

# Exhibitions and Showrooms

## 展览与展示设计

于萍 编 鄢格 译



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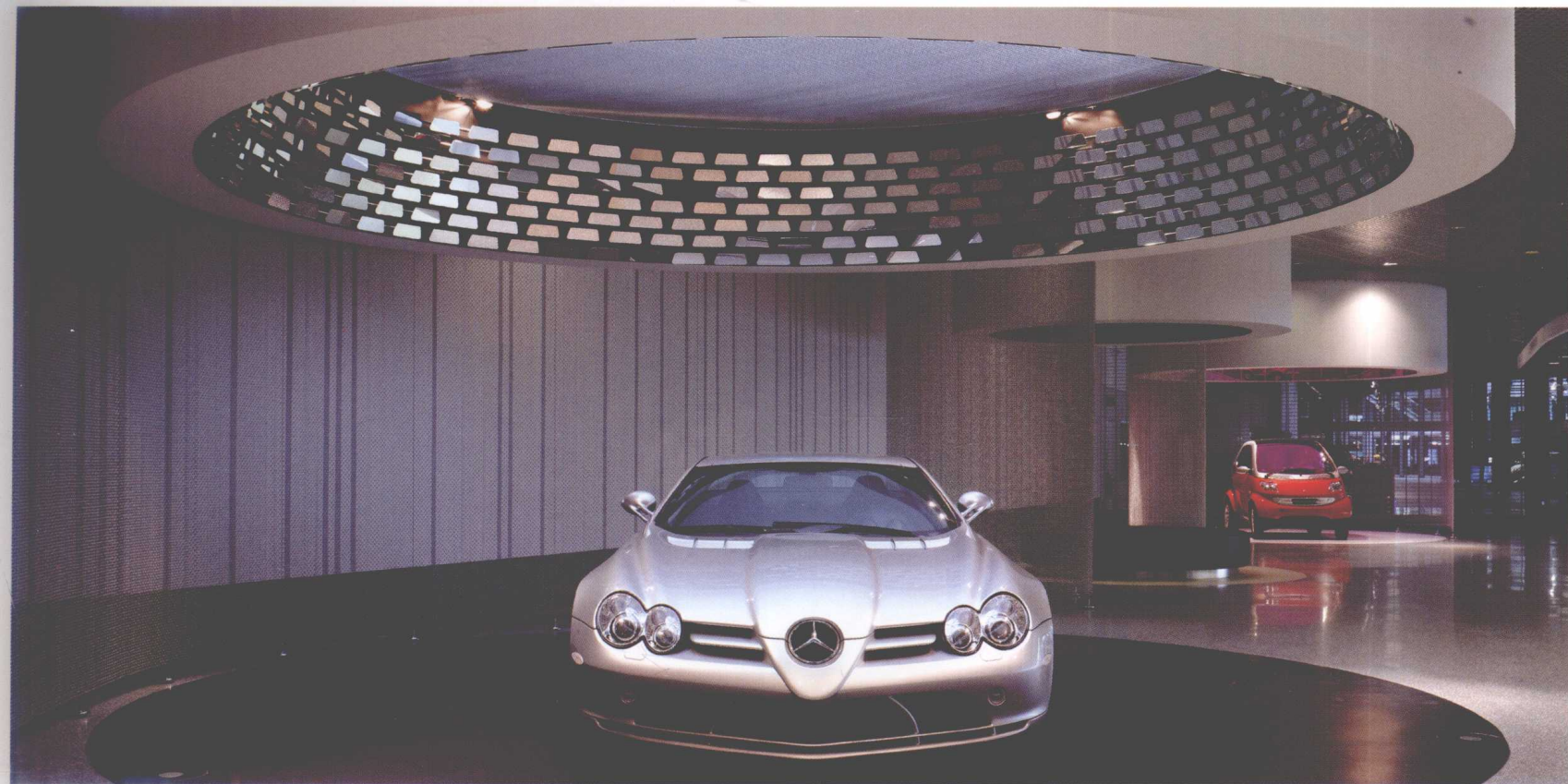
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## Preface 前言

Space for exhibiting products can be perceived as artistic work, which must combine perfectly with the products exhibited with regard to cultural and aesthetic aspects. Thus it is definitely a challenge for designers to create such a “work” in a limited time and space. It is to be innovative as well as serving as a background to boast the products. At the same time, it needs to be understandable and interesting enough to attract visitors as soon as they step in.

