

EXHIBITION DESIGN SPACE

展会空间设计

高迪国际出版有限公司 编

大连理工大学出版社

Dalian University of Technology Press

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郝玲 吕书卓 侯亚楠 金晓喧 译

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EXHIBITION SPACE DESIGN

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AUDI AG, BOOK TRADEFAIR FRANKFURT AM MAIN

Design Company

SCHMIDHÜBER

Installation of the artist Christo-

pher Baker

Murmur Study

Location

Frankfurt, Germany

Area

7,000m²

Photographer

Andreas Keller

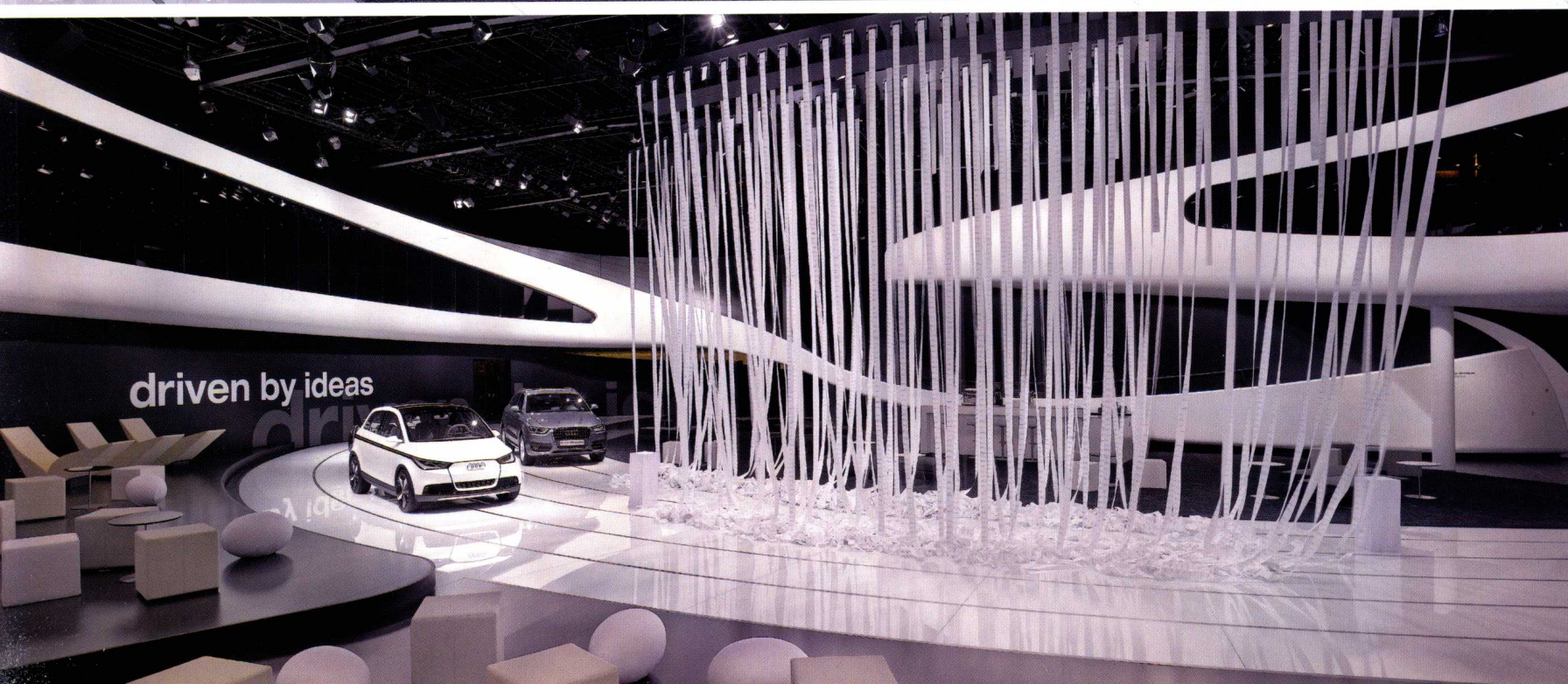
Open Talks &
Collective Storytelling

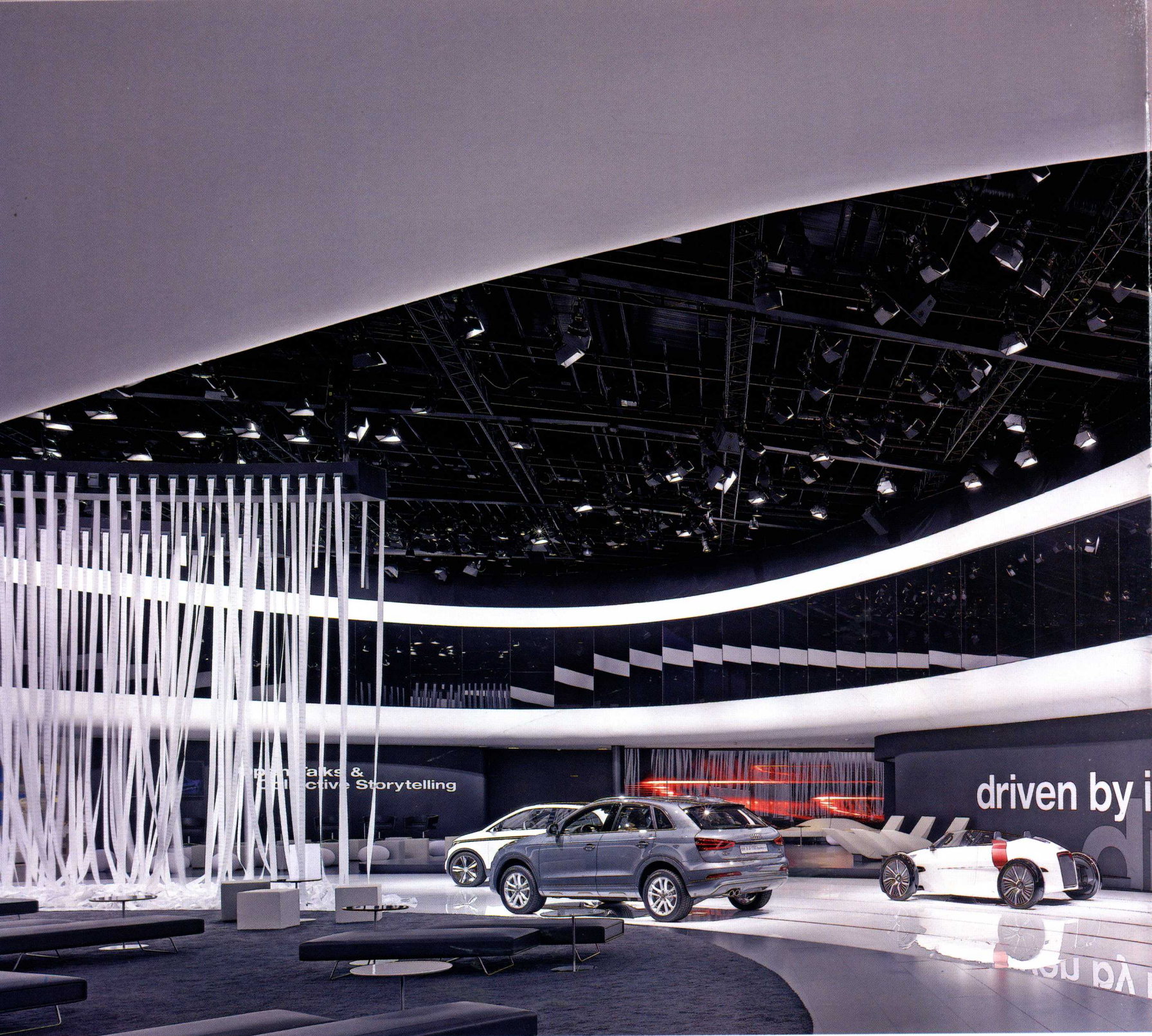
After the International Frankfurt Motor Show (IAA), the Audi Ring remained in use beyond the IAA until October 16, as part of a cooperation with the Frankfurt Book Fair. The temporary expressive building was transformed into the "Open Space" Forum, offering a suitable event location for visionary keynotes, master classes, trend shows, and exclusive previews. Harry Potter producer David Heyman, Transmedia producer Louis-Pierre Pharand, actor Rupert Everett, and producer Roland Emmerich were all present at the Frankfurt StoryDrive Conference – a meeting event for the international world of media and entertainment.

