

# EXHIBITION DESIGN



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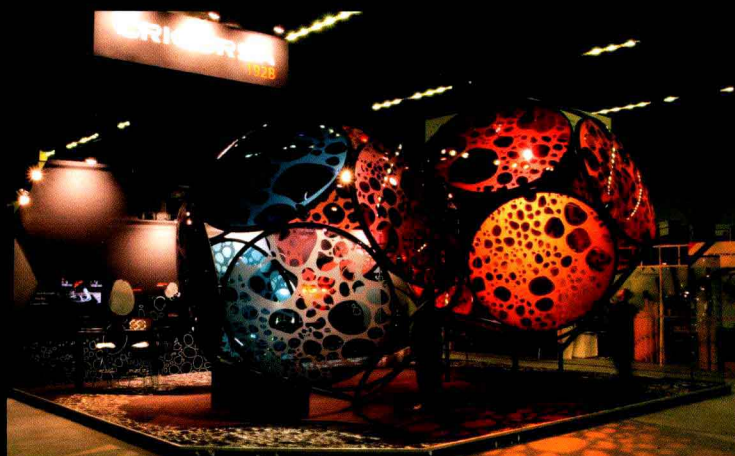
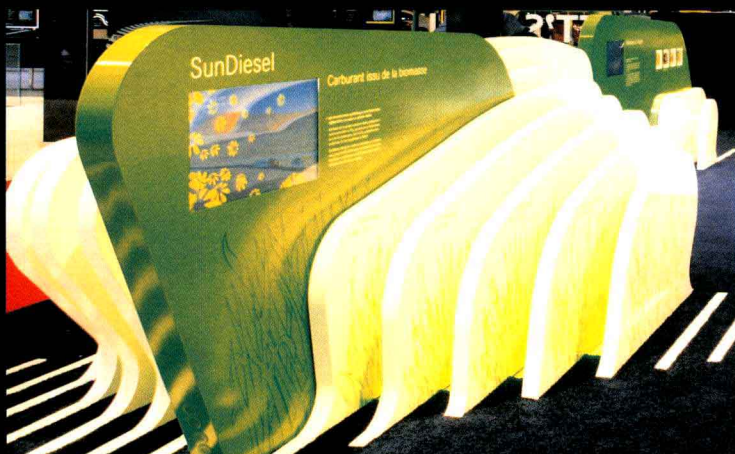
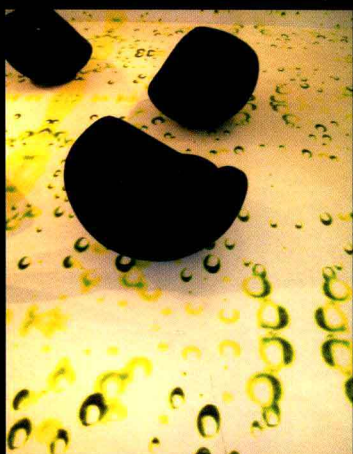
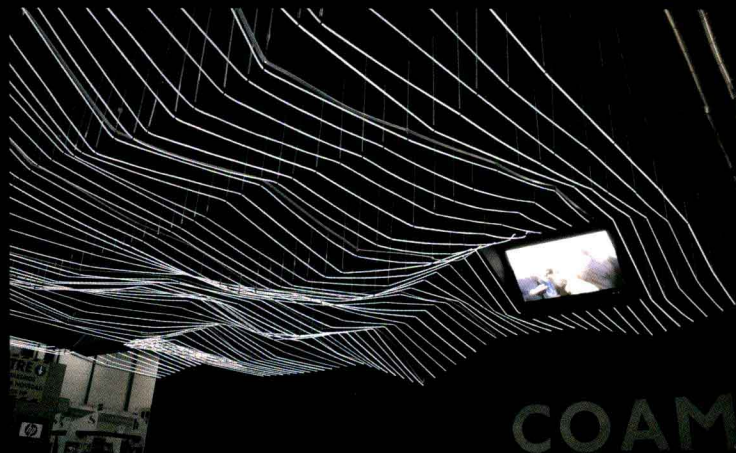
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# Introduction

In today's media-saturated and design-savvy marketplace, a company's image is just as important to its success as the quality of the product or service it provides. Top companies dedicate a considerable part of their resources to creating a strong corporate image that sets them apart from competitors. Increasingly, this includes developing a strong presence at industry trade fairs, which play an important role in attracting potential clients. This situation has led many companies to engage the services of some of the leading names in architecture and design when planning their stands, and to the birth of a new hybrid discipline combining cutting-edge elements of both marketing and spatial design.

