

# 国际 展示 设计精选

# INTERNATIONAL EXHIBIT DESIGN SELECTION

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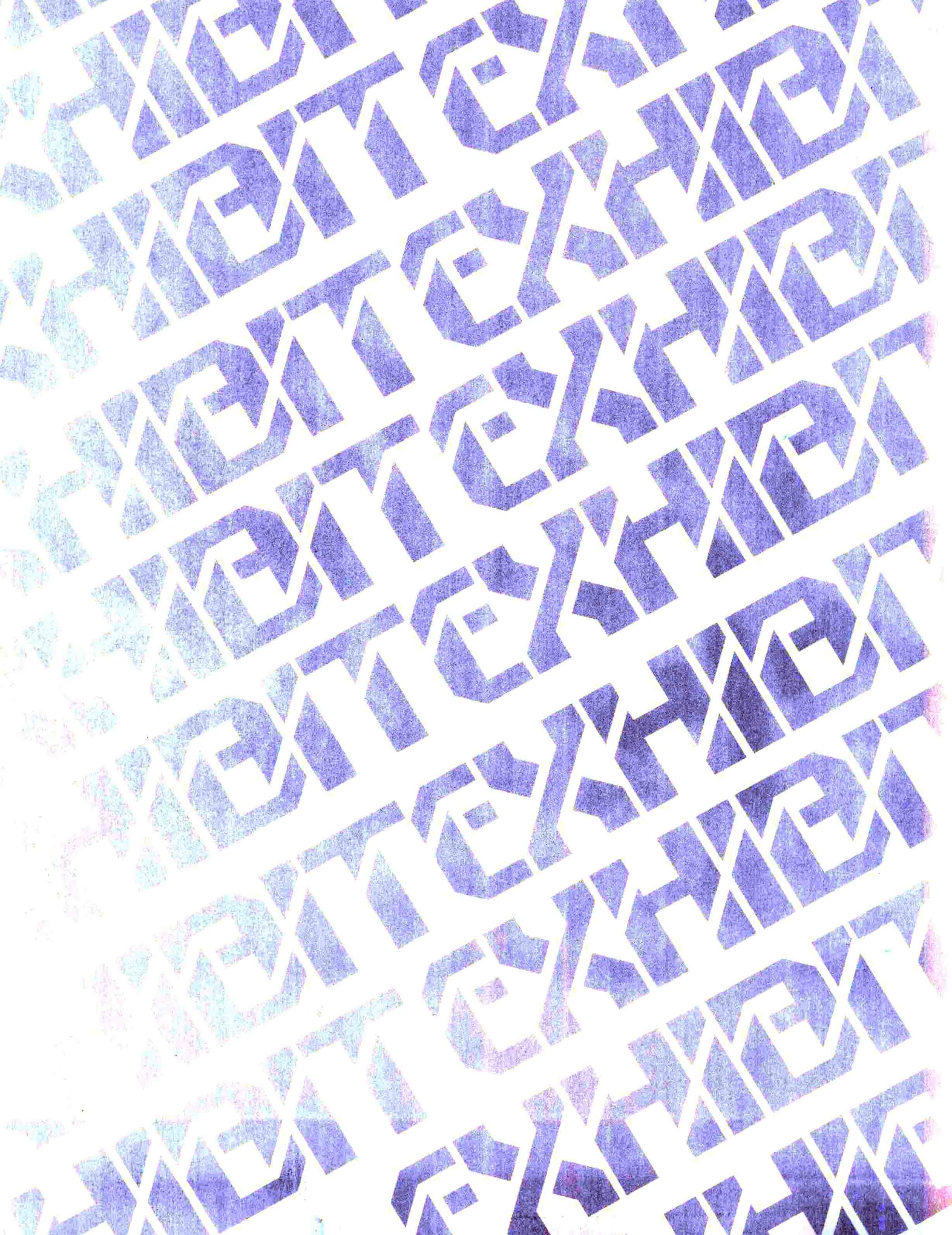
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# 国际展示设计

## 前言

The course of exhibition design is such transient and beautiful as a life of a butterfly. In general, An exhibition exists a short time, and an excellent designer must master the skill of displaying the highlight of production comprehensively, especially applying advanced technology. All visitors will be amazed by multidimensional and stereo space exhibition and focus on the exhibits sensitively.

The content of this book includes brand series exhibitions and corporation booth designs. Visitors can read a product through the brand space simply, and the atmosphere and lever of exhibition thoroughly.

It's a reference that designers were thinking about how to communicate brand series and characters of company culture and product perfectly in this book. To this point, it's also a basic research.

Displaying and shining with abandon is all belong to the book.

