

Trade Fair
Design Annual

(德)卡琳·舒尔特·编
Karin Schulte

全球最佳展会设计

2007/2008

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刘冠楠 胡晓明 译

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TRADE FAIR DESIGN ANNUAL

2007/2008

Karin Schulte

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简介

INTRODUCTION

哈伯特·丹伯特：当我用一句话，甚至是一种非常鄙夷的声调时，那就意味着无论如何那就是我的意思。

艾丽斯：问题是你是否能够使话语表达出多种不同的意思。

哈伯特·丹伯特：问题是谁是决策者，这就是全部。

鲁维斯·卡罗尔：要透过视窗去观察。

"When I use a word," Humpty Dumpty said, in a rather scornful tone, "it means just what I choose it to mean, neither more nor less."

"The question is," said Alice, "whether you can make words mean so many different things."

"The question is," said Humpty Dumpty, "which is to be master - that's all."

Lewis Carroll, *Through the Looking Glass*

德国是世界第一大国际贸易展览会的集散地，占全球三分之二的主要贸易展览会都会在德国举办，而且在世界上最大的四个贸易展览中心中有三个设在德国。在2006年，有159个国际展览和超过50个区域专家展及用户展吸引了大约22.5万名参展商，其中超过50%来自于其他国家。在323项有记录的事件中，有800万平方米的展位和1640万名参观者。

在未来几年中，德国本国的和具有国际意义的贸易展览会的展厅面积将由11.2万平方米增加到283万平方米。与此同时，另一些数字也将会持续增长。

《全球最佳展会设计》每年都将精选大量来自于德语国家的精品贸易展。即使是在瑞士，如下的数据也同样是令人感兴趣的：在2006年有超过1.3万家参展商和150万名参观者，参展面积为19.5万平方米，包括国内外超过40个的主导贸易展和消费贸易展。而且，这些数字也在持续增长。

从汉诺威的CeBIT电脑电信展到法兰克福的IAA国际车展，从巴塞尔世界钟表珠宝展，到Langenthal的Designer's Saturday展（小而优雅的国际建筑和设计工业会议），或者是更鲜为人知的为教堂设施及组织举办的德国展，几乎每一个行业都有相应的展览，而且每一年都有约20个专业展览被列入到这个清单当中。

贸易展览一直保持在使新产品能够以最佳角度被推出和有关创新技术的信息能够被有效汇聚的定位上。贸易展台同样也反映了不同的产品种类。资本货

Germany is the world's No. 1 trade fair venue for international fairs; two thirds of the global leading trade fairs of the various industries take place in Germany and three of the four largest trade fair centres in the world are located in Germany. In 2006, the 159 international trade fairs and more than 150 regional specialist and consumer exhibitions attracted around 225,000 exhibitors, more than 50% of them from other countries. At these 323 registered events there were eight million square meters of stand space and 16.4 million visitors (source: AUMA Bilanz 2006).

The hall capacity of German trade fair venues of national or international significance will grow by 112,000 m² to 2.83 million m² in future. The other numbers also continue to develop positively.

As this Trade Fair Design Annual contains a selection of stands at trade fairs in German-speaking countries, and thus also in Switzerland, the figures of the neighbouring country are also of interest: the more than 40 international and national leading trade and consumer trade fairs with 195,000 m² exhibition space were attended by more than 13,000 exhibiting companies in 2006 and some 1.5 million visitors (source: MCH Messe Schweiz (Holding) AG). Here too, the numbers are rising.

From the CeBIT computer and telecommunications fair in Hanover to the IAA international automotive exhibition in Frankfurt, from Baselworld, the world's leading watch and jewellery fair to Designers' Saturday, a small, but exquisite meeting point of the international architecture and design industry in Langenthal or to the less well-known

物的展示与汽车、家具、珠宝，甚至是服务是不同的。但是无论是一个产品，还是一个较为模糊的品牌或是服务，竞争和直接比较总是很明确的，因为一个贸易展览将把以不同形式生产出来的产品合为一体。

然而，贸易展览不再是一个简单的产品创新的展示，而是借助当代展会设计的一个产品展示的舞台。产品之间的区别在于向着交流层面高速转变。体验式交流方式创造了与消费者之间的情感链接。

仅仅是一个令人着迷的设计或是单纯的展览是远远不够的。只有那些给参观者以惊喜，能够引起参观者的好奇心，煽动其热情，并且给他们留下深刻印象的展览才是成功的。这也是加深参观者对某一品牌形象的最好方法。虽然三维品牌世界已经变得越来越复杂，但是参观者的期待值同样也在增长。

在未来的发展中，展览还将继续依靠这些作为市场工具出现的无可争辩的贸易特性而存在。贸易展览将变得更有针对性，更有成效，而预算却会变得比以往要少得多。虽然对于奢侈和豪华展览的理解会越来越少，夸张的项目产品也将会成为历史，但是展览仍能取得高质量的成果。

卡琳·舒尔特

斯图加特，2007年9月

specialist fairs like Ecclesia, the leading German fair for church equipment and organisation, there is the right industry event for almost every need. And every year, around 20 specialist fairs are added to the list.

