEFT IN EACH INSTANCE.

(Design activation study)

TYPE 3 - FERRARI/BUGATTI/ASTON MARTIN

VIEW 2



FINISHES NOTE:
BRAND EASEL - FOR CAMPAIGN
COMMUNICATIONS ON LOOSE
GRAPHIC PANEL

FINISHES NOTE:
BRAND TOTUM UNIT - DUAL SIDED
TO INCLUDE ILLUMINATED BRAND
SIGNAGE (SIDE ONE) AND CAMPAIGN
COMMUNICATIONS ON LARGE SCALE
GRAPHIC PANEL - SECRET FIXED

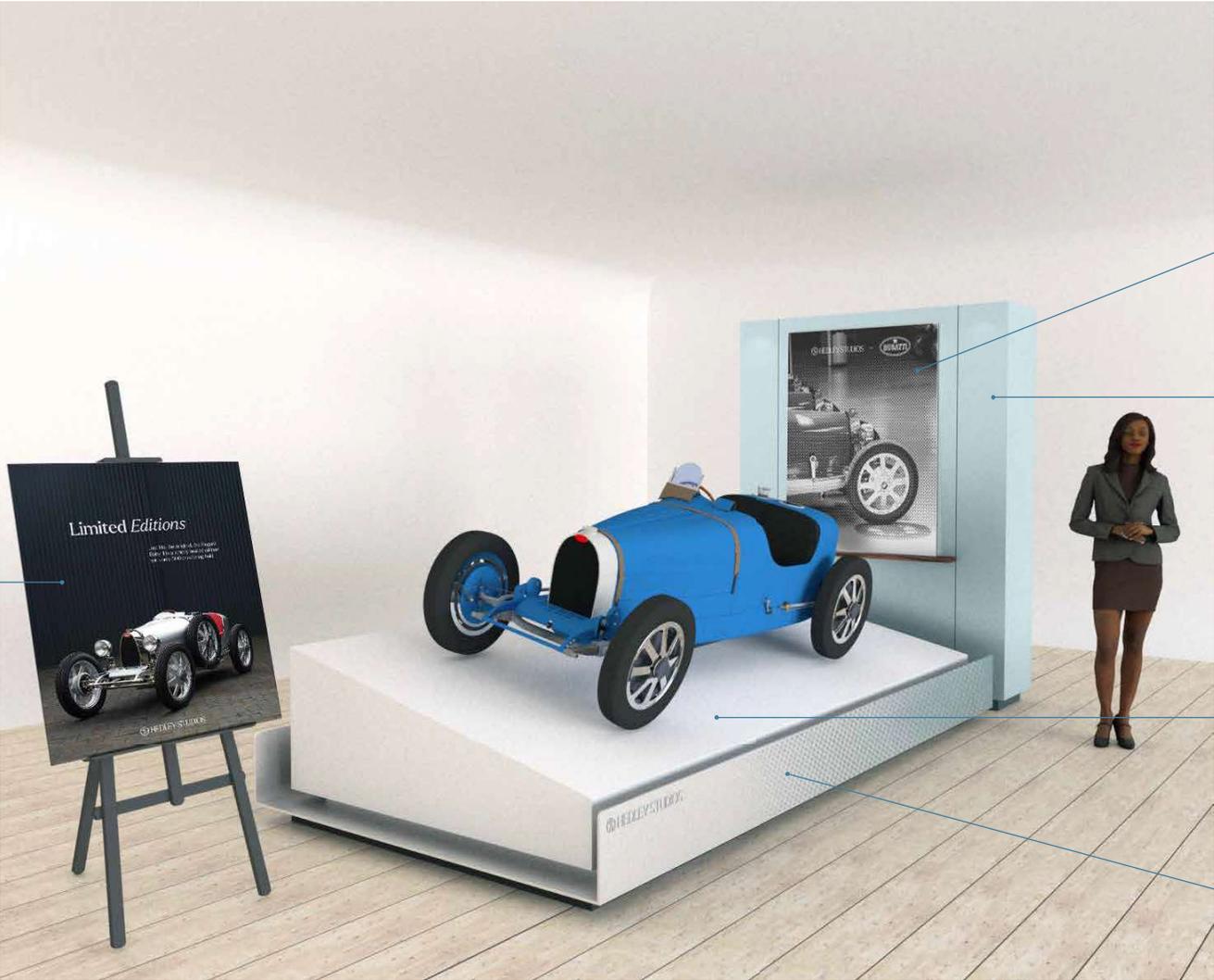
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LOGOTYPE TO OUTSIDE FACE ON
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LEFT IN EACH INSTANCE.

(Design activation study)

TYPE 3 - FERRARI/BUGATTI/ASTON MARTIN

VIEW 3



FINISHES NOTE:
BRAND EASEL - FOR CAMPAIGN
COMMUNICATIONS ON LOOSE
GRAPHIC PANEL

FINISHES NOTE:
CAMPAIGN COMMUNICATIONS ON
LARGE SCALE GRAPHIC PANEL -
SECRET FIXED

FINISHES NOTE:
BRAND TOTUM UNIT - DUAL SIDED
TO INCLUDE ILLUMINATED BRAND
SIGNAGE (SIDE ONE) AND CAMPAIGN
COMMUNICATIONS ON LARGE SCALE
GRAPHIC PANEL - SECRET FIXED

