

FRAME



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Design for Trade Fair Stands

FRAME



大展览
GRAND
STAND



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大展览

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APR



01 PAREL



Bundles of white plastic tubing formed a fence that encircled the stand, winding around corporate logos illuminated in classic blue.

ADIDAS

D'art Design

At the Bread & Butter fashion fair in Berlin in 2010, the adidas stand crafted by D'art Design gave visitors a vibrant first impression of the brand's winter collection. The stand was surrounded by a hedge-like fence of intertwined white plastic tubing that curled around backlit panels featuring the adidas logo. The mesh allowed visitors to peek into the stand without actually having to enter, but the invitingly open exhibit generated

overwhelming visitor numbers nonetheless. D'art Design constructed the stand using a palette of whites and blues which represented the colours of both the brand's logo and its winter collection. Mannequins sporting the adidas winter gear were arranged in sociable clusters. Positioned on a raised boardwalk encircling the fence, the models appeared as if on a catwalk. A lounge area serving drinks in the lower level of the stand provided visitors with a bit more privacy for discussions. Adding to the striking visual presentation was the lighting design. Light sticks tucked into the hedge were the same shade of blue as the adidas panels. The azure light pouring out of the elements spilt across the floor, forming the three striking parallel stripes that make up the adidas logo, creating an exciting, graphic effect.

D'ART DESIGN — agency for spatial communications — was established in 1991 and consists of interior architects, communication and product designers, and project managers. Located in Neuss, Germany, the company works in the field of retail and exhibition design, and event implementation. The firm is known for creating visionary concepts that can be realised both through architecture communication and design.

Where
Bread & Butter, Berlin, Germany

When
January 2010

Client
adidas

Market sector
Sportswear



The raised catwalk and product displays guided visitors through the collections and into the lounge area.



Three blue lines ran across the floor and converged into the striking adidas 'Originals' stripes at the foot of the gallery.



Visitors could get a glimpse of the exhibition displays through the gaps in the exterior wall.



Clusters of blue light sticks were 'planted' alongside interactive elements such as listening posts featuring classic headphones branded with the firm's corporate blue.

Stand constructor
Projektpilot

Total floor area (m²)
318

Designer website
www.d-art-design.de

Photography
Joerg Hempel Photodesign



Inspired by the client's corporate branding, M+ designed the architectural installation in white, with red as the accent colour.

BJÖRN BORG

M+ Amsterdam

M+ Amsterdam was asked to craft a booth for fashion brand Björn Borg's appearance at Modefabriek, held in Amsterdam in 2009, which the label would be able to reuse at future trade fair presentations. The design studio's solution was to base the appearance of the stand on the recognisable, round logo of the brand, and its corporate colours of red and white. The booth was set up as an architectural installation that visitors were invited to

explore. A white wall surrounded most of the stand, hiding what was inside. Large voids cut from the side walls were fitted with mirror glass, which, thanks to intelligent lighting solutions, allowed visitors to look inside. One large circular opening cut from the stand's exterior wall allowed passers-by to take a closer look. Positioned right behind this opening was a rotating platform on which mannequins presented key items from the brand's latest fashion collection. The opening was designed as an oculus (Latin for eye) that would tempt visitors to enter the world of Björn Borg. Inside, the vibrant and intense colours of the fashion and accessories collections displayed stood out strongly against the backdrop of white and mirrored walls. The mirrors not only added to the aesthetics and visibility from the

exterior, they also optically enlarged the stand.