Nowadays, with the rapid advancement of commercialisation, it is undoubtedly a good idea for companies in different industries to exhibit products in a certain space in order to promote themselves. The main function of exhibiting space is to reflect corporate culture and identity from design styles and space quality. What is more important, it can materialise the value of the products exhibited and give a direct and clear understanding for customers.

To be aware of the company orientation and products' feature is a necessary pre-condition to design an exhibiting space. In this way, it can help customers have a deep and comprehensive understanding of the corporate brand as they buy products. Exhibiting space should be different from a pure commercial space; it should be of culture and art. In addition, products to be exhibited usually can define the best way to create the right exhibiting space.

Exhibiting space is a visual feast from a certain aspect; lighting and colour constitute the two main elements for its design. Moreover, the space needs to be fluid in design, and thus designers must consider the space circulation and visitors' feeling during the process of design. A successful design of exhibiting space should create an environment which visitors can talk with and each product can tell its own story in.

This book selects excellent exhibiting projects of designers from different countries and is categorised into two parts – exhibition and trade fair.

Projects included range from simple to complex, from natural to high-technology. We hope and believe it will be a good reference book for students engaged in design field, professional designers, people working in the field of exhibition and those who are interested in this!

对于设计师来说，设计展示类项目是一个有难度的挑战。它要求设计师在有限的时间和空间内创造出能够完美融合展品文化性与美观性的艺术作品。展示既要有新意，又要充分体现展品，且不能喧宾夺主。在有限的空间环境里让观者对展示内容快速感知并产生兴趣是展示类项目的特点。

在商业化进程越来越迅猛的当今时代，展示不失是各行业公司为自己广泛宣传的好方法。展示的作用比较广泛，主要功能是从展厅的设计风格及档次来体现一个公司的企业文化，企业品牌提升也是从展示上得以发挥、推进。最重要的是以展示的投入来体现产品的价值，能让客户从中感受到产品带来的价值观。

展厅设计需要根据主题定位和特色来进行，体现品牌文化，有利于产品销售。顾客在选购产品的同时，也能不断加深对品牌的认知度。展厅是品牌文化传播的窗口，也可体现产品价值。展厅不能做成一个纯粹的商业空间，而是要有艺术要有文化。展品决定了其所该采用的最佳展示方式，进而形成了场所的最终形态。

展示是一场视觉上的盛宴。灯光和色彩都是展厅设计中的主要元素，因为它们可以充实和丰富场景。展示本身具有流动性的特质，这就要求设计师着重考虑观者感受，行走路线、灯光、色彩等等都是影响展厅成功与否的关键因素。好的展示设计重视实现展厅氛围与参观者的对话。优秀的展览空间的设计就是让每件展品讲述它们自己的故事。

本书面向设计专业学生、设计师、展示相关工作人员以及所有对此方面有兴趣的爱好者。书中精选了各国设计师的优秀展示类项目，将其分为展览和展会两大类，分别详细的介绍给读者。项目风格多种多样，从简单到复杂，从自然到高科技，涵盖了一系列的设计构思与独特的设计手法。希望本书能给读者朋友们提供一些帮助和借鉴，激发出您学习的积极性与创作的灵感。



