

# The Site Logistics Design of the SHABANG SLO 2022 VIP Stage

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The objective of this project is to take some of the burden off the SHABANG Music Festival organizers and create a detailed plan on how the VIP section of the festival is going to be organized. The SHABANG music festival is an annual, local weekend event for the community of San Luis Obispo. The goal of this project is to create a plan that will be effectively utilized at this year's SHABANG festival. In working toward this goal, every aspect of the Construction Management curriculum that has been taught in our careers thus far will be utilized. For the Construction Management Department, the advantage is the building of a relationship with the festival organizers. Each year this festival continues to grow and add new additions to the site plan. If Construction Management students start to partner with SHABANG year after year more students will get the chance to be involved in a truly valuable Senior Project. SHABANG SLO's coordinators are passionate about the alternative 3D design software, SketchUp, which illustrates a visual of the structure in mind. This project hones in on the use of this software to elevate the logistics and aesthetic representation aimed for.

**Keywords:** SketchUp, architectural, product design, conceptual, construction

## Introduction

SHABANG SLO is a yearly music festival driven by inclusivity and community of the Central Coast, California. Founded in 2014, SHABANG's main concentration has focused on celebrating the talents of artists through an immersive festival experience. The Laguna Lake Park annually allows for the opportunity to expose learning and culture, art and interactivity, food and beverage, yoga and movement, community, and marketplace through various local entrepreneurs. As the industry expands, there has been a rise in those who are truly passionate for the optimal experience. Companies have taken recognition in this desire in exchange for profit. This motivates the implementation of a VIP section. The typical VIP section, and one at SHABANG, entails a private bar, private restroom facilities, a lounging area, and open room to dance while having prime vision of the main stage. Along with all these private entities is a design that should be unique and display extra attention to those who choose to purchase a VIP ticket. The design can be made through Sketchup, a 3D design software for a broad range of drawing and design applications including architectural, interior design and industrial and product design. The benefit for all parties permits a rise in profits, as well as a creative freedom to express artistic abilities and enhance a true festival enthusiast's dream.

## Methodology

*The objectives of this project are as follows:*

- To design an entire VIP layout for SHABANG SLO 2022.
- To analyze the challenges that come with creating a project that is brought to life.
- To highlight the benefits of using SketchUp.
- To recognize the lessons learned from the project as they relate to deadlines in the construction industry.

### *Breakdown*

The methodology chosen for the design was broken down in a few ways: by schedule, budget, and theme. The SHABANG Visual and Layout coordinator provided a legend of colors and themes to follow as well as expectations. The coordinator asked for some sort of decking to be incorporated for lounging as well as an open space for dancing. There was a request for an interactive space as well so all members could take pictures and engage in design. The approach began with two triangular-shaped decks for a more geometric design. Slowly over time, there was a realization that squares and rectangles are not only geometric, but are easiest to build for such a small festival and fit the most people in relation to space provided. The back area consists of a tent for interactive play and misting in the heat. The final results were measured in ability to fulfill the basic structural requirements and design elements as well as get it done within budget and a timely matter. The rough outline was then organized into the following challenges: goals, challenges, lessons learned, benefits, and drawbacks. These conclusions will then generate experience and knowledge in the design realm of construction especially as it relates to communicating and working with a client.

### *Project Specifics*

#### *Step 1:*

- Freehand basic design elements for structure (30 min)
- Deliverable 1

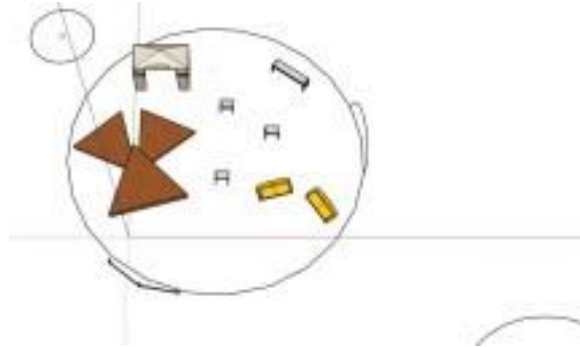


*Step 2:*

→ Meet with Visual Coordinator and SME for approval (1 hour)

*Step 3:*

→ Run initial design through Sketch Up (1 week) - Deliverable 2



*Step 4:*

→ Assess first mockup (1 hour)

- Is it structurally sound?
- Did it align with the theme?
- Is it visually aesthetic?