展示设计被认为是蝴蝶的生命之旅，短暂而美丽。展会的持续时间一般不会很长，一个优秀的设计师应该知道如何全面地去展现物品的亮点。除了设计，先进技术的应用也显得尤为重要，多维立体空间展示会让游客眼前一亮，同时对展示物分外关注，从而调动人的所有感官。

此书主要收录了品牌系列展和公司会展台的设计。参观者可以通过单纯的品牌空间来领略产品，也可以通过实物的展示来感受一个公司的气氛和层次，从而深入地了解它们的产品。

如何到位而完美地展示一个品牌系列和一个公司的独特文化或产品，这是很多设计师在思考的问题，此书是借鉴，也是一种探讨。

尽情地展现，尽情地发光发亮，尽在《国际展示设计精选》！

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公司会展台 **The**  
**company** booth



# Harps. Heating Component Exhibition

竖琴·供暖组件展

设计公司: Giancarlo Zema Design Group  
客户: Runtal Italia srl

It is a 260 sq.m modular exhibition stand in DuPont™ Corian® for the Runtal, a brand of the Zehnder Group, leader company in the development of heating systems. The inspiration came from observing the harp as a sensual and magic musical instrument, so large harps in Corian from 6 to 10 metres long and 3 metres high, were designed to accommodate items of the Runtal collections on rotating black panels.

The composition of harps has been made simpler thanks to the use of light ashlar with sophisticated concealed steel closures. The complete modular stand was projected to be easily moved around an European tours at the main exhibition fairs.

The stand houses three large display elements (harps), one transparent meeting point, three storage cabinets, one reception and brochure cases, all following the same soft line in Corian, designed to blend.

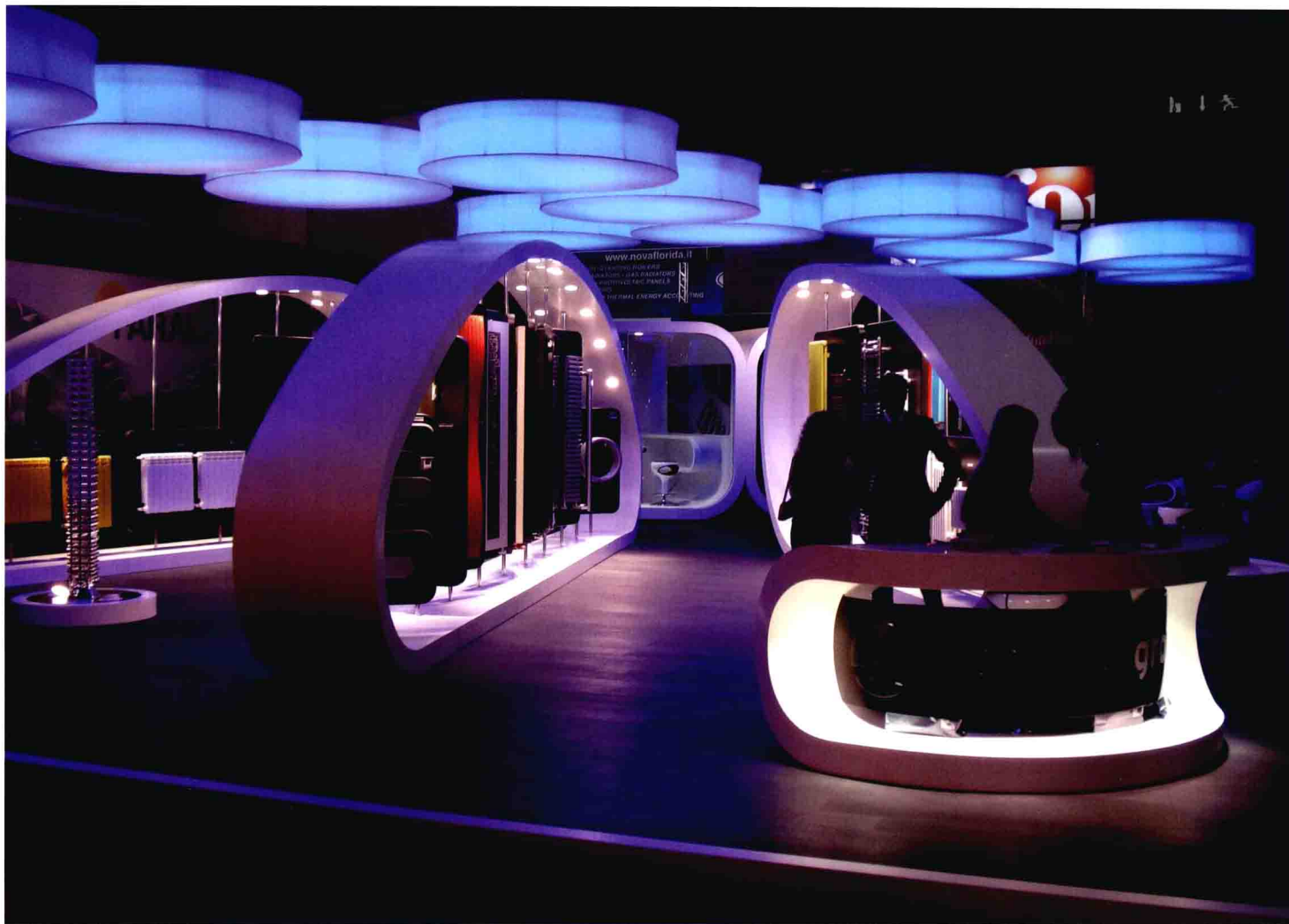
All the furniture, tables, chairs and stools are part of the Ring Collection designed by Zema for the Giovannetti Collezioni d' Arredamento firm.