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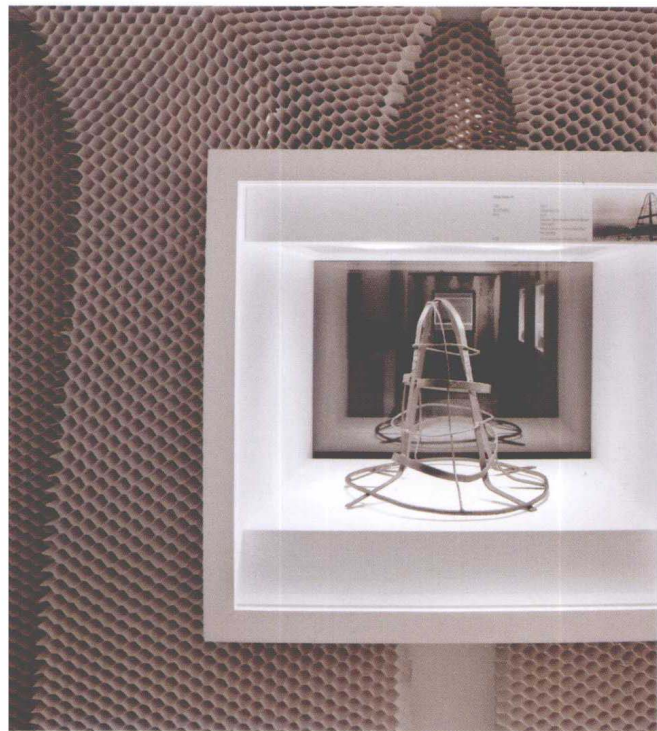
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# SUSANA SOLANO EXHIBITION

苏珊娜·索拉诺作品展



**Project name:** Susana Solano Exhibition  
**Location:** Madrid, Spain  
**Completion date:** 2008  
**Designer:** Cadaval, Sola-Morales  
**Photographer:** Adrià Goula, Santiago Jarcés, Manolo Iyera  
**Area:** 1,000m<sup>2</sup>

项目名称：苏珊娜·索拉诺作品展  
项目地点：西班牙，马德里  
完成时间：2008年  
设计师：卡达瓦尔，苏拉-莫拉莱斯建筑事务所  
摄影师：阿德里·古拉，圣地亚哥·加塞斯，马诺罗·艾拉  
面积：1,000平方米

The project aims to scale the space to the object that will be displayed, providing order and rhythm to an exhibition that wants to be intimate. The models of public sculptures done by Susana Solano are treated as jewels that relate to each other visually as they do historically. A single system is designed to suit two spaces with opposed spatial attributes, allowing for a single reading of the exhibit.

A fragile, translucent, white, almost sacramental envelope is built to receive a number of sturdy and powerful pieces. The reference is clear: the paper lamps used in fairs, made out of a fragile honeycomb paper, with its volume built up on air and inventiveness. From paper lamps to the recycled paper used inside wood doors to reinforce them there are a few hours of investigation, and the conviction to find in the paper industry a material that would fulfill the architectural aims, and be ecological friendly and economic.

The technical and technological implications of the material drove to the definition of a standard module, built out of a couple of standard doors and 5 layers of paper. A thick wall could be set up; its perpendicular view, creating a moaré, offered transparency within spaces and pieces; a tangent view would show a solid texture, building the limits of the constructed space, and framing the pieces. The attributes of the material depending on how it was approached were one of the key aspects of the project.

The installation responded to ecological and sustainable issues. Not only the design was part of an itinerant exhibition, but also more, the main material used to build up was made up of recycled paper and could be recycled again. Moreover, decision on the material implied a radical decrease in costs.

设计的目标即为苏珊娜·索拉诺的作品量身打造一个展示空间，突出秩序感及节奏感的同时，更注重营造亲切的氛围。苏珊娜·索拉诺设计的公共雕塑模型展示其中，犹如珠宝一般。特别设计的独立系统两个完全不同的空间统一起来，将参观者的目光吸引到展品上。

明亮的白色结构环绕空间四周，用作展示区。蜂巢纸制作的台灯营造轻盈感，同时体现出设计师的创造力。此外，无论是纸质台灯还是木门内侧使用的回收纸，全部突出了设计的主题——生态环保、经济实惠。