*Step 5:*

→ Make project design adjustments accordingly and reattempt (2 weeks)

*Step 6:*

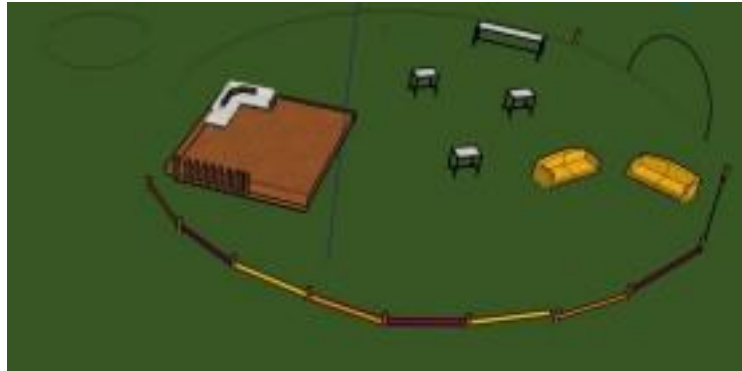
→ Meet with coordinator to discuss new structural base (1 hour)

- Are the triangular-shaped decks sufficient in strength and maximizing the amount of people?
- Will people be able to tell they are aesthetic just by looking at it from a ground level view?

*Step 7:*

→ Design with new adjustments (6 weeks)

- Deliverable 3
- Square base decks
- Railings
- Barrier development



*Step 8:*

- Review base design and advance SketchUp skills (5 hours) - Watch YouTube videos for training
  - Understand the dynamics of the tools

*Step 9:*

- Meet with team to discuss final design desires (1 hour) - What is missing?
  - How does it spatially layout?
  - What will be fully handcrafted? (decks, railing, shading, bar, etc.)

*Step 10:*

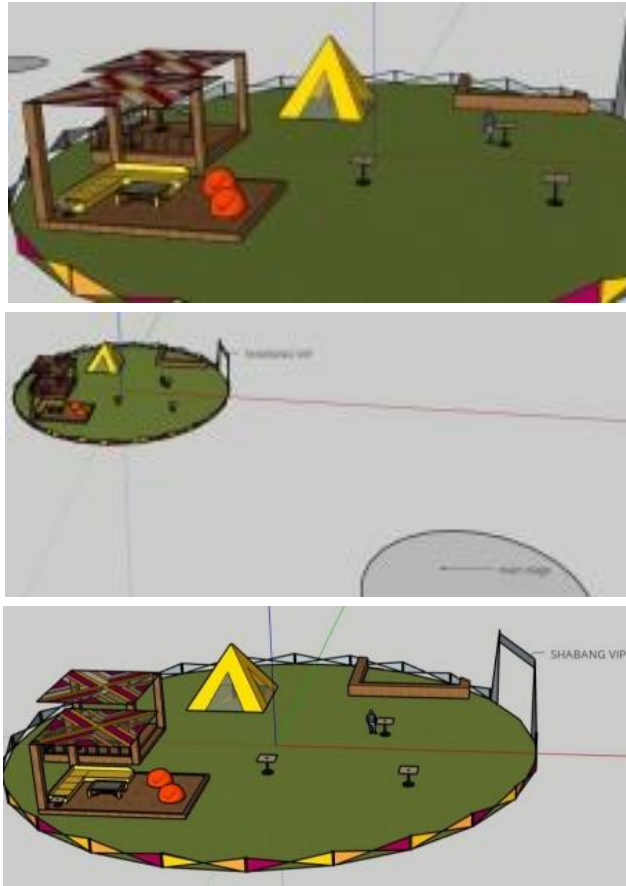
- Put it all together (1 week)
  - Include everything expected to be brought to life
  - Finish loose ends

*Step 11:*

- Present final mockup to layout team - Final Deliverables (1 hour) - Present final visual
  - Provide all angles