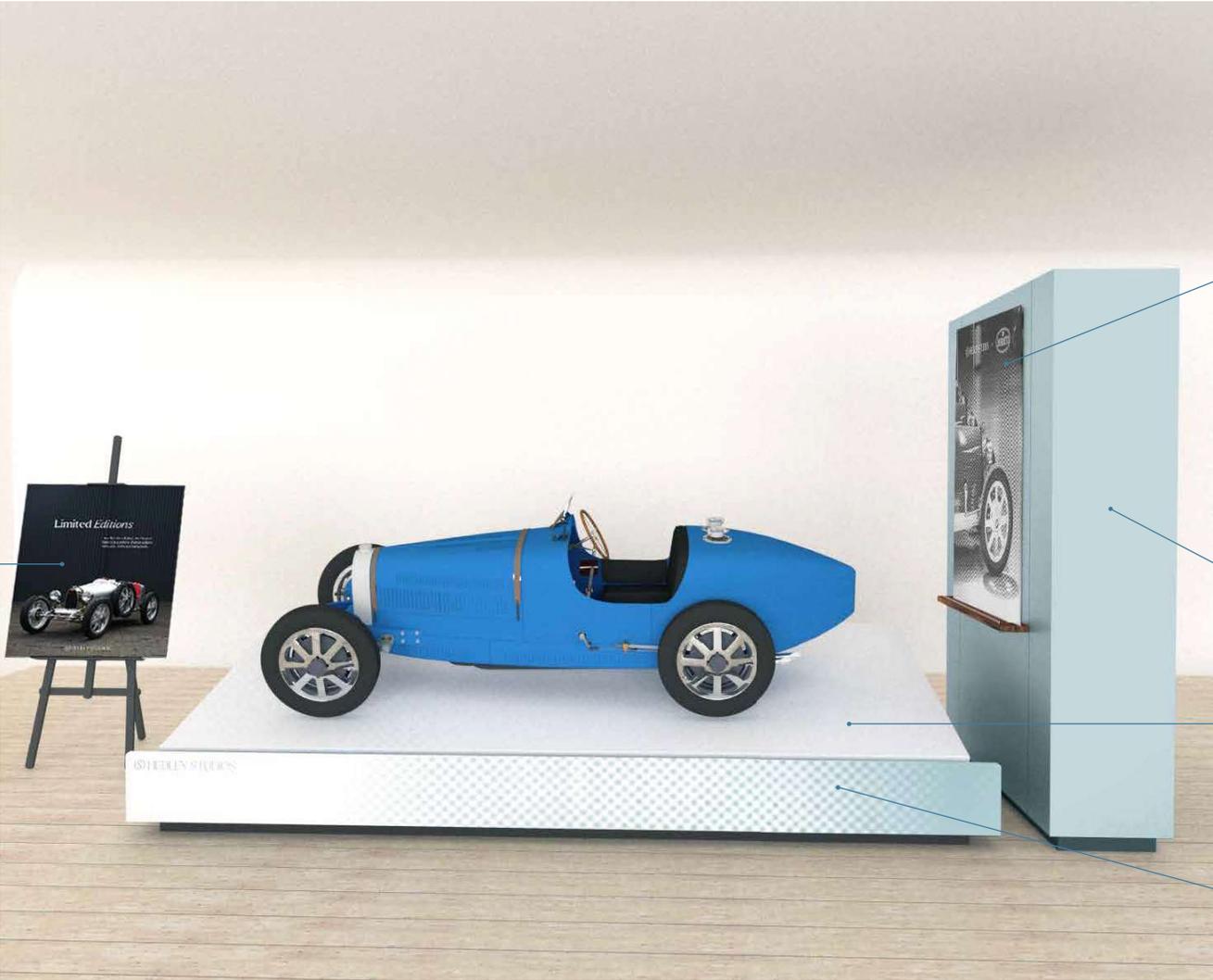
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FINISHES NOTE:
ANODISED ALUMINIUM CHANNEL/
SECTION WITH ETCHED AND
INFILLED 'HEDLEY STUDIOS'
LOGOTYPE TO OUTSIDE FACE ON
BOTH VERTICAL FACES - RAGGED
LEFT IN EACH INSTANCE.

(Design activation study)

TYPE 3 - FERRARI/BUGATTI/ASTON MARTIN

VIEW 4



FINISHES NOTE:
BRAND EASEL - FOR CAMPAIGN
COMMUNICATIONS ON LOOSE
GRAPHIC PANEL

FINISHES NOTE:
CAMPAIGN COMMUNICATIONS ON
LARGE SCALE GRAPHIC PANEL -
SECRET FIXED

FINISHES NOTE:
BRAND TOTUM UNIT - DUAL SIDED
TO INCLUDE ILLUMINATED BRAND
SIGNAGE (SIDE ONE) AND CAMPAIGN
COMMUNICATIONS ON LARGE SCALE
GRAPHIC PANEL - SECRET FIXED