Designing a stand is a new kind of challenge for architects and designers. It requires them to transmit the essence of a company in a much smaller scale and time frame than traditional architecture, allowing them to experiment and propose unusual and innovative solutions. In order to be successful, a stand must balance a striking and eye-catching design with perfectly reflecting the company's products and image. The more than 40 stands in this collection have been selected according to this criteria. Some of the most innovative architectural work being done today is illustrated here, with designers using unusual materials and the latest technology to differentiate their designs and create a lasting impression in a short time.

Ranging from modest one-room stalls to sprawling, multi-story stands and representing industries as diverse as jewelry, automobiles, construction materials and furniture, this collection surveys the spectrum of stand styles, from the simple and classy to high-tech or experimental designs. It includes the work of some of the most respected and brilliant professionals and design groups, such as D'Art Design Gruppe, Simone Micheli, Schindlerarchitekten, Quinze & Milan and Braun Wagner. We hope this overview of the most interesting work being done in this rapidly evolving field will be a source of insight and inspiration for the reader.

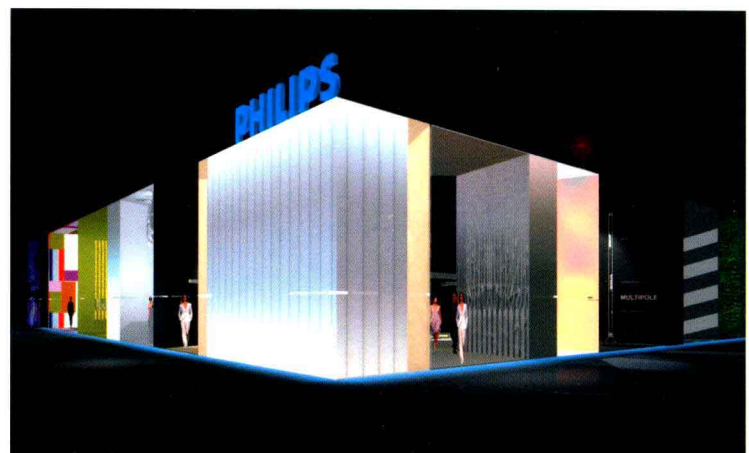
# D'Art Design Gruppe

## Philips Light

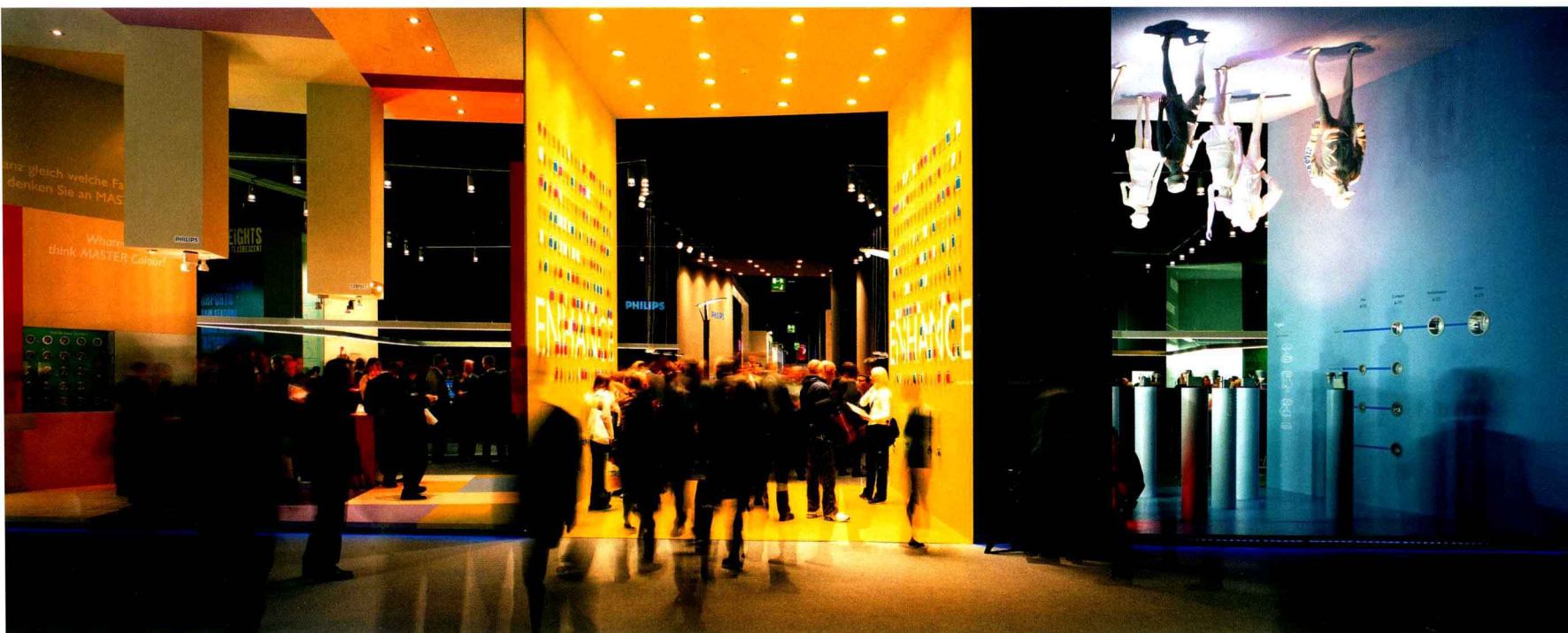
**Light + Building 2004, Frankfurt, Germany**