设计师从“纸”这一材质的技术特性及工艺特色出发，打造了厚重的墙壁结构，彰显空间通透感，同时将不同的展品分隔开来。

设计中以可持续发展为理念，不仅仅因为这是巡回展览，更体现在所选择的材质上。更需提到的是这一设计极大地减少了预算。









- 1. Entrance
  - 2. Exhibition area
  - 3. Exhibition table
- 1. 入口
  - 2. 展示区
  - 3. 展示台

- 1. Display wall in unique shape
- 2. Display wall made of honey-comb paper showing innovation and being sustainable
- 3. Products light in weight and creative in design

- 1. 造型独特的展示墙
- 2. 蜂巢纸制作的展示墙体既新颖又环保
- 3. 展品轻盈富有创造力





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# ARCH/ SCAPES

## 建筑风景（瑞士建筑展）



**Project name:** ARCH/SCAPES

**Locations:** Swiss Architecture Museum,  
Today Art Museum Beijing

**Completion date:** 2007

**Designer:** HHF architects, ZMIK designers,  
Tatin

**Photographer:** Tom Bisig, ZMIK

**Area:** 125m<sup>2</sup>

项目名称：建筑风景（瑞士建筑展）

项目地点：瑞士建筑展览馆、北京今日美术馆  
完成时间：2007年

设计师：HHF建筑事务所，ZMIK设计事务所，  
Tatin

摄影师：汤姆·比斯吉 & Zmik

面积：125平方米

ARCH/SCAPES was designed as official Swiss contribution to the 7th International Architecture Biennial São Paulo. The exhibition focuses upon new Swiss architecture and its negotiation between the public and the private in an aspect of architectural production. The exhibition design is a dynamic abstraction of a thematic journey through the Swiss cultural landscape, from urban areas to the central lowlands and peripheries, and finally to the Ipine regions.

The featured projects are offset throughout the exhibition by large-scale photographs of Joël Tettamanti which contrast the extreme Ipine landscapes with the scattered urbanisation. This framing of the featured architecture with these images of fragmented topographies is meant to underline a contemporary Swiss reality. Within this reality the careful negotiation between private and public primarily to maintain norms and traditions is increasingly compromised. The gradual erosion of the Swiss landscape by urbanisation means that new architecture will in future need to devise entirely new typologies that take account of wholly uncharacteristic forms of public terrain. For a deepened insight on the specific conditions of each project video modules present interviews with the architects.

Arch/Scapes focuses upon 15 new architecture within the heterogeneous cultural landscape of Switzerland, the urban and peri-urban areas, the village typologies of the Ipine landscapes and the burgeoning agglomeration. Switzerland's landscapes – in particular the rural and Ipine typologies – are considered public terrain, and a precious asset. New architecture that is to be developed within this

