

Welcome to Phnom  
Penh

MYP Year 5

Design project

## Design situation:

In accordance with an article written by National Geographic, Phnom Penh is the second worst city to visit in the world. However, this is a fallacy because it is not clear as to what criterion Phnom Penh was ranked upon. Moreover, Phnom Penh is a lovely place to visit. Knowing this, I have been tasked, by the government, to create a model of a 4x4x4m display area, which shall be utilized to advertise the positives of Phnom Penh. To be successful I must find out the following:

Tourism is important for a country because it provides jobs and incomes for the country. This is particularly important for LEDC's (Lower economically developed countries) or developing countries because it is a way in which they can provide jobs for people and have a source of income for the economy. Tourism is important to foreign earnings because it takes up a big part of who comes to visit a place. Tourist activities can also be used to help fight poverty in a country.

Phnom Penh is in Cambodia, which is a developing country, therefore the tourism industry is important in earning money for the country and providing jobs. Some banners around Phnom Penh call for tourists to help fight the poverty and there are NGO's set up that tourists can give a bit to help the children for instance. Therefore, tourism is valuable for Phnom Penh and Cambodia as a whole. Tourism also provides job in the Tertiary sector (the jobs with services) of the economy, the tertiary sector provides the most stable jobs for the economy and thus the country. Tourism is a way for developing countries to jump to the tertiary sector from the primary or secondary.

However, there are set backs to an increase in the amount of tourists in Phnom Penh because the more tourists you have the more competition there would be, and therefore, some people could lose their jobs. Moreover, there are some systems in which the tourists are supposedly helping some orphans learn but instead they are just teaching the children the same thing over and over again, and these children are not getting a proper education. Additionally, these "orphans" are not really orphans they are just children that go to the orphanage to "learn" The orphanage gains a lot of money from this business. People can take advantage of tourism to get money and not to help their country.

- What tourism means to Phnom Penh?
- What is and why do we use scale models?
- Why is Phnom Penh rated the second worst city in the world?
- What is there to do and see in and around Phnom Penh?
- How do other countries promote tourism?
- What do other booths look like?
- What materials are available to me?

## Research plan

Research question	Priority	Why it is important	Sources
<b>What tourism means to Phnom Penh</b>	1	I need to do this first because I also need to know why the tourism industry is important in Phnom Penh. Why would we bother with the project if tourism was not important or if we did not know its importance? Therefore, this needs to be done.	Primary sources: Interviewing the Ministry of Tourism and travel agents  Secondary sources: internet, books
<b>What is and why do we use scale models-</b>	2	I need to find this out secondly mainly because it would be more beneficial to know why we use these models and what they look like, and to find examples and know what I will be creating before I actually do the research about what to do in Phnom Penh. This would be because I would be able start formulating ideas in my head once I do my research. I will also get an idea of what I am creating.	Primary sources: discuss with advertising companies  Secondary sources: internet
<b>Read the article as to why Phnom Penh is the second worse city in the world-</b>	3	I need to do this thirdly so that I know what was wrong in the first place so I get a clearer Idea of what I am doing and what I should not include.	Secondary sources: Phnom Penh Post and National Geographic website.
<b>Find out what there is to do and see in and around Phnom Penh</b>	4	I need to find this out fourth so that I know what I will be dealing with, and what I can use in my display, since I would have researched about it already. Knowing what a display area should look like, I can begin formulating some ideas in my head as to what I can do.	Primary sources: Interviewing tourists, hotels and travel agents  Secondary sources: Internet, tourist magazines and travel agent catalogues
<b>Looking at examples of booths</b>	=5	With all my main research being done at this stage, I can derive further ideas from real life examples. This will provide me with inspiration as to what my final product can look like. This will also be a great transition to the design stage because this will give me my final boost of inspiration	Secondary sources: billboard and internet advertising
<b>and other countries advertisements</b>	=5	With all my main research being done at this stage, I can derive further ideas from real life examples. This will provide me with inspiration as to what my final product can look like. This will also be a great transition to the design stage because this will give me my final boost of inspiration	Primary sources: discussing with travel agents  Secondary sources: television, billboard and internet advertising

<b>Materials that I have available to me</b>	<b>7</b>	I need to know this last because it would give me a good transition into the design stage. I also do not need to know this before anything else in the research.	Secondary source: internet
--	----------	--	-------------------------------

**Sources of information:**

**Tourists** – They are a primary source, they came here in the first place, so they should be a good source to find some things on, relevant to what attracted them here.

**Travel agents or hotels** – They are also a primary source, they try to advertise places to go and they know about all these tourist attractions because they organize trips there. This will be useful to find out what is attractive in Phnom Penh.

**Television** – This can be used to find out about the advertisements of other countries, and see how they display themselves

**Books or magazines** – Some books and magazines will tell you about Phnom Penh and what there is to do, for instance lonely planet will give some ideas, and the out and about magazine should also give some ideas

**The internet** – This is a valuable source because you can find almost anything on the internet, the question is, however, will it be reliable.