By forming this partnership with the book fair, Audi wanted to lend a stage for the exchange of ideas from different disciplines and schools of thought across various industries. The cooperation is intended to be long-term. With

the cooperation project "Open Talks" which started during the Book Fair, Audi and the Book Fair intend to develop an interdisciplinary forum for different subjects and lines of thought. The aim is to create space for discussion, enabling exceptional encounters and thus creating impulses for a culture of interdisciplinary openness and dialogue. The leading questions that were put to the forum were: How can a new, future-oriented thinking emerge? What drives creativity and innovation?

In addition to the Audi cooperation area "driven by ideas" where the StoryDrive Conference took place, the "Open Space" was also home to the antiquarian book fair, several SPARKS offers (the digital initiative of the Frankfurt Book Fair), the press center, and the installation "Murmur Study" by the artist Christopher P.Baker.





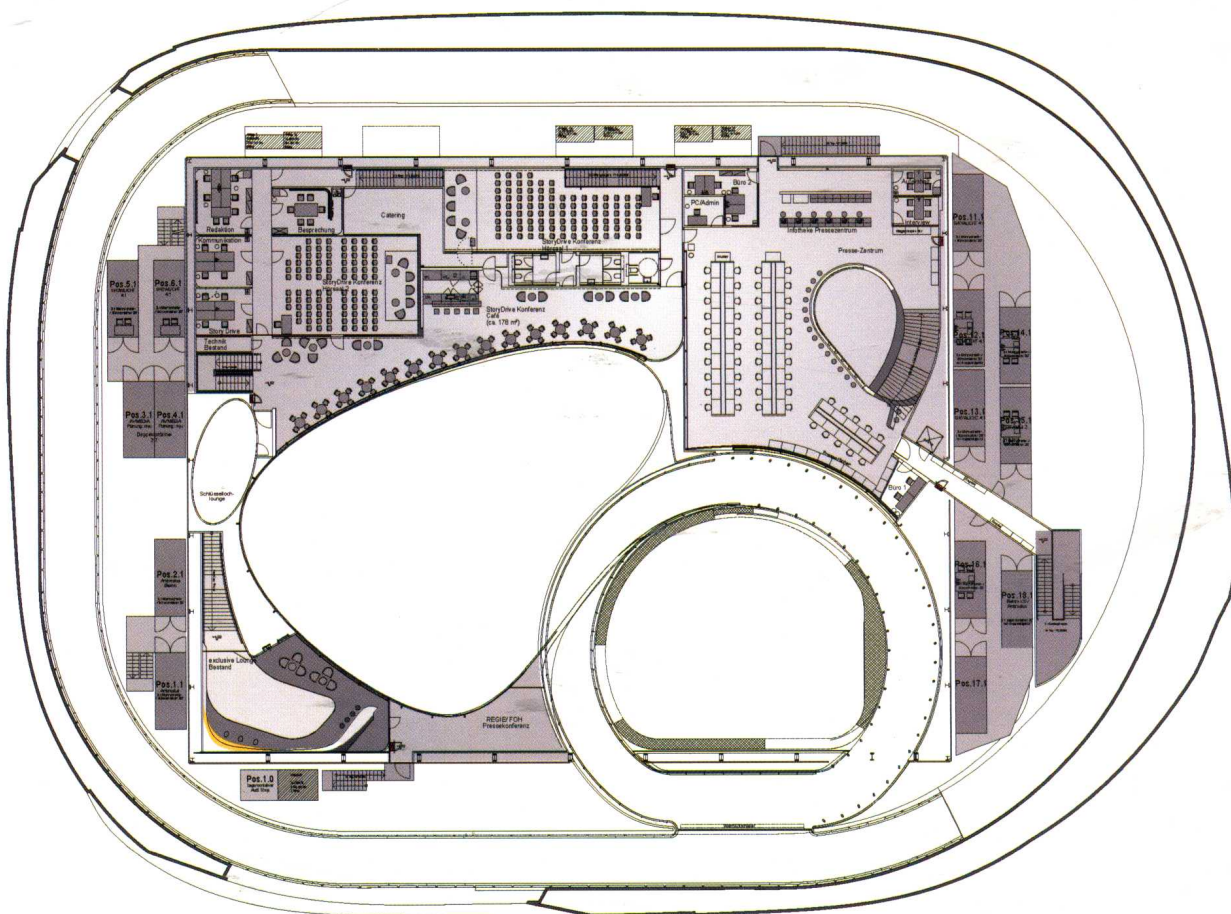
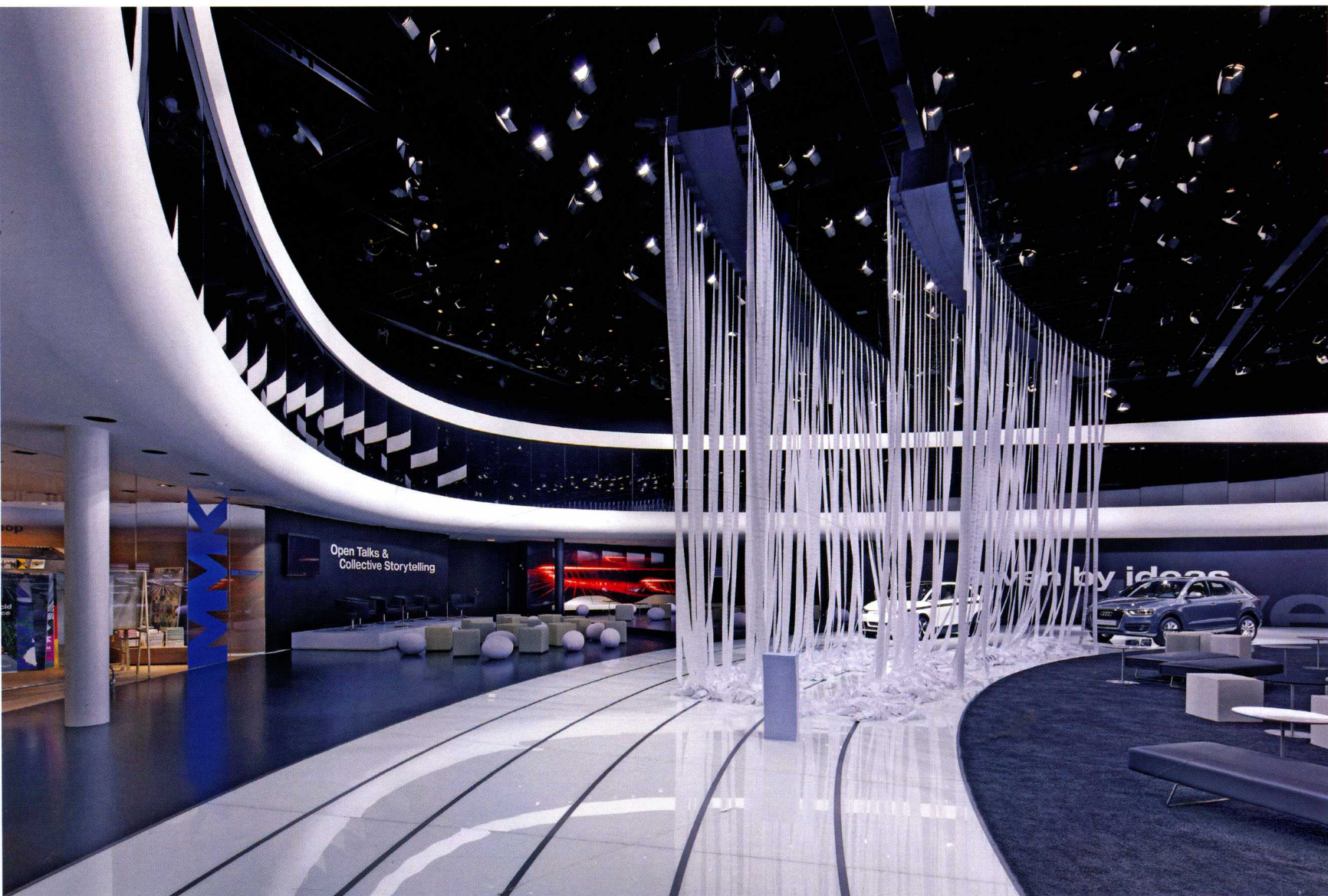
在法兰克福国际车展（IAA）结束之后，作为法兰克福书展合作项目的一部分，“奥迪环”汽车展馆将继续开放到 10 月 16 日。这座富有表现力的临时建筑被改造成为“开放空间”讨论广场，为富有远见的主题讨论会、大师讲座、时尚展览和非公开预演提供了一个合适的场馆。《哈利·波特》的制片人 大卫·海曼，跨媒体制片人 路易·皮埃尔·法朗，演员 鲁伯特·艾弗雷特，制片人 罗兰·艾默里奇都出席了法兰克福故事驱动大会——一个国际媒体和娱乐界的盛会。