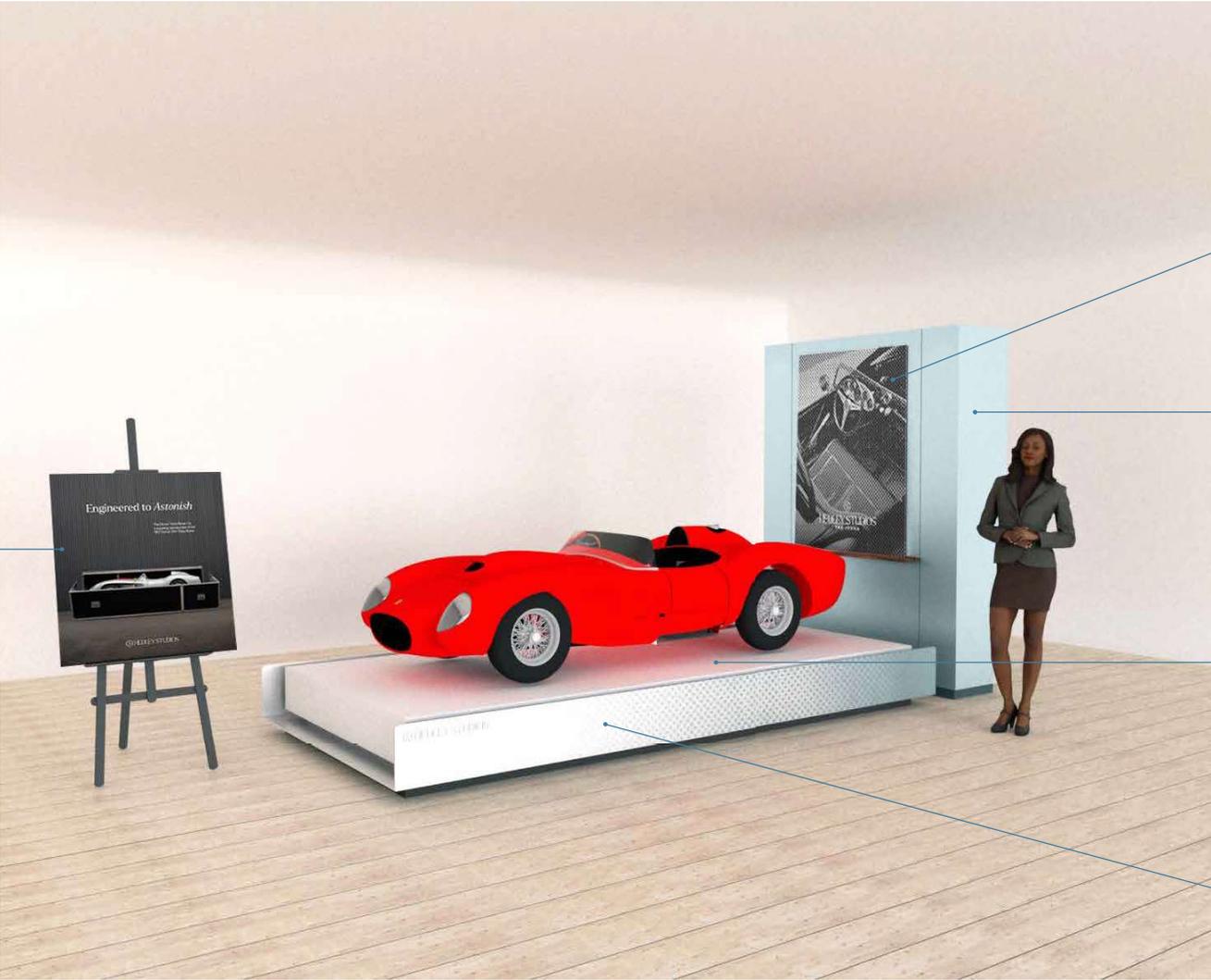
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FINISHES NOTE:
ANODISED ALUMINIUM CHANNEL/
SECTION WITH ETCHED AND
INFILLED 'HEDLEY STUDIOS
LOGOTYPE TO OUTSIDE FACE ON
BOTH VERTICAL FACES - RAGGED
LEFT IN EACH INSTANCE.

(Design activation study)

TYPE 4 - FERRARI/BUGATTI/ASTON MARTIN

VIEW 1



FINISHES NOTE:
BRAND EASEL - FOR CAMPAIGN
COMMUNICATIONS ON LOOSE
GRAPHIC PANEL

FINISHES NOTE:
CAMPAIGN COMMUNICATIONS ON
LARGE SCALE GRAPHIC PANEL -
SECRET FIXED

FINISHES NOTE:
BRAND TOTUM UNIT - DUAL SIDED
TO INCLUDE ILLUMINATED BRAND
SIGNAGE (SIDE ONE) AND CAMPAIGN
COMMUNICATIONS ON LARGE SCALE
GRAPHIC PANEL - SECRET FIXED

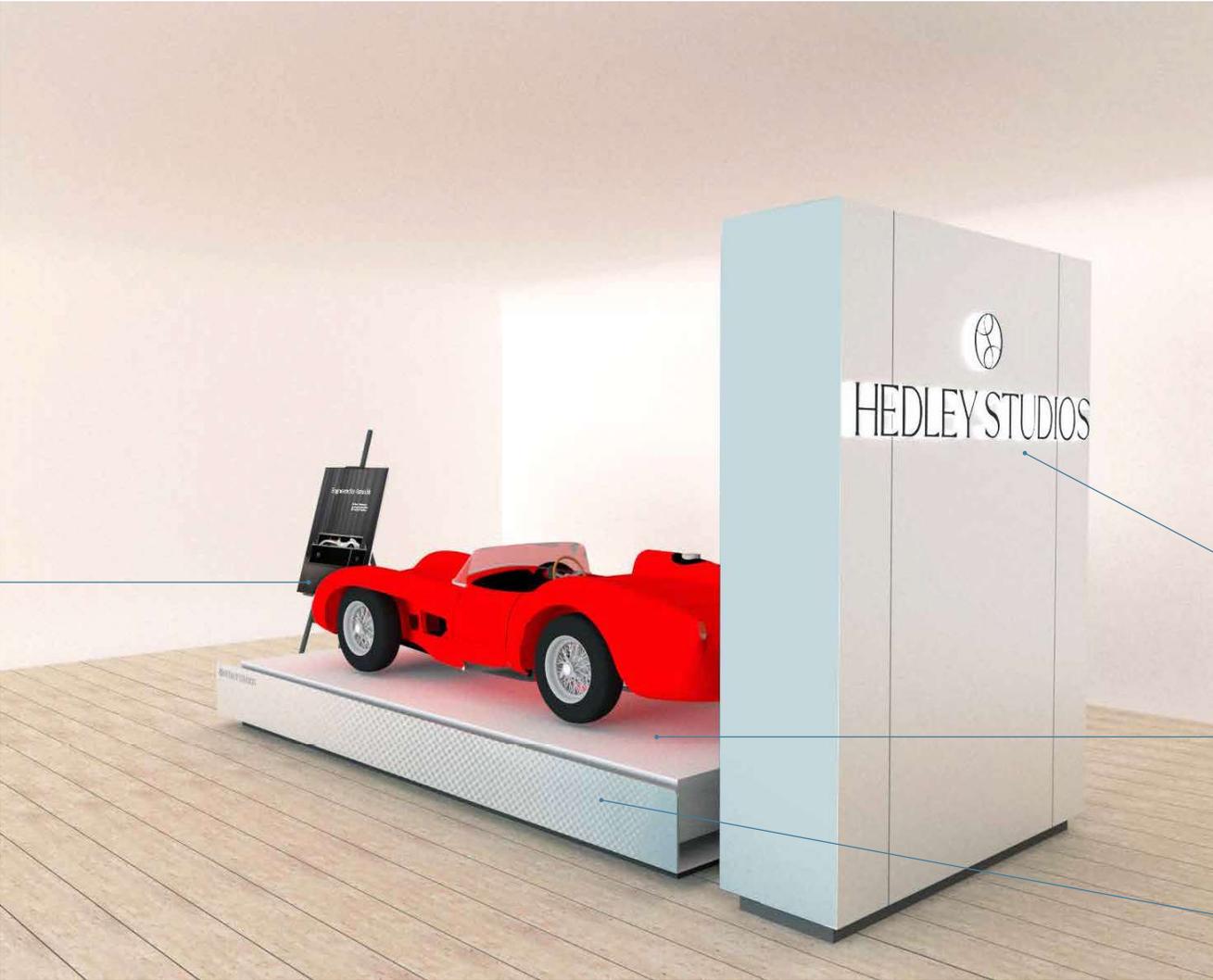
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FINISHES NOTE:
ANODISED ALUMINIUM CHANNEL/
SECTION WITH ETCHED AND
INFILLED 'HEDLEY STUDIOS
LOGOTYPE TO OUTSIDE FACE ON
BOTH VERTICAL FACES - RAGGED
LEFT IN EACH INSTANCE.