## Analyze examples of display booths:

[www.classicexhibits.com](http://www.classicexhibits.com) – Visionary hybrid design (VK-1074 ; Hybrid Inline)

**Picture removed for copyright reasons**

### How is space used?

I think that the space is used well because there is room for people to move around and nothing is sticking in the way of anything else. The booth also looks simple. The stand in the corner gives more space for the booth, yet it still does its job, because people can be outside the booth but can still be interacting with the stand. This is wise because the booth now has more space for other things. Since the booth is more open, more people can see it from different angles, therefore, there is more of a chance of people are going to go to it.

### How is light used?

The light used in this booth is the light from the room that it will be in. Since it is not closed off. It allows for a lot of light to enter the booth. Therefore they will not need extra light.

**Appearance:** The booth appears to be a smaller booth. It looks edgy but it is still simple. There is not too much going on. The booth has a stand in the outer left corner which is used, I assume, for displaying their product. There are two TV's with Mino on their screens, these probably host some advertisements for the product. It is attractive enough for someone to visit the booth.

**Shape:** Cubical

(busytrade.com – [Selling Leads](#) » *Display booth*» Sell Exhibition Booth Display Stand Trade Show)

**Picture removed for copyright reasons**

### How is space used?

Space is used effectively in this booth because the designers have managed to generate more space by creating a second floor to the booth. This was a wise use of space because it allows for more things to be added to the booth, for there is more space. The booth looks attractive with the designs implemented into it. There is space for people to move around in the booth. However, some of the pillars seem to be put in the middle of a pathway, producing a total waster in space because it is smack in the middle. There is a little white stand on the left corner of the booth, this uses the space well, because it allows for more space within the booth, yet it is still able to have people interacting with it from all sides.

### How is light used?

Light is used well in the booth because it is quite open. On the second floor, it receives light from the outside on 3 sides. On the bottom it receives light from 3 sides, however, one of the sides has a barrier blocking out some light. The open space allows for light to enter from the outside, therefore, it does not require light of its own.

**Appearance:** The booth appears smart and attractive. It has an abstract design to it. The blend of colors is suited to that of the company's logo. It has several stands in it, probably used for displaying

products. The booth appears tall, for it even has a second floor to it. The booth uses linear shapes for maximum space. It seems like a simple yet fancy booth.

**Shape:** Cubical

[www.empowernetwork.com](http://www.empowernetwork.com)

**Picture removed for copyright reasons**

**How is space used?**

I think that there could be more done with the space available. It seems rather empty to me. It also seems too simple. The stand is placed in a good position, however, considering the space available, it could have been placed more wisely. The problem with this booth is there is a vast space of nothingness in the middle. There could have been more in the booth, such as more stands or some chairs for people to sit in. Something useful to cover up the space. With this kind of open space, it will not look like a very attractive booth to visit. The pillars of the booth seem to be able to display some products within the pillars, making for a good use of space.

**How is light used?**

The booth is closed off from two sides, consequently, blocking off some light. However the other sides are open, thus, allowing light to enter the booth. The designers added some lights on top of the two closed of sides to compensate for the lack of light that would enter the booth. Therefore, there will be sufficient light in the booth.

**Appearance:** Overall, the booth seems quite boring. This is mainly due to the amount of vacant space available. This may be a skeleton booth, in other words, the foundation of a booth, to which, companies can add what they want. The booth as it is looks boring and simple. The pillars of the booth seem to be capable of hosting products, therefore, they will be able to display some products in the pillars, making for a good use of space.

**Shape:** Cubical

[www.ebotic.com](http://www.ebotic.com)

**Picture removed for copyright reasons**

**How is space used?**

I think that space is used relatively well in this booth because there is enough space to move around, however, it seems slightly cramped. Unlike the previous example, this example seems like there is too many things in the booth, and not enough space. However, the booth does have seats and some abstract designs to take up some space, and hopefully, attract some visitors. The space is filled with either useful objects or just objects for design. The space is used effectively in the sense that there is still space to move around effectively. Therefore, the booth will be able to have space while still maintaining the ability to attract people.

**How is light used?**

The booth seems to use light well enough that it will not be dark. The booth is closed off on two sides

and open on the others. It uses light from the outside, for there are no apparent lights in the booth. The light can reach all parts of the booth, however, it would be better if the booth had some lights within it, on the closed off sides so that it will not be dark in some places and the lighting will be consistent.

**Appearance:** The booth seems abstract and fancy. It does not only use linear shapes but it also uses curves in its design. These abstract aspects of the booth will attract some people because it looks interesting and catches people's eyes. The booth has some chairs and a table for people to sit on or to work on. If, per say, the booth was for selling cars. People would have to fill out basic information.