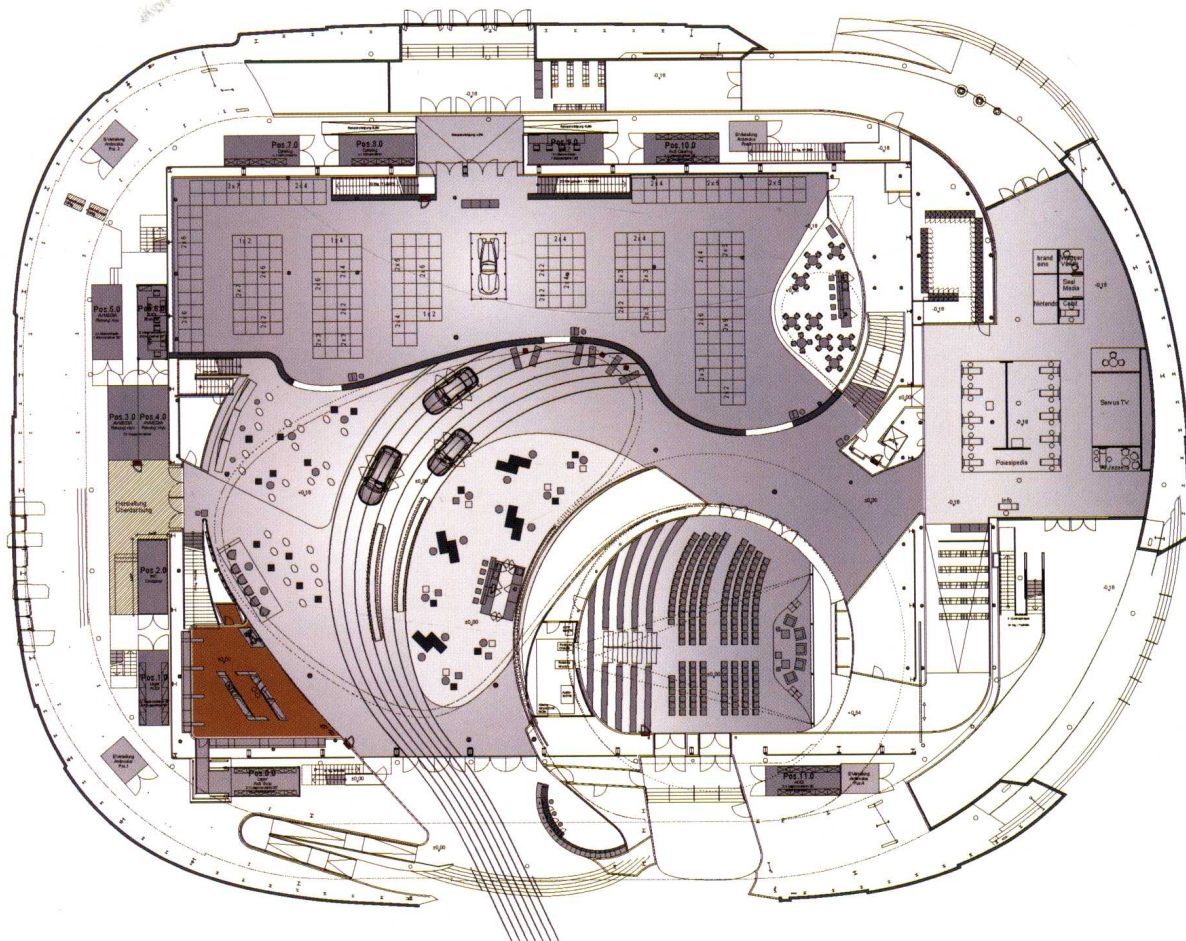
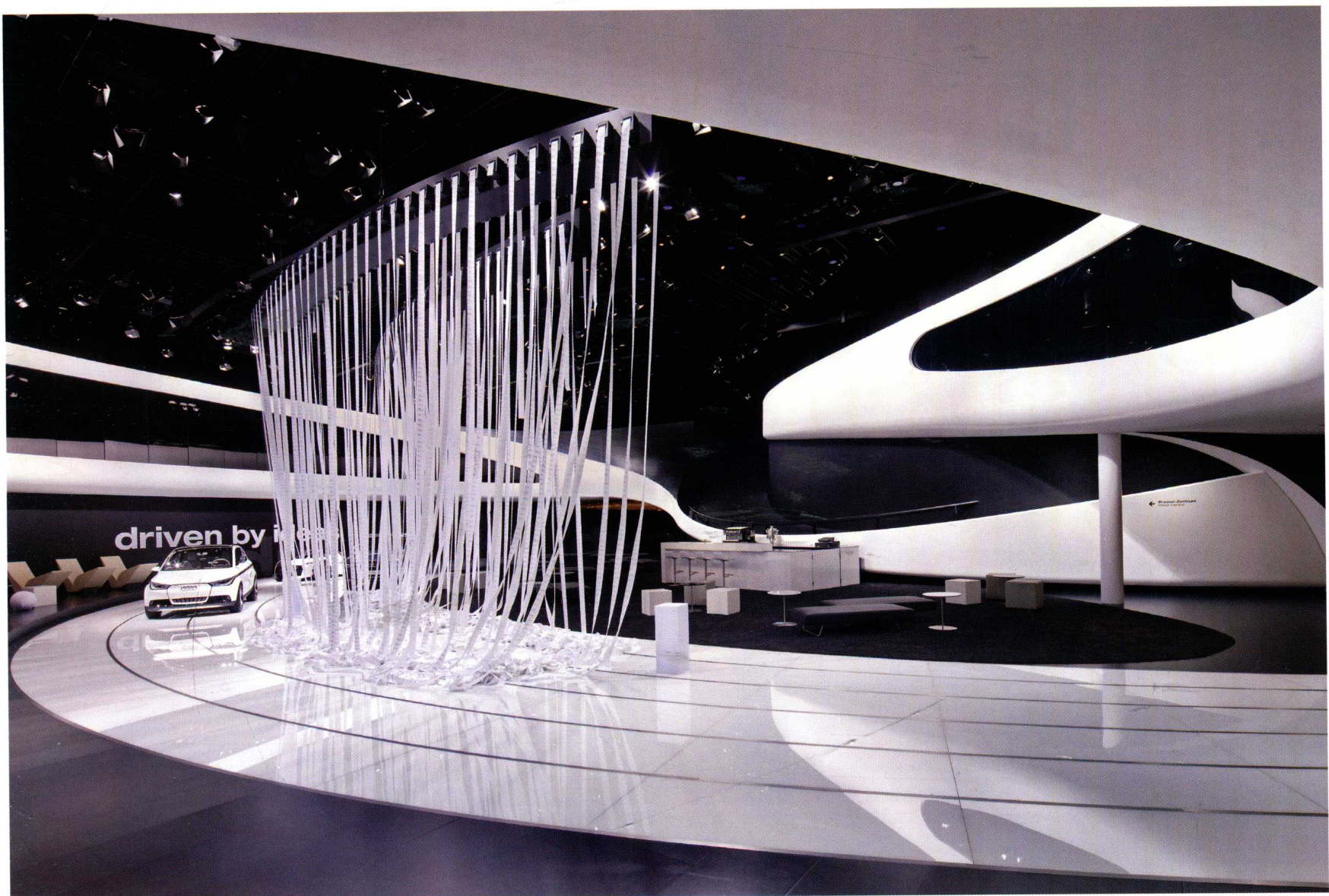
奥迪公司的目标是通过与书展合作，为各行各业的不同学科和思想流派提供一个新的交流平台。这种合作方式将长期进行下去。随着书展合作项目“公开讲座”的启动，