(Design activation study)

TYPE 4 - FERRARI/BUGATTI/ASTON MARTIN

VIEW 2



FINISHES NOTE:
BRAND EASEL - FOR CAMPAIGN
COMMUNICATIONS ON LOOSE
GRAPHIC PANEL

FINISHES NOTE:
BRAND TOTUM UNIT - DUAL SIDED
TO INCLUDE ILLUMINATED BRAND
SIGNAGE (SIDE ONE) AND CAMPAIGN
COMMUNICATIONS ON LARGE SCALE
GRAPHIC PANEL - SECRET FIXED

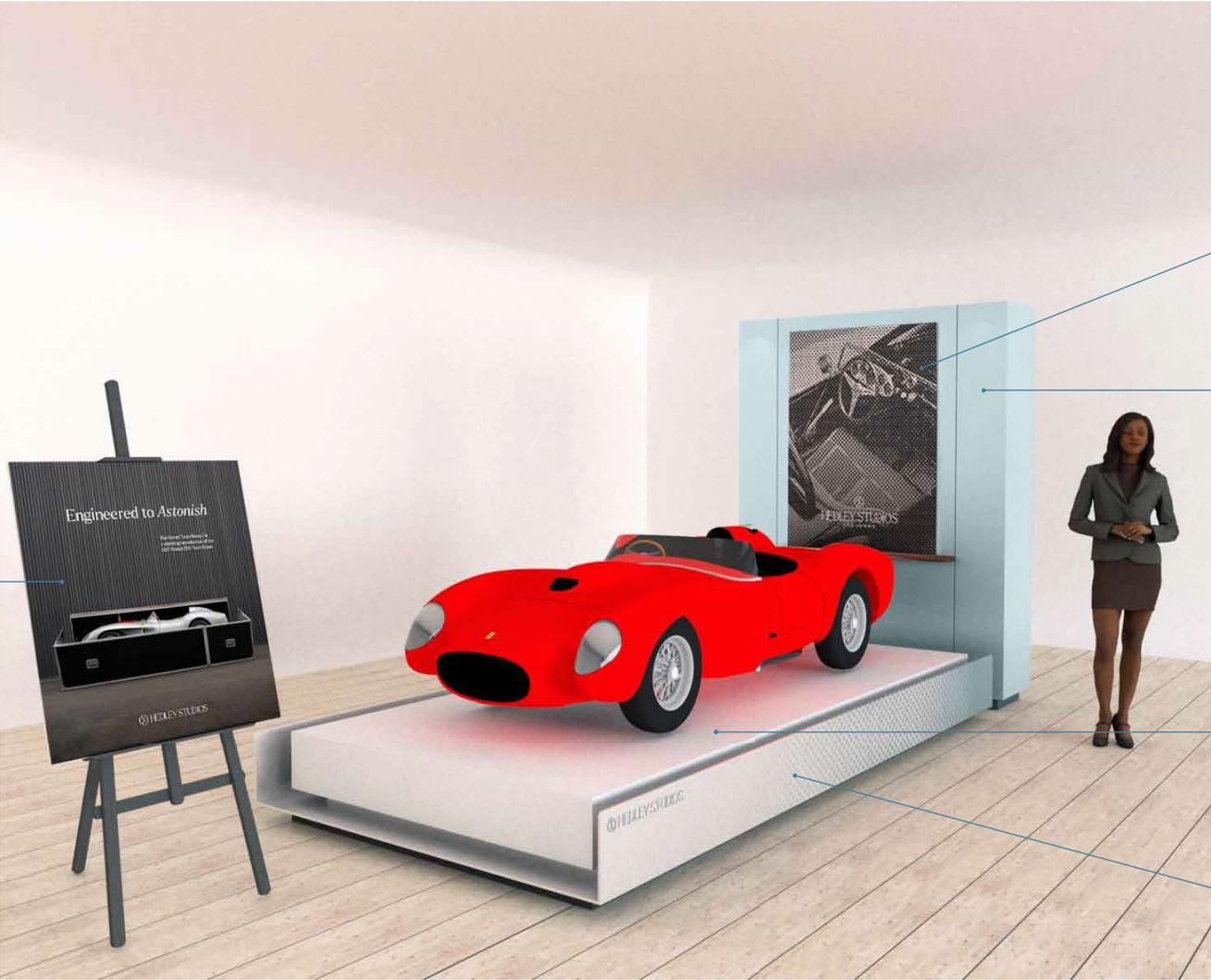
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LOGOTYPE TO OUTSIDE FACE ON
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LEFT IN EACH INSTANCE.