**Final Deliverables:**



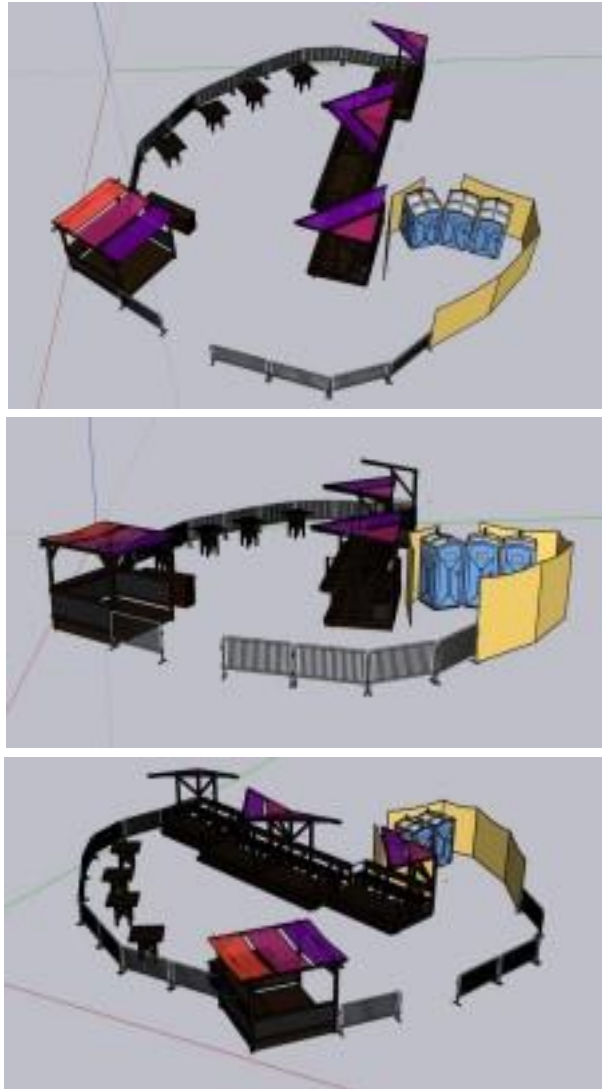


### *Final Mockup*

The final mockup was up to par with the team's expectations. The design fulfilled the structural requirements and budget as well as fit to theme and conceptual goals. However, due to the time frame and source of material in complexity, the project was unable to be brought to life. The head coordinator addressed concern in being able to complete the project in time of the festival. There was a simple back up design created in case of a potential issue.

### **Comparison**

The team requested permission to use the submitted model for the 2023 festival. Attached is the model used for the 2022 VIP layout. As shown, the final project used for SHABANG was much simpler, consisting of benches for sitting with a few standing tables. This was made possible since they used their old material list for reusable items.



### *Lessons Learned*

The project provided valuable insight for a future project team to consider:

1. Throughout this process things became tricky due to the essence of time. Being a beginner in Sketchup, the entirety of the project was also a learning process with a software I had not experimented with before. I had spent about six weeks working with the first deliverable displayed until I finally had to take extreme measures and reach out to a professional to show me

the ropes through various exercises before I could produce this kind of work. I realized I should have done this from the very beginning. With any new skill in life, you must ask questions and reach out. You must be acquiescent within yourself to be able to get the help required before diving into a project.

2. I learned to be assertive. Having two internships under my belt I assumed I had acclimated quite well to a time sensitive field. This just goes to show each, and every experience will be different. I should have expressed my lack of knowledge and need for help right off the bat to the visual layout coordinator instead of remaining voiceless in a deadline demanding industry.

3. Looking back, communication played a huge role throughout this process. I should have created a strict timeline for the project to be produced on time and well executed. Instead, I kept quiet and felt defeated more and more after each meeting. This process proved to be one much too large for a single person to take on in such a short time frame.

## **Conclusion**

This project was all-in-all a great introduction to real-world expertise. It allowed for opportunities to fully understand the importance of time and budget in the construction industry. There is a consistent pressure that comes along with composing a project start to finish. The chance to perform on a real-world structure was an unforgettable experience that provided life-long lessons.