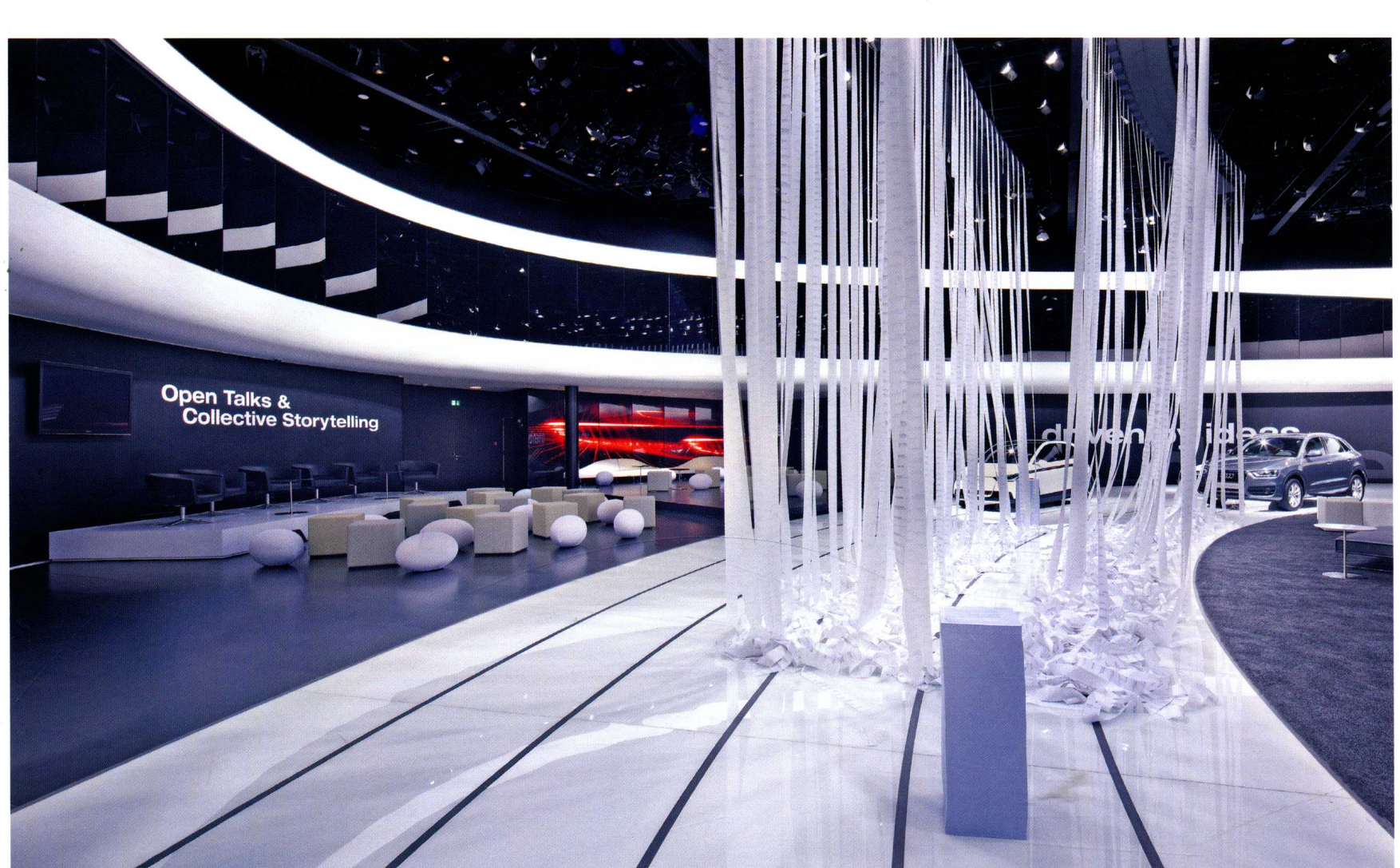
奥迪公司和书展举办方有意将该项目发展成一个可涉及不同主题和思想的跨学科讨论会。该项目旨在创建一个讨论空间，为精英人物们提供难得的交流机会，从而促进不同学科之间的开放与对话。讨论会关注的最主要的问题是：着眼于未来的新思想是怎样出现的？创造力和革新行为的推动力是什么？