(Design activation study)

TYPE 4 - FERRARI/BUGATTI/ASTON MARTIN

VIEW 3



FINISHES NOTE:
BRAND EASEL - FOR CAMPAIGN
COMMUNICATIONS ON LOOSE
GRAPHIC PANEL

FINISHES NOTE:
CAMPAIGN COMMUNICATIONS ON
LARGE SCALE GRAPHIC PANEL -
SECRET FIXED

FINISHES NOTE:
BRAND TOTUM UNIT - DUAL SIDED
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GRAPHIC PANEL - SECRET FIXED

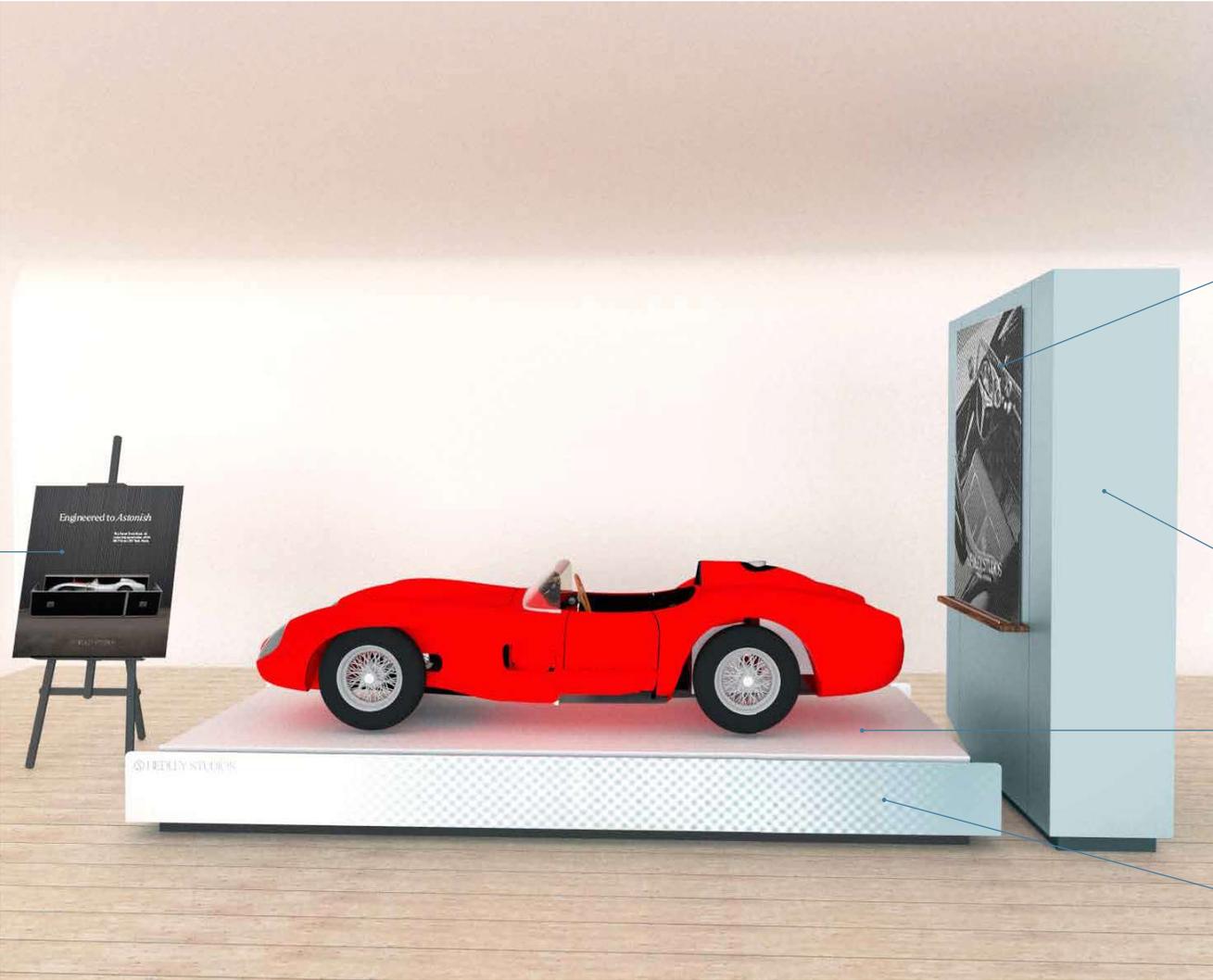
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LOGOTYPE TO OUTSIDE FACE ON
BOTH VERTICAL FACES - RAGGED
LEFT IN EACH INSTANCE.