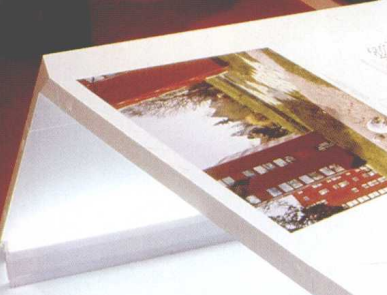
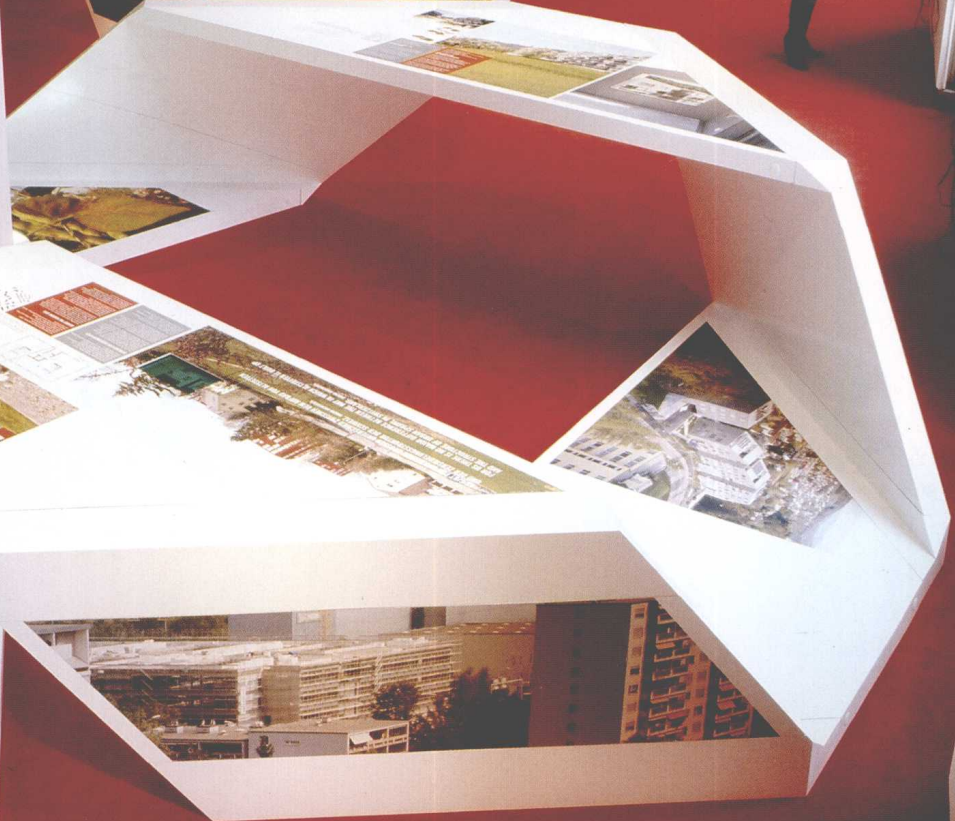
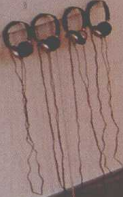
landscape is the result of complex democratic processes in which not only the communities or states, but also numerous public bodies protecting the Swiss traditions, have a decisive voice. By changing some of the angle -and flat board-elements different layouts are generated. In 2008 ARCH/SCAPES was shown at the Swiss Architecture Museum. In 2009 the Today Art Museum Beijing/China and the Shenzhen/Hongkong Architecture Biennial host the exhibition.

“建筑风景”是瑞士官方专程为第七届圣保罗建筑双年展而设计打造，着重体现瑞士新建筑以及建筑产品中公众与个人关系的平衡。设计通过展示瑞士地域文化（从城区到中心洼地再到城郊最后到阿尔卑斯山地区）打造了一个动态而系统的抽象之旅，特色十足。

特色作品在摄影大师Joel Tettamanti大幅画作的映衬下更加突出，零散的城市建筑与阿尔卑斯山的景观形成强烈对比。这一巧妙的设计形象地勾画出瑞士当今发展的现状，如何平衡公众与个人的关系显得更为重要。随着城市化进程的发展，自然景观不断消逝，因此在未来建筑设计中必须从全局考虑。此外，仔细观察每幅作品，就会发现附近配备的视听设备，可以聆听建筑师的访谈录。

展示共展出15个不同地域类型的建筑新样式，如城区、城郊、阿尔卑斯山区及迅速发展的综合区。在瑞士建筑规划中，村庄及阿尔卑斯山地区被称为“公共景观”，它们是一笔宝贵的财产。因此，在这一区域的发展过程中，无论是国家政府还是广大民众都可以起到决策作用。此外，这个展示设计中，通过展板角度的变换，不同的建筑格局随之而生。2008年，“城市风景”于瑞士博物馆展出，2009年在北京今日美术馆及深港双年展展出。