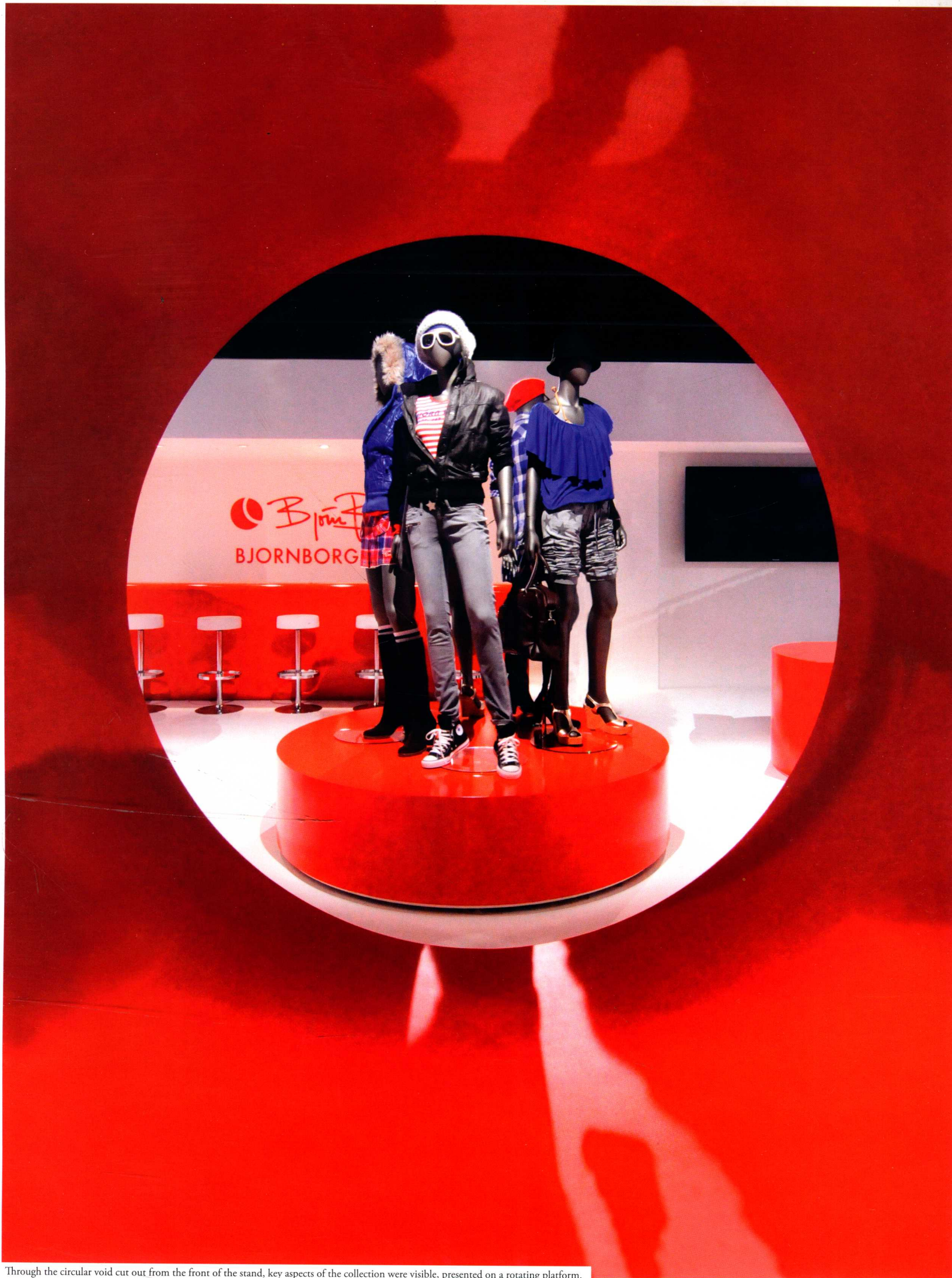
STUDIO M+ AMSTERDAM was founded in the year 2000, and is headed by Maurice van Bakel. In recent years, the studio has designed a significant number of trade fair stands and corporate events for a growing portfolio of clients at home and abroad. The studio's client list includes Björn Borg, Converse, Tommy Hilfiger Denim, Miss Sixty, Otazu and many more.

Where
Modefabriek, Amsterdam, the Netherlands

When
January 2009

Client
Björn Borg

Market sector
Menswear and womenswear



Through the circular void cut out from the front of the stand, key aspects of the collection were visible, presented on a rotating platform.

Stand constructor
ZEEprojects

Total floor area (m²)
80

Designer website
www.mauricevanbakel.nl

Photography
Guus van den Akker



Circular elements functioned as display modules and seating in the interior of the stand.



Mannequins dressed in the colourful collection were positioned alongside the stepped entrance.



Mirrored walls at either end of the booth optically enlarged the space.

Stand constructor
ZEEprojects

Total floor area (m²)
80

Designer website
www.mauricevanbakel.nl

Photography
Guus van den Akker