(Design activation study)

TYPE 4 - FERRARI/BUGATTI/ASTON MARTIN

VIEW 4



FINISHES NOTE:
BRAND EASEL - FOR CAMPAIGN
COMMUNICATIONS ON LOOSE
GRAPHIC PANEL

FINISHES NOTE:
CAMPAIGN COMMUNICATIONS ON
LARGE SCALE GRAPHIC PANEL -
SECRET FIXED

FINISHES NOTE:
BRAND TOTUM UNIT - DUAL SIDED
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COMMUNICATIONS ON LARGE SCALE
GRAPHIC PANEL - SECRET FIXED

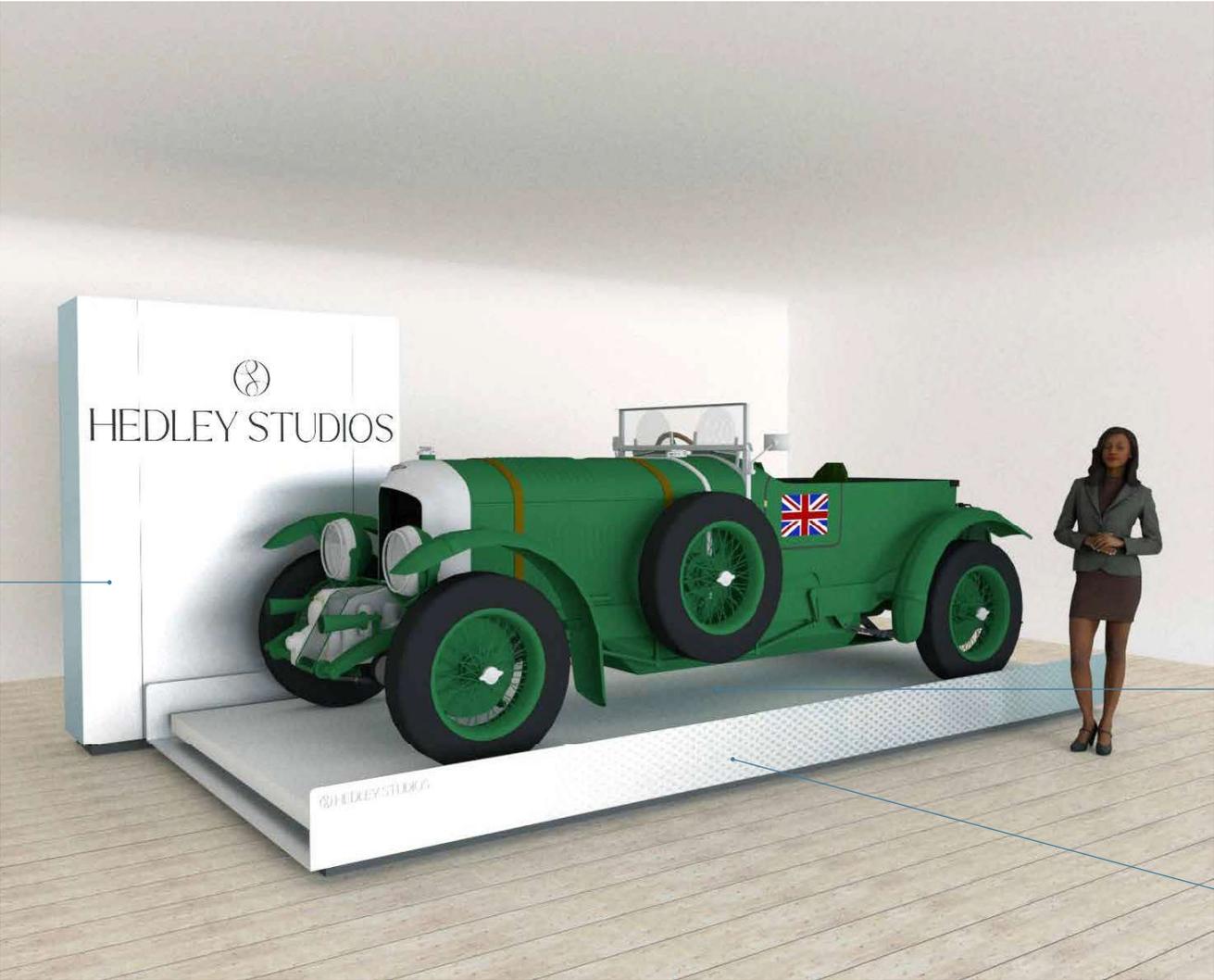
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SECTION WITH ETCHED AND
INFILLED 'HEDLEY STUDIOS
LOGOTYPE TO OUTSIDE FACE ON
BOTH VERTICAL FACES - RAGGED
LEFT IN EACH INSTANCE.

(Design activation study)

TYPE 5 - BENTLEY ONLY

VIEW 1



FINISHES NOTE:
BRAND TOTUM UNIT - DUAL SIDED
TO INCLUDE ILLUMINATED BRAND
SIGNAGE (SIDE ONE) AND CAMPAIGN
COMMUNICATIONS ON LARGE SCALE
GRAPHIC PANEL - SECRET FIXED