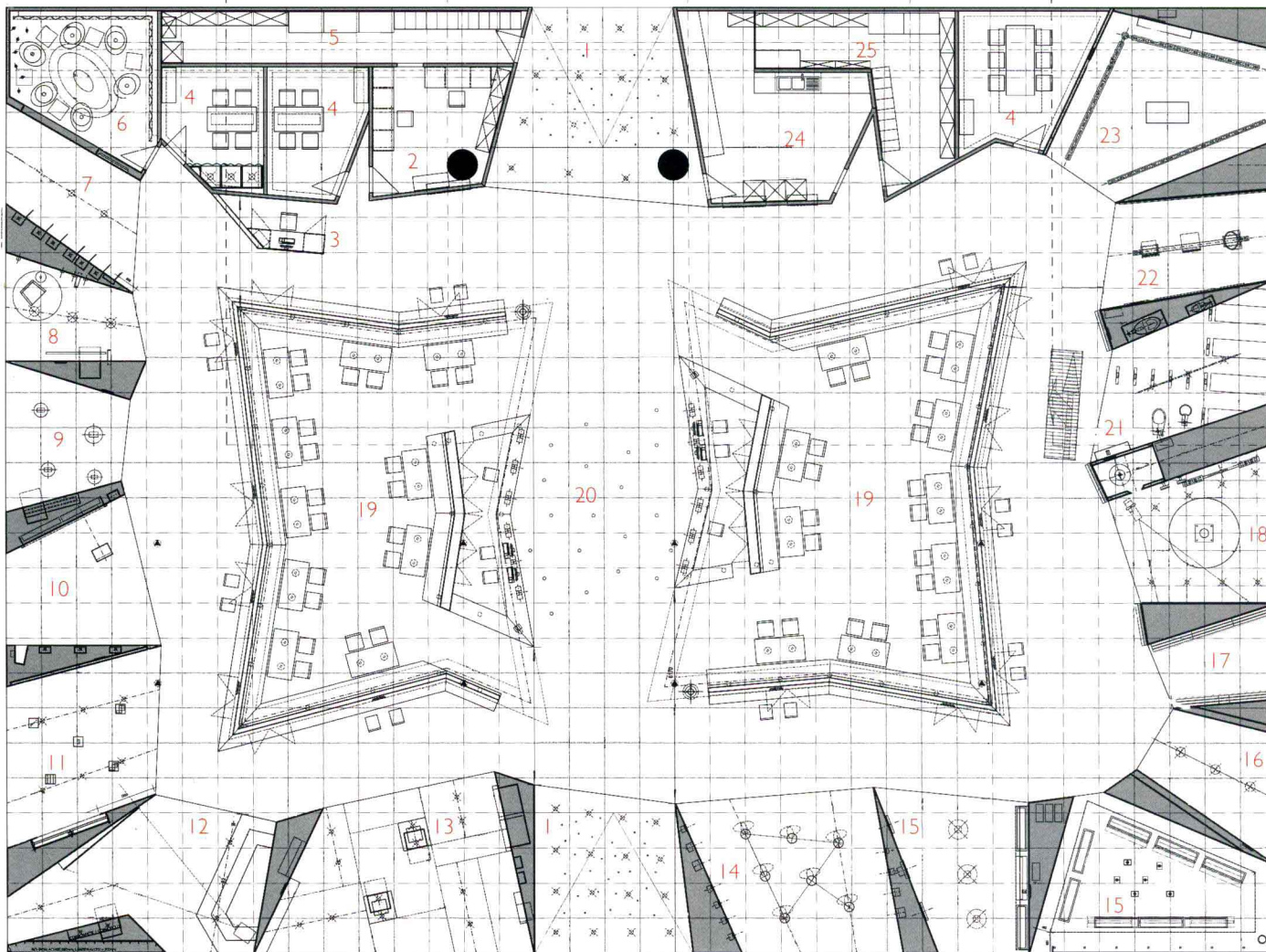
Light+Building is the worldwide leading Trade Fair for Lighting. More than 2100 exhibitors were represented on over 120.000 sqm of exhibition space. Royal Philips Electronics of the Netherlands is one of the world's biggest electronics companies. With activities in the three interlocking domains of health-care, lifestyle and technology it has market leadership positions in lighting, medical diagnostics, color television sets, electric shavers, silicon system solutions and LCD Displays. Founded in 1891 as a lamp factory, today there are approximately 166.500 people working in more than 60 countries for Philips. D'Art Design were entrusted with the concept and design of the Philips Lighting trade fair presentation at Light + Building 2004. This was to include all communication measures connected with the fair presentation. At that year's Light + Building, the corporate divisions "Lamps and Gear" and "Luminaire" (Philips AEG Licht), represented in previous years with separate stands, would exhibit together in one space for the first time. In line with the global "Towards One Philips" strategy, the focus would be a marketing experience and a fascinating, emotional design. "Enhance People's Lives with Lighting" is the key message that Philips takes to Light + Building in Frankfurt.

