

## Bespoke or Modular? Decision Checklist

### Objectives (non-negotiables)

- What must visitors **do** on the stand? (watch, demo, meet, socialise)
- Is this a **brand moment**, a **sales tool**, or both?
- Do we need a “wow” factor or clean efficiency?
- Is this a one-off show or part of a campaign?

**Tip:**

If the experience is complex → design cost increases, regardless of build type.

---

### Design Complexity Check

- Straight walls or curved / sculptural forms?
- Standard heights or double-height / hanging features?
- Static graphics or LED / motion / interactive content?

**Rule:**

More geometry + more integration = more design & engineering time.

---

### Brand Expression

- Can the brand live comfortably in standard modules?
- Are custom finishes essential to brand perception?
- Do materials matter (fabric, timber, metal, texture)?
- Is the stand meant to feel premium, raw, playful, or technical?

**Tip:**

If brand relies on *feel* not just *graphics*, expect higher design input.

---

### Flexibility & Reuse

- Will this stand tour multiple shows?
- Are future stand sizes known or unknown?
- Can zones be reconfigured easily?
- Is storage cost a concern?

**Tip:**

High flexibility = modular logic  
High specificity = bespoke logic  
(Design can still be bold in both)

---

## Budget Reality Check

- Budget prioritised for **design impact** or **build efficiency**?
  - Are we comfortable paying for concept development time?
  - Where can complexity be reduced without losing impact?
  - Is long-term ROI more important than first-show spend?
- 

## Time & Risk

- How tight is the timeline?
- Are approvals likely to change late?
- Do we need guaranteed delivery with low risk?

### Tip:

Short timelines + low risk tolerance often favour simpler design solutions.

---

## Sustainability & Practicality

- Can materials be reused or re-skinned?
  - Is waste reduction a priority?
  - Are transport and labour costs critical?
  - Is the stand easy to install repeatedly?
- 

## Final Decision Filter

Ask this last:

**“If we removed the word ‘bespoke’ or ‘modular’, would this design still make sense?”**

If yes → you’re making the right decision.

If no → the label is driving the choice, not the design.

---

## Outcome Guide

- **Simple design + repetition** → modular efficiency
- **Complex design + storytelling** → bespoke thinking
- **Smart brands** → modular structure + bespoke design moments