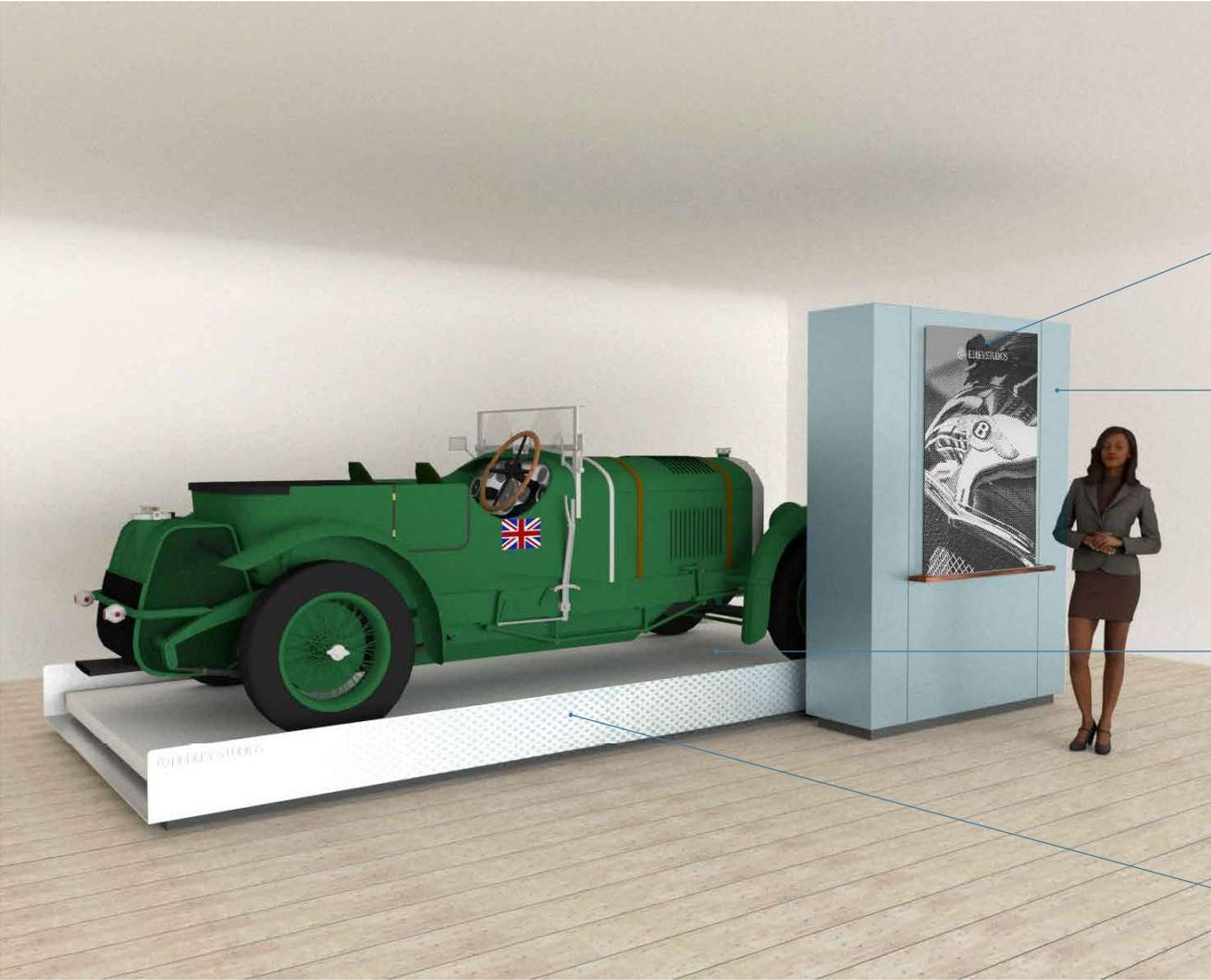
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SECTION WITH ETCHED AND
INFILLED 'HEDLEY STUDIOS
LOGOTYPE TO OUTSIDE FACE ON
BOTH VERTICAL FACES - RAGGED
LEFT IN EACH INSTANCE.

(Design activation study)

TYPE 5 - BENTLEY ONLY

VIEW 2



FINISHES NOTE:
CAMPAIGN COMMUNICATIONS ON
LARGE SCALE GRAPHIC PANEL -
SECRET FIXED

FINISHES NOTE:
BRAND TOTUM UNIT - DUAL SIDED
TO INCLUDE ILLUMINATED BRAND
SIGNAGE (SIDE ONE) AND CAMPAIGN
COMMUNICATIONS ON LARGE SCALE
GRAPHIC PANEL - SECRET FIXED

FINISHES NOTE:
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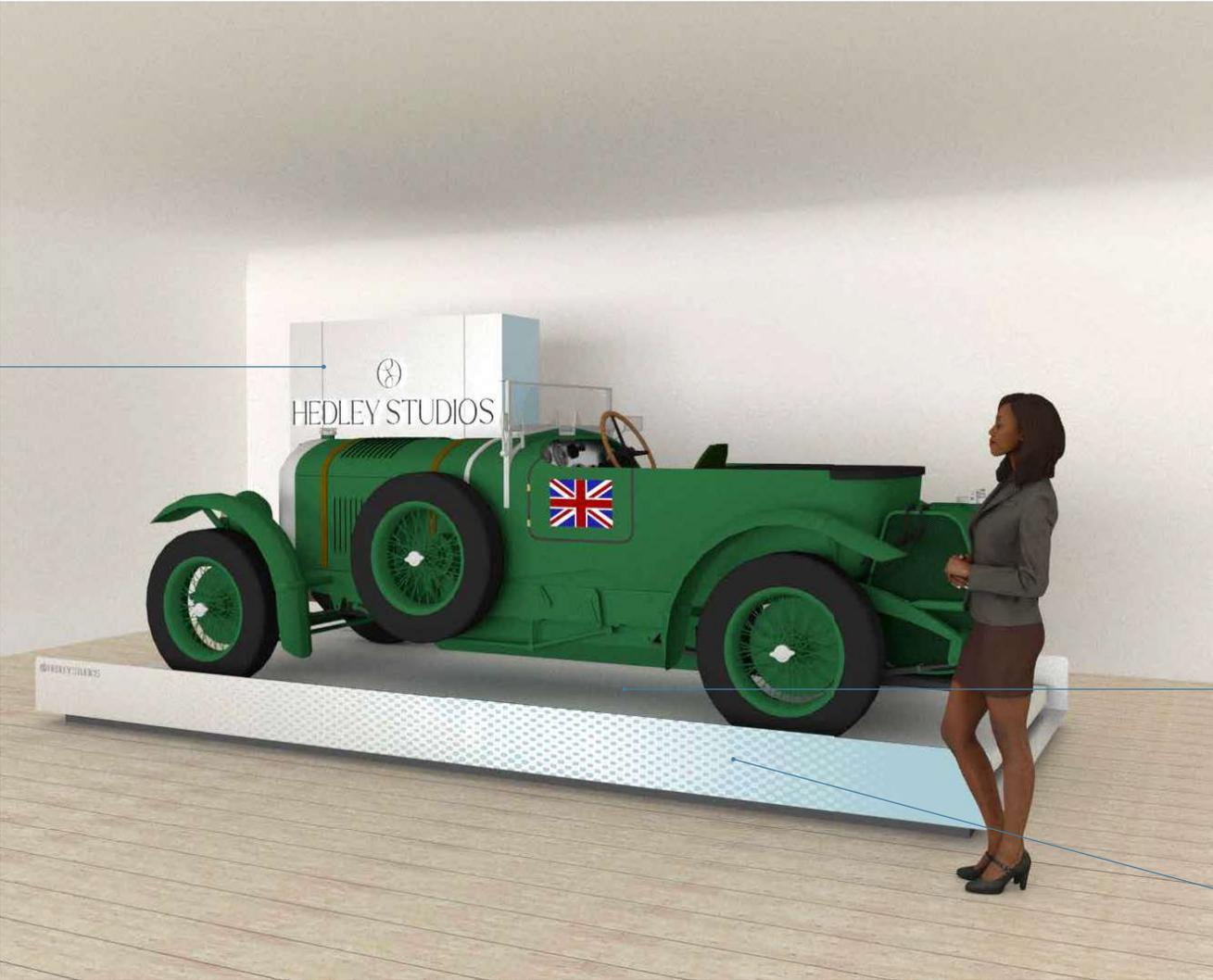
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LEFT IN EACH INSTANCE.