The illumination system is suspended and made up of 14 large aluminium structured cylinders, 2 metres wide and covered in Barrisol, that contain RGB chromatic variation fluorescent lamps, designed again by Zema and made in collaboration with the Zumtobel company.



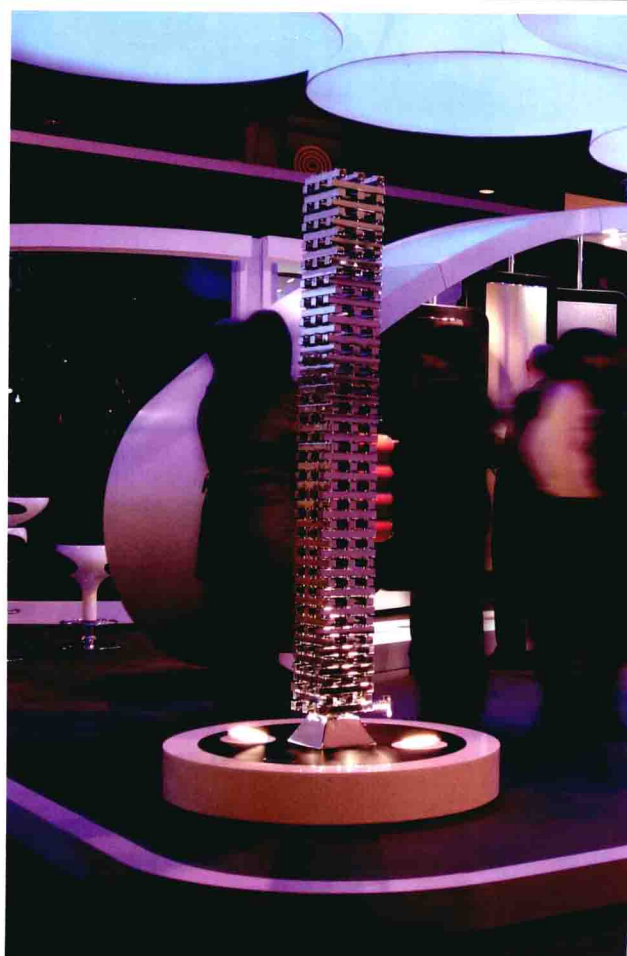














在美国杜邦™可丽耐®区域 (DuPont™ Corian®) 内, 260 平方米的展台专门展示的是制热系统研发领域的领军公司森德集团 (Zehnder Group) 的 Runtal 品牌模块。设计灵感来自对优雅美观而悠扬动听的竖琴的深入观察。可丽耐的大型竖琴长 6~10 米不等, 高 3 米, 旋转的黑色面板上设计了对 Runtal 产品的推介。

由于使用了轻凿子和精密的隐形钢盖, 竖琴的结构因此变得非常简单。整个展台模块很容易移动, 方便在欧洲范围内其他展览中使用。

展台上设有三个大的展示元素 (竖琴)、一间透明的会议室、三个贮藏柜以及前台和盛放宣传册的大箱子。它们都具有可丽耐混合设计中的柔软曲线。

所有的家具、桌椅和凳子都是环形结构的一部分, 这是 Zema 专为 Giovannetti Collezioni d'Arredamento 公司设计的。

悬吊的照明系统由 14 根巨大的铝质圆柱组成, 每柱宽 2 米, 上面覆盖 Barrisol, 其中包括可以根据 RGB 色度变幻的荧光灯——这也是由 Zema 设计的, 不过是由 Zumtobel 公司协助制作。



# Design in'Nature

拥抱自然——米兰三年展

设计公司: Giancarlo Zema Design Group  
客户: Triennale di Milano / Avanzini Group

DESIGN in'NATURE, the attractive exhibition promoted by Avanzini Group Distributor of Quality, will put on show Giancarlo Zema's bright creations capturing the space and giving rise to a spring of emotions.

The Avanzini's continuous research for new and unusual material solutions in architecture and design, perfectly matches with Zema's design instinct: with his sinuous pencil stroke, Zema is able to convert apparently rigid materials into sculptural works of art. A space full of energy, stimulated by primitive elements, exhibits an avant-garde style putting together both Nature and human being in a respectful cohabitation.

A warm grassy carpet welcomes you in a sensory dimension; fresh white surfaces unfold revealing petals made of different materials and colours. Realized in DuPont™ Corian®, they witness the organic unity of Nature as a sinuous elegant corolla.

Natural materials cover each petal giving magical effects: from the attracting games of transparency and brightness of the backlite wood and the translucent concrete to the elegant finishing of the stained glass; from the preciousness of the luxurious metal to the gold and silver lightness of the eco-plastic. Providing the backdrop, the flexuous waves of a big leaf that shows all its bright green reflections.

