

BLUEGREEN 500 NASCAR TROPHY

TROPHY CONCEPT

Project Brief

The Bluegreen 500 was a NASCAR race held on November 10th, 2019 at the ISM (now Phoenix International) Raceway. I was approached by the creative director of Bluegreen to design, generate, and render a trophy concept for Bluegreen to give to NASCAR for the race trophy.

The trophy needed to reflect the setting for the race, both the racetrack and the Phoenix AZ landscape or features.


bluegreenvacations

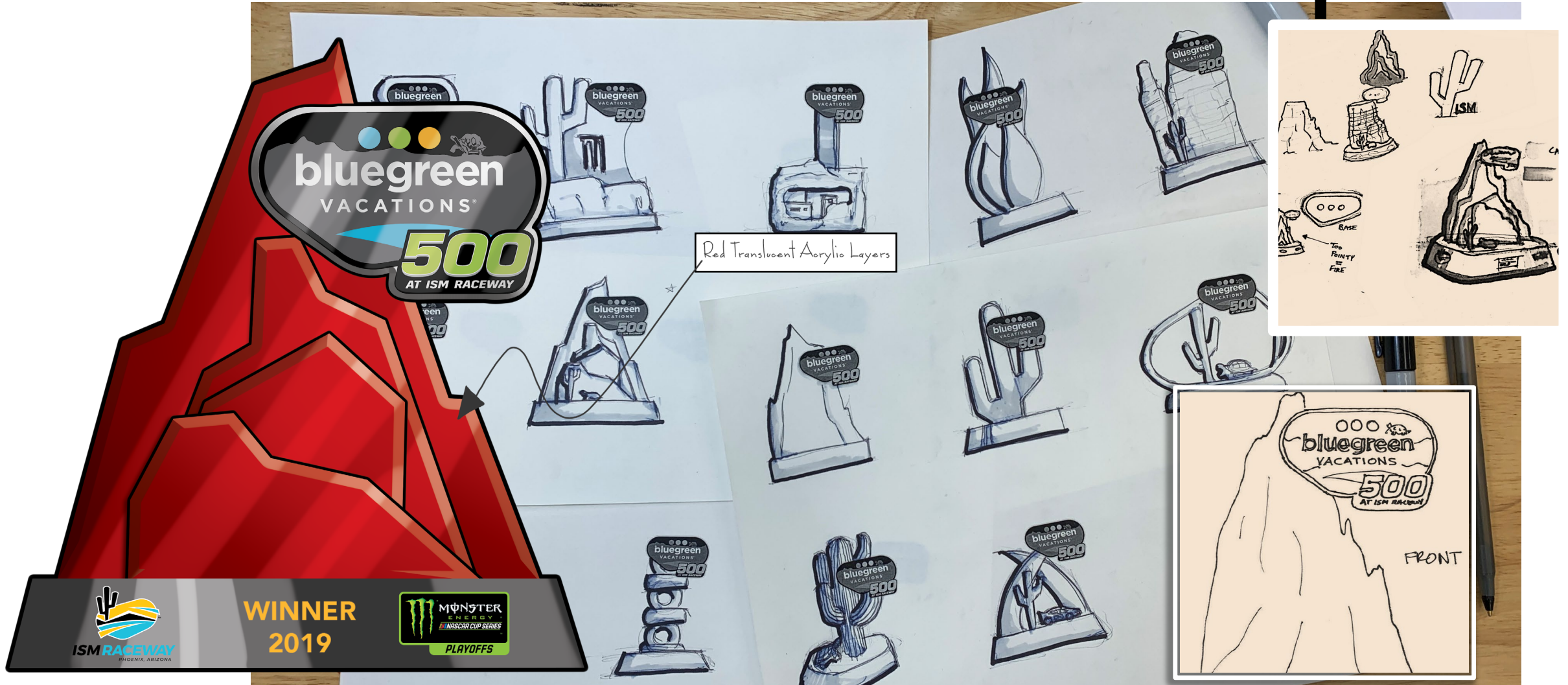

ISM RACEWAY
PHOENIX, ARIZONA


NASCAR

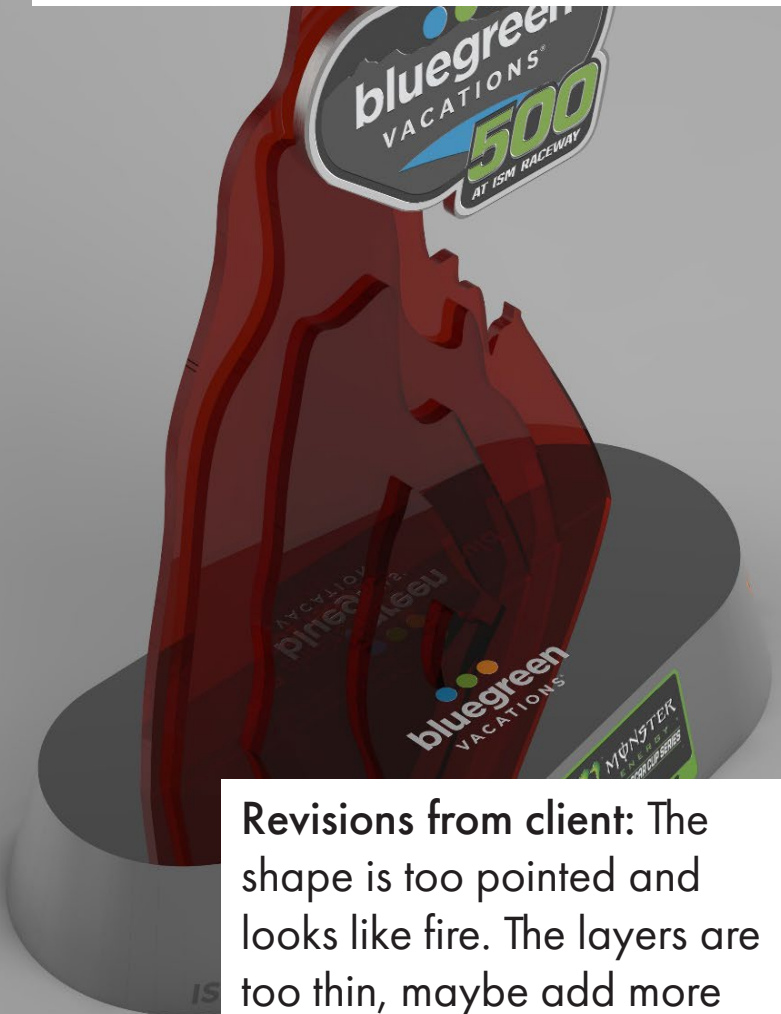
Inspiration



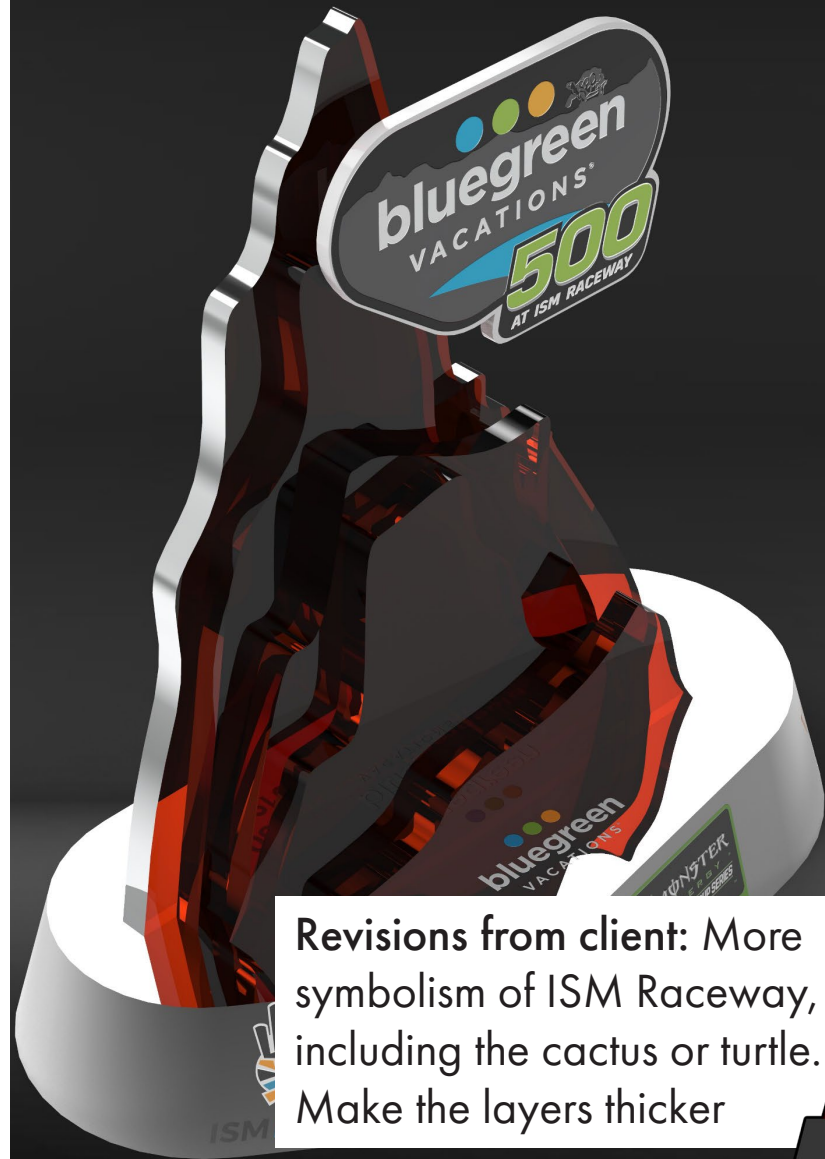
Development



Revisions



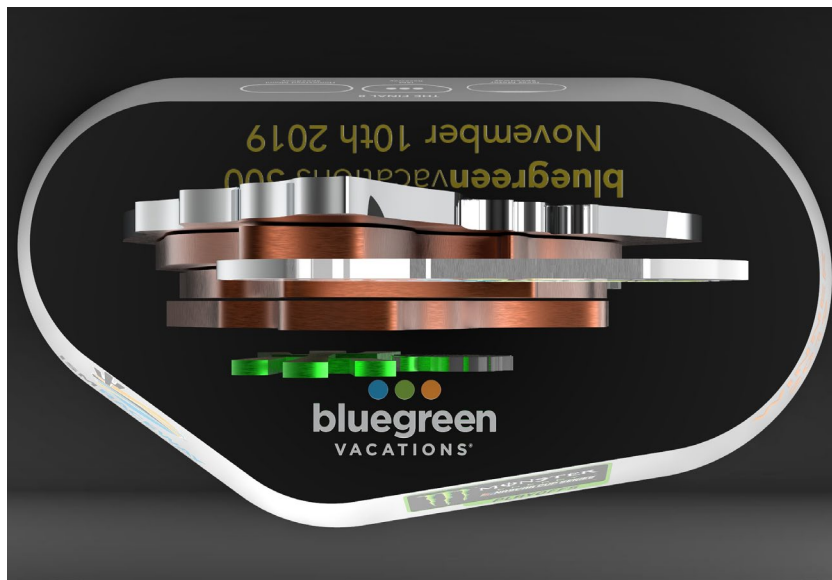
Revisions from client: The shape is too pointed and looks like fire. The layers are too thin, maybe add more metal exposed.



Revisions from client: More symbolism of ISM Raceway, including the cactus or turtle. Make the layers thicker



Revisions from client: Make all of the layers out of anodised aluminium.



Renderings

Manufacturing

After sending the design to the manufacturer, the design was modified to allow for easier manufacturing.



FRONT VIEW

bluegreen
VACATIONS®

500
AT ISM RACEWAY