(Design activation study)

TYPE 5 - BENTLEY ONLY

VIEW 3

FINISHES NOTE:
BRAND TOTUM UNIT - DUAL SIDED
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SIGNAGE (SIDE ONE) AND CAMPAIGN
COMMUNICATIONS ON LARGE SCALE
GRAPHIC PANEL - SECRET FIXED



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LOGOTYPE TO OUTSIDE FACE ON
BOTH VERTICAL FACES - RAGGED
LEFT IN EACH INSTANCE.

(Design activation study)

BRAND TOTEM EXPERIENCE OPTIONS

HOSPITALITY CABINETRY OPTION 1 - DRINKS BAR



FINISHES NOTE:
CABINETRY FINISHED IN TIMBER
VENNER - EUROPEAN WHITE
OAK OR SIMILAR APPROVED.
COMPRISING OF:
LOW LEVEL LOCKABLE STORAGE
2NO. PULL OUT DRAWERS
5NO. ADJUSTABLE SHELVES
INTEGRAL POWER FOR COFFEE
MACHINE AND SMALL INTEGRATED
DRINKS FRIDGE.

FINISHES NOTE:
BRAND TOTEM UNIT - DUAL SIDED
TO INCLUDE ILLUMINATED BRAND
SIGNAGE (SIDE ONE) AND CAMPAIGN
COMMUNICATIONS ON LARGE SCALE
GRAPHIC PANEL - SECRET FIXED

(Design activation study)

BRAND TOTEM EXPERIENCE OPTIONS

HOSPITALITY CABINETRY OPTION 2 - DRINKS BAR



FINISHES NOTE:
CABINETRY FINISHED IN TIMBER
VENNER - EUROPEAN WHITE
OAK OR SIMILAR APPROVED.
COMPRISING OF:
LOW LEVEL LOCKABLE STORAGE
2NO. PULL OUT DRAWERS
5NO. ADJUSTABLE SHELVES
INTEGRAL POWER FOR COFFEE
MACHINE AND SMALL INTEGRATED
DRINKS FRIDGE.

(Design activation study)

FINISHES NOTE:
BRAND TOTUM UNIT - DUAL SIDED
TO INCLUDE ILLUMINATED BRAND
SIGNAGE (SIDE ONE) AND CAMPAIGN
COMMUNICATIONS ON LARGE SCALE
GRAPHIC PANEL - SECRET FIXED

BRAND TOTEM EXPERIENCE OPTIONS

HOSPITALITY CABINETRY
OPTION 3 - CONFIGURATION BAR
VIEW 1



FINISHES NOTE:
CABINETRY FINISHED IN TIMBER
VENNER - EUROPEAN WHITE
OAK OR SIMILAR APPROVED.
COMPRISING OF:
LOW LEVEL LOCKABLE STORAGE
2NO. PULL OUT DRAWERS
5NO. ADJUSTABLE SHELVES
INTEGRAL POWER FOR COFFEE
MACHINE AND SMALL INTEGRATED
DRINKS FRIDGE.

(Design activation study)

FINISHES NOTE:
BRAND TOTEM UNIT - DUAL SIDED
TO INCLUDE ILLUMINATED BRAND
SIGNAGE (SIDE ONE) AND CAMPAIGN
COMMUNICATIONS ON LARGE SCALE
GRAPHIC PANEL - SECRET FIXED

BRAND TOTEM EXPERIENCE OPTIONS

HOSPITALITY CABINETRY
OPTION 3 - CONFIGURATION BAR
VIEW 2



FINISHES NOTE:
BRAND TOTUM UNIT - DUAL SIDED
TO INCLUDE ILLUMINATED BRAND
SIGNAGE (SIDE ONE) AND CAMPAIGN
COMMUNICATIONS ON LARGE SCALE
GRAPHIC PANEL - SECRET FIXED

FINISHES NOTE:
CABINETRY FINISHED IN TIMBER
VENNER - EUROPEAN WHITE
OAK OR SIMILAR APPROVED.
COMPRISING OF:
FIXED DESK AND STOOL
1NO. PULL OUT DRAWERS
5NO. ADJUSTABLE SHELVES
INTEGRAL POWER FOR COFFEE
MACHINE AND IPAD.

(Design activation study)