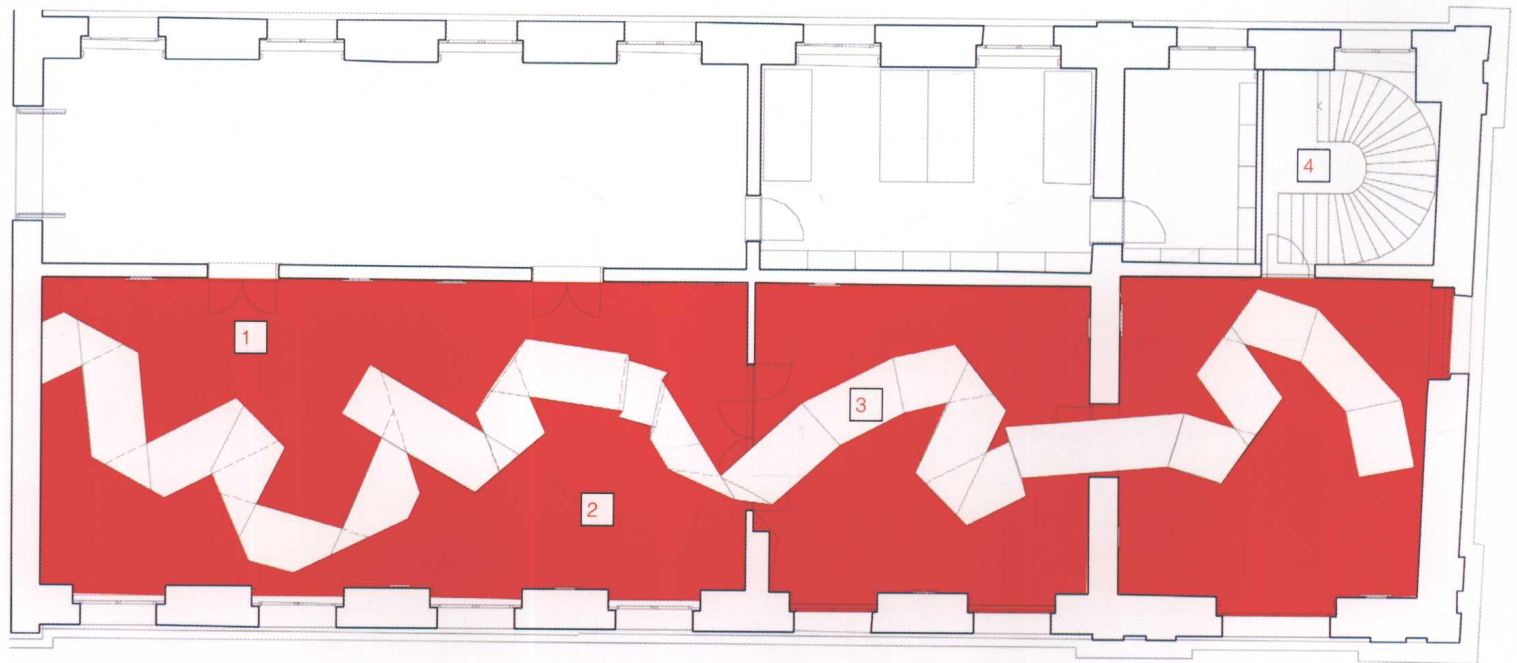






1. Entrance
2. Exhibition room
3. The angle -and flat board-elements
4. Stairs

1. 入口
2. 展厅
3. 多角度展板
4. 楼梯



1. Large-scale picture highlighting the theme of "human and nature"
2. Corner view
3. Dynamic and abstract exhibition

1. 展板上大幅画作突出了人类与自然的主题
2. 展示一角
3. 动态而又抽象的艺术展示

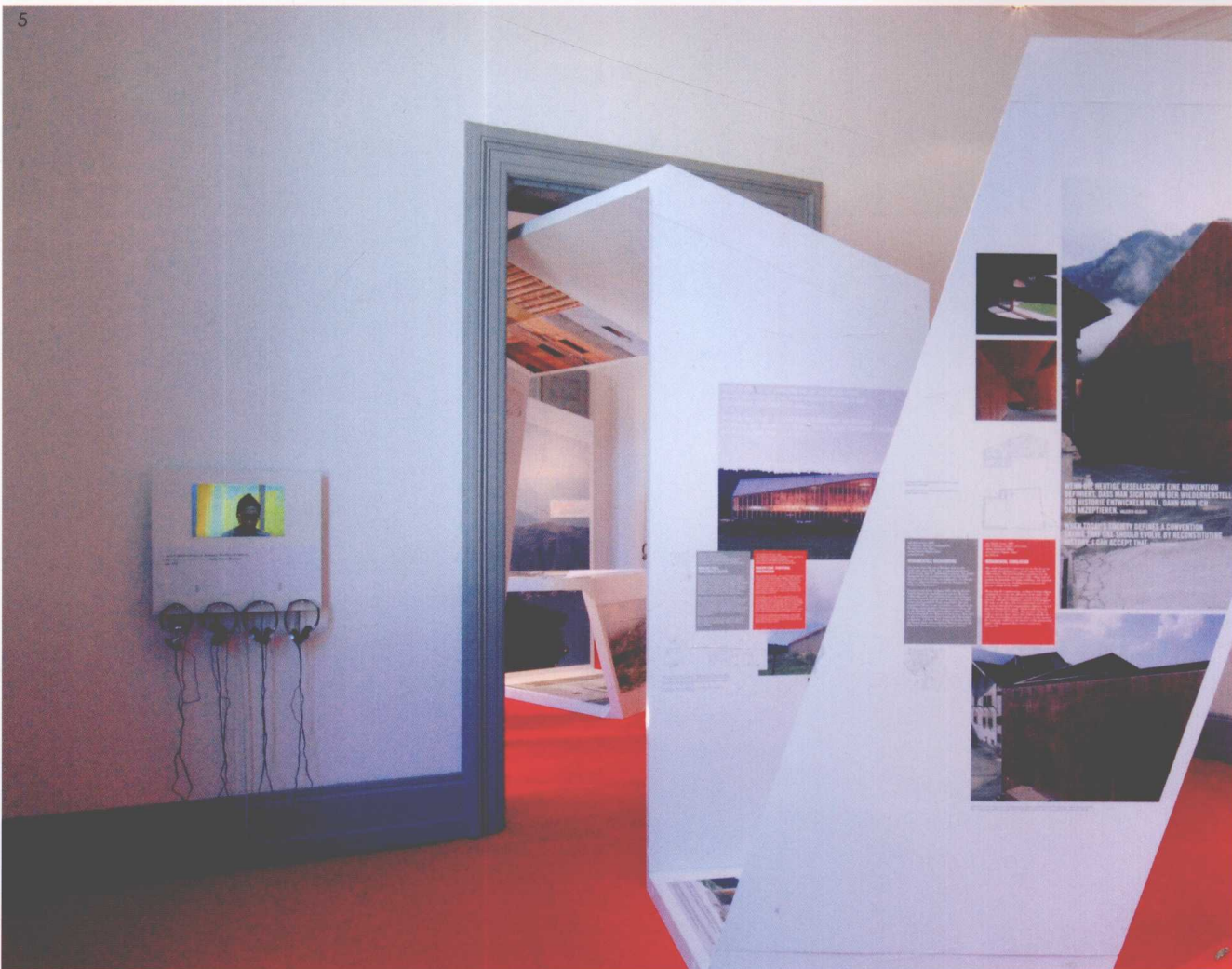








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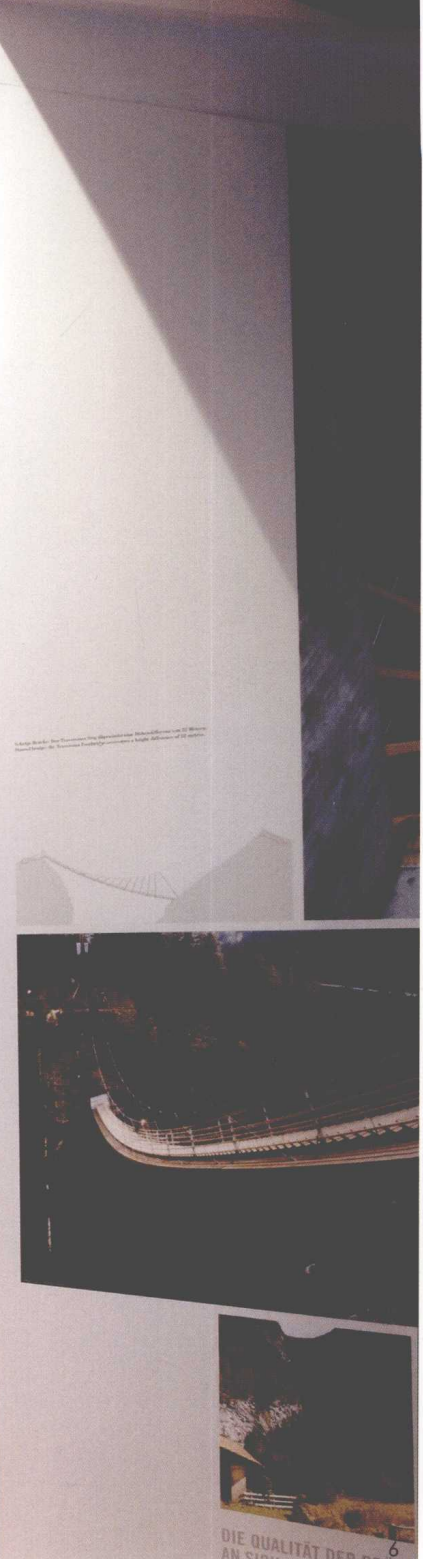


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4. Undulating display board  
 5. Video modules presenting interviews with the architects  
 6. Different layouts being generated by changing some of the angle -and flat board-elements

4. 绵延折叠的展示板  
 5. 展示中配备的视听设备，可以聆听建筑师的访谈录  
 6. 展板通过不同角度的变换向参观者展现不同的艺术画作