The trade fair remains a place at which new products can be presented in the best possible light and where information about innovations can be gathered efficiently. Trade fair stands also reflect the different product categories. Capital goods are presented differently than cars, furniture, jewellery or even services. But whether a product or a less tangible brand or service is the focus, the competition and direct comparison are always decisive because a trade fair consolidates the offerings of various manufacturers.

Trade fair stands are, however, no longer just a showcase for product innovation. They are also a highly effective brand platform with a contemporary stand design. The necessary differentiation of the products is increasingly shifting to the communicative level. Experience-based communication creates emotional ties to the customer.

A fascinating design alone or merely being represented at a trade fair is no longer sufficient. Only those stands which take the visitor by surprise, which arouse curiosity, incite enthusiasm and which are particularly memorable will be successful. This is the best way to impress the brand image on the visitor. The three-dimensional brand worlds are becoming more and more complex, but the expectations of the visitors are also growing.

In future, exhibitors will continue to rely on the indisputable qualities of trade fair appearances as a marketing instrument. They will, however, be more targeted and effective as trade fair budgets become less generous than they used to be. There will be little understanding for ostentatious, extravagant stands, exaggerated events will also be a thing of the past. It will, however, still be possible to achieve high-quality results.

Karin Schulte

Stuttgart, September 2007

国际门窗及技术展览会，纽伦堡2006



真 蓝

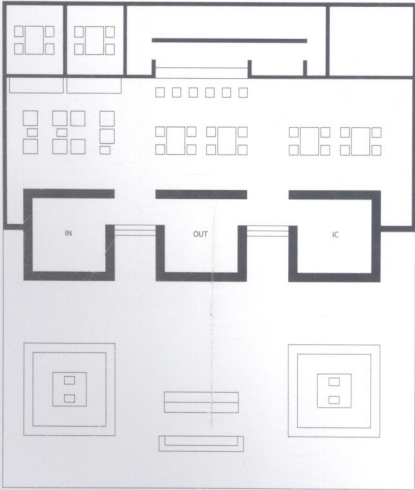
随着Thyssen Polymer转让给比利时Deceuninck集团，Thyssen这个名字的许可使用权也在2007年7月到期了。公司的新名称Inoutic在纽伦堡第一次推出，它是由英语单词“内部”、“外部”以及“工程师创造”组成的，传达了公司以uPVC窗框系统制造商为主业：我们设计建筑结构内外之间的分界面。

参展商明智地决定不单纯地展示产品，而是给参观者以机会在三个立方体中去体验品牌的全新内容：据工作人员解释说，“In”立方体表明了公司价值，“Out”立方体以灯光展示了新形象，其中包括一个评论与合作的声音和一个躺下欣赏移动影像的机会。在“IC”立方体中，未来产品研究以数码模拟的形式被展示出来。

TRUE BLUE

Following the sale of Thyssen Polymer to the Belgian group Deceuninck, the licence for the name “Thyssen” expired in July 2007. Inoutic (in | out | ic), the new name of the company, which was presented for the first time in Nuremberg, is made up of the English terms inside, outside and ingeneering creativity - communicating the brief of the manufacturer of uPVC window frame systems: We design the interface between the inside and the outside of architectural structures.

A conscious decision was made not to show products. Instead, the visitor is given the opportunity to experience the new content of the brand inside three cubes: the In cube demonstrates the corporate values, spoken by members of staff; the Out cube shows the new image on illuminated strips; this includes a commentary, corporate sound and the opportunity to lie down to watch an image film as ceiling animation. In the 'Ic' cube, visionary product studies are shown in the form of digital simulations.



Year	Location	Trade Fair	Exhibitor
2006	Nuremberg	Holzhandwerk & Fensterbau frontale	Thyssen Polymer/Inoutic



Architect Martin et Karczinski GmbH, Munich and Drändle 70/30 Corporate Architecture GmbH, Steinebach am Wörthsee | Realisation Stagegroup GmbH, Zorneding | Graphics/Communication Martin et Karczinski GmbH | Size 378 m² | Lighting Moonlight GmbH & Co. KG, Bobingen | Photos P3 Photo Production Pool

