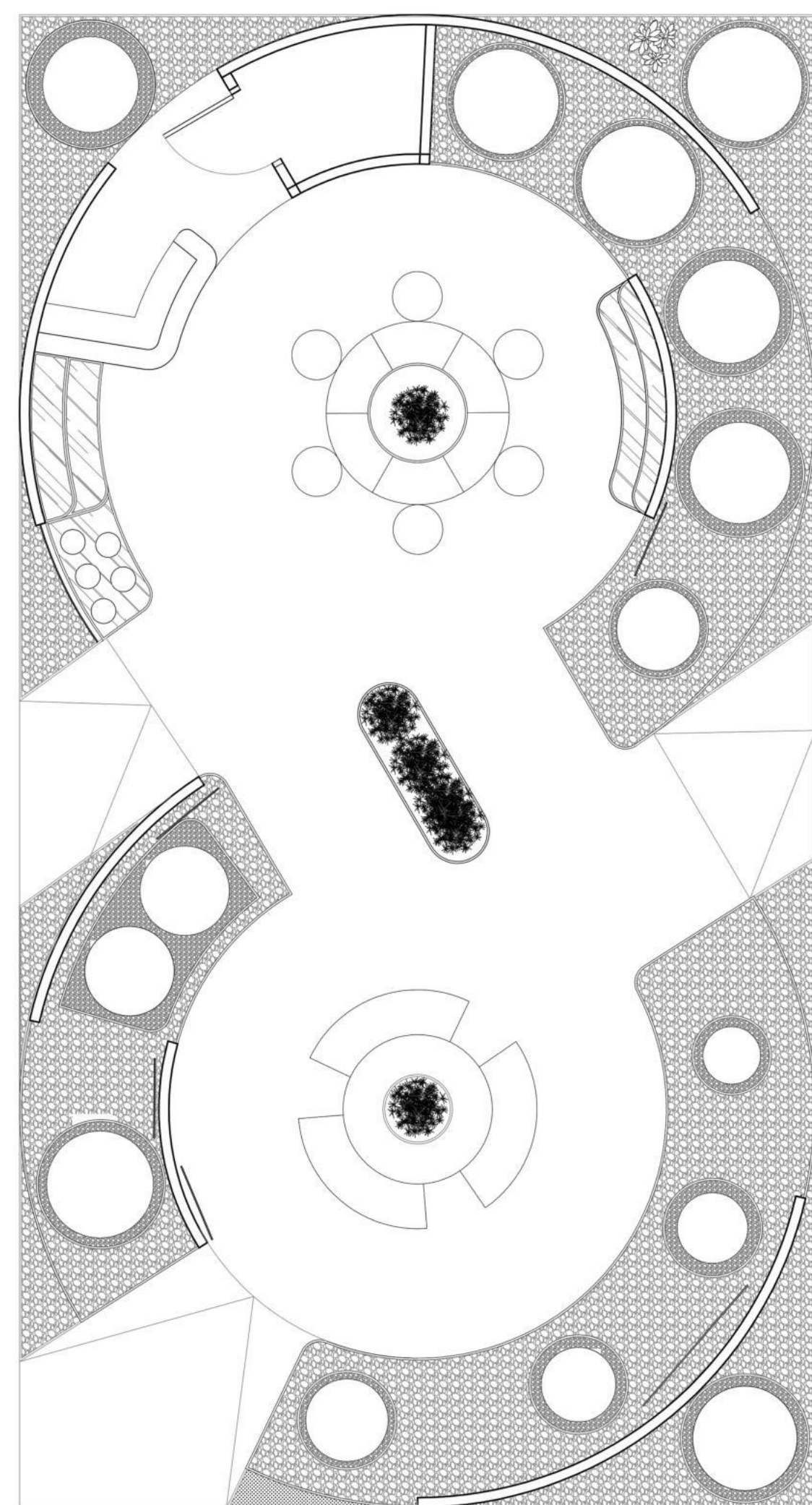




PENGUIN BOOTH MEGABUILD

The Penguin booth design at Megabuild is centered around a series of organic curved walls, each rising to different heights to create a dynamic flow and rhythm throughout the space. These varying heights not only define distinct product zones but also frame visual perspectives, gently guiding visitors through the booth in a way that feels both intuitive and engaging.

The tallest walls anchor the brand's presence, while the lower curves invite closer interaction and open sightlines. element has been arranged to support clarity, trust, and thoughtful design.





PENGUIN BOOTH

MEGABUILD

Entering from the corner, visitors are welcomed into a softly curved spatial experience.

The circular layout guides movement naturally, with a central discussion table acting as both a focal point and a space for deeper interaction.

From the very first step, the design encourages connection between products and visitors. Layered curved walls of varying heights frame the space, creating rhythm and enclosure while still maintaining openness.

These sculptural forms not only guide circulation, but also shape zones for storytelling, from product displays to rainwater harvesting features. The contrast between warm wood textures, clean lighting, and bold product colours creates a grounded yet inviting space.

The continuous curved walls mimic the natural flow of water, while the built-in planter shelves and pebble-lined base soften the structure with organic texture. Thoughtful lighting accentuates every line and surface, transforming the booth into a calm, immersive brand environment.