How could the diverse global interconnections of "light for people" be portrayed at a trade fair? The first step was to create space. The previously neighbouring stands were turned into a big, joint fair presentation. And the public aisle between the floor areas was just as easily transformed into an integrated component of the central communication area. Because in this case communication was literally central - and taken seriously. The following question was: What about the "rest", this world of light, and the effects it has on the people of our "connected planet"®? A guiding principle was the basic definition of trade fairs as nodes in the communications network: condensed, temporary extensions of a company in its entirety. So compression is good, omitting the superfluous - no transitions. There simply isn't room for mediocrity. The cuts between the themes would be abrupt, like individual images in staccato. Every corner of available space was used. The result is a provocatively emotional zone consisting of 18 high-contrast, individual Habitats orbiting a communications core that is itself enveloped in "controlled darkness". The way the themes were developed, determined the size of the individual areas. Furthermore the choice of materials was almost evolutionary: only the strongest survived the discussions and were implemented. Successful themes included Light & Adventure, Light & Health and Light & Safety.



Photographs: Contributed by D'Art Design Gruppe





Plan

- |                       |                                    |                               |                                    |
|-----------------------|------------------------------------|-------------------------------|------------------------------------|
| 1. Entrance           | 6. LED presentation & meeting      | 13. Accent & decorative light | 20. Information                    |
| 2. Office / Catering  | 7. Sustainability                  | 14. Architectural lighting    | 21. Road                           |
| 3. Office counter     | 8. Homes                           | 15. Office                    | 22. Sports & area                  |
| 4. Meeting            | 9. Indoor PL-H                     | 16. Controls                  | 23. Industry                       |
| 5. Storage / Wardrobe | 10. Indoor dimming                 | 17. LED line                  | 24. Catering                       |
|                       | 11. LED's                          | 18. City beautification       | 25. Storage / Technique / Wardrobe |
|                       | 12. Outdoor proactive lightscaping | 19. Communication             |                                    |