DIE QUALITÄT DER PROJEKTE AN SICH



# SHOWROOM POLYCARBONATES

## 聚碳酸酯展厅



**Project name:** Showroom Polycarbonates

**Location:** Leverkusen, Germany

**Completion date:** 2008

**Designer:** GOLDEN PLANET Design

**Photographer:** Eduardo Perez

项目名称：聚碳酸酯展厅

项目地点：德国，勒沃库森

完成时间：2008年

设计师：金色星球工作室

摄影师：爱德华多·佩雷斯

The project is a 400-square-metre exhibition and showroom for Bayer Material Science AG, one of the world's largest producers of polymers and high-performance plastics.

In close cooperation with Bayer's advertising and events department, GOLDEN PLANET developed the idea to create a space which would link the laboratories where the materials are developed and optimised to the finished products and applications showing the possibilities of high-tech engineered polymers.

The entire ceiling and parts of the walls are clad with the most well known polycarbonate material Bayer produces: translucent Makrolon® sheets. With the light shining through these diffusing panels, and a special light choreography, the space has an almost floating, clean atmosphere.

A very special performance feature is big inside windows, at first hidden by custom made vertical blinds showing Bayer's Vision Works campaign, which suddenly split in the middle and open sideways to reveal the view into the secret laboratories, allowing a glimpse into the heart of the high-tech inventions.

该项目是为世界上最大的聚合物和高性能塑料生产商之一——拜耳材料科技股份有限公司所设计的400平方米的展示厅。

通过与拜耳公司广告及事务部的密切合作，金色星球工作室成功打造出这个能够将开发产品的实验室与展示成品的展示厅完美衔接的空间。

天花板及部分墙壁皆覆以拜耳公司的知名聚碳酸酯复合材料——半透明的模克隆®板材。特殊的采光效果为空间打造奇妙、清新的氛围。

别致的窗户设计令整个建筑不拘一格。特殊的百叶窗设计巧妙地将产品展示厅和实验室联系起来，独具匠心。