除了故事驱动大会会场所在地——奥迪公司“再思考，再出发”合作区，“开放空间”也承办了古文物类的书展，数场 SPARKS 展览（法兰克福书展的数码资料展）、出版中心，以及艺术家 克里斯托弗·P·贝克的室内设计作品“Murmur Study”。















SCHULER AG, BLECHEXPO STUTTGART

Design Company
SCHMIDHUBER
Location
Frankfurt, Germany

Area
391m²
Photographer
Studio Kramer visuelle Manufaktur



"There is potential. Seize the opportunity" – this is the motto advertising press manufacturer Schuler as forming technology leader at the Blechexpo 2011. Based on the previous year's brand presentation a modular booth system was developed that distinctively communicates the brand.

A white horizon lends the 400 sqm booth its outstanding long-distance impact. It is supported by an undulating loop that forms entrances and windows. On the interior the undulating loop is cleverly blended into the brand horizon as it turns into blue. The windows thus formed showcase the company's five market segments with exhibits, product and process films, and striking key visuals.

Dynamic blue carpeting mirrors the Schuler logo in the floor plan and guides visitors through the clearly structured exhibition area. A MCF machines forms a highlight at the heart of the theme circuit. This high-speed press symbolises the core competency of the international supplier. Tailored system solutions for the metalworking industry.

At the rear, the iconic brand loop forms seats and parapets to create a lavishly proportioned Schuler lounge. The exhibition architecture with its clear design language and consistent style showcases the company and products in a Schuler brand experience.