**Shape:** Rectangular cubical

[www.exhibitionstalldesign.in](http://www.exhibitionstalldesign.in) (Exhibition Stall Design > *Mahalaxmi RubTech Limited*)

**Picture removed for copyright reasons**

**How is space used?**

I feel like space is used well because there is room to move around. There is not too much going on. There seems to be space to look at the posters on either side of the booth. The chairs and table have been placed in the center of the booth to allow people to look at the posters, which is wise. However, it does not seem like people can easily move from one side of the booth to the other because the chairs and table are in the way. There is a counter located in the front of the booth, it uses space well because people do not have to be in the booth to actually see what is on the counter or to talk to the person behind it.

**How is light used?**

The outside light is blocked off from three different sides of the cubical. To compensate for the lack of light, designers have added some extra lights above the posters and back wall to give extra light. This is also done to ensure that light reaches the posters so that people can read them effectively. Generally, light is used well, however, the outside light is not used very well.

**Appearance:** The booth appears to be very simple and it seems to be a formal booth. It does not look like a very attractive booth to go to because it has no stand out features which will attract people. The booth cannot be seen from three sides, therefore, it may be ignored, which is a disadvantage compared to other booths which may have only one side blocked off.

**Shape:** Cubical

## Design brief

I will design and make a scale model of an exhibition booth to advertise and promote tourism in Phnom Penh. It will also advertise the many things to do in Phnom Penh and highlight activities that visitors can do.

The client for this project will be the Cambodian Ministry of Tourism and the target audience will be visitors to Cambodia's international airports. The exhibition booth must be designed to promote Phnom Penh and increase interest for visitors to come to the city. The more visitors that come to the city, the better the local economy will be and the more investment the city will attract.

The exhibition booth must be designed to be no bigger than 4m x 4m x 4m in size and include different ways that the visitor can interact with the information. However, I will design a scale model that will be presented to the client. The scale model will be used as a guide to build the full size object. It will allow us to see what something may look like when finished and it will allow us to test the model to see if there are any faults with it or if anything could be improved. It will also enable us to save materials, therefore, we are able to save materials and we are able to test a product.

As the scale model acts like a smaller cheaper prototype of the actual object, the cost will be kept to a minimum and used for different tests

However, scale models do have their limitations. Depending on how big the model is, according to the scale to the actual object, a different amount of detail can be added to the model and a different cost will emerge. A smaller scale model will have less detail in it, therefore, it may not be accurate and when building the actual model people may encounter a problem. The bigger the model the more accurate, however, the more expensive it will be to build. The main problem is that the scale models cannot be truly accurate. I will develop my scale model to be 40cm x 40cm x 40cm.

Phnom Penh is rated the second worst city to visit in the world because of the uncontrolled urban development in the once French colonial city. It is said that "the best French urban planning" is being lost to the uncontrolled urban growth and the greediness of land ownership. Therefore, Phnom Penh is losing its historical vibe, the atmosphere is changing and becoming less pleasant so to speak. It is not due to the pollution or garbage on the streets, it is due to the greed in urban development. The exhibition will need to focus on the positives of the city and not the urban development.

I have found from my research that many countries and cities have advertised themselves by showing what is best of their country or city. Showing what are their major attractions, and thus, are able to grasp the attention of tourists. All of these places have slogans and they have also promoted their slogans via their method of advertising, either it be video, posters, or websites. They would show natural places to go, cultural monuments or festivals. In all of these places, people seem happy, or it seems calm, or fun, or vibrant. Each place has expressed one of the major things that they can offer, such as Virginia City with their antique buildings and olden time structures. All these aspects that make a city or country different is what they advertise. They also boast about things such as, in the Philippines case, the amount of beautiful islands they have, and the world's best diving places. These are the things they advertise to get people to want to go to their country or city. Overall, the countries focused on their primal aspects, including their culture, and emphasizing



everything with happy people. They focused on what stands out about their city or country to get people to go there.

The booth will need to include details/images of the following things to do in Phnom Penh:

The Silver Pagoda	Mezzanine Paintball Club	Independence monument
Phnom Tamao Zoo	Russian market	Night market
Wat Phnom	Killing fields	The bungalows
Grasshopper bike tours	Blazing trails	Riverside
TonleBati	Central Market	

I will be able to include reviews from various websites.

All of the display booths that I looked at had space in them for people to move around. They were spaces for people to interact with. Out of all the booths that I looked at, some had too much going on, and others had too little going on. Therefore it would be better for my booth to have a bit of both, enough space to move around, yet filled effectively so that people are still interested and can interact with it. It would be an idea to place some objects in the corner of the booth because, like the stands in the examples, people can still interact with the object even from outside the booth, thus, leaving more space in the booth for other things.

The light in these booths is generally that of the outside. They do not tend to have only their lights. They use the outside light to light up the booth. They would also not have many blocking factors and they seemed to be pretty open to allow more light in, if not, they would have their own lights. I think it would be better for my booth to use light from the outside, unless I want to emphasize something, like the way they used their own lights on their posters so that people will look at them. All of the booths used some light from the outside.