

SHOW TIME

EXHIBITION AND STAGE DESIGN

TRADE FAIR

050

THEME EXHIBITION

035

STAGE

012



Show Time-Exhibition and Stage Design
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FOREWORD

•Founder of Lorenc+Yoo Design
•Coauthor of "What Is Exhibition Design?"
•Adjunct lecturer at Georgia Institute of Technology's School of Architecture

Exhibition design is the physical manifestation of a verbal narrative that is communicated through immersion within an architectural enclosure. This involves the creation of an interior design, a graphic design theme, and industrial design detailing, each of which is supported through lighting design, acoustic design, and interactive design. It is truly a multi-disciplinary art form and possibly the most effective manner to tell a corporate story.

As exhibition design practitioners, we immerse ourselves with the content that is to be communicated. Whether developed by the client or the designer, the exhibit content is the essence of the story, deepened by the designer through the use of supporting media to be told in stages or all at once. The designers must understand the content completely, sometimes even better than our clients understand it themselves so we reach a point at which we communicate the topic to any desired audience, be it the general public, school children, corporate executives, buyers, staff, or visitors.

There are many different types of exhibitions, each with its own place and purpose. Some are permanent museum exhibitions containing historic or scientific content; some are indoors while others are outdoors; some are erected temporarily at trade shows or festivals; while others may be within product showrooms or within theme parks.

Despite the many differences in purpose and location, all exhibition design is unified through its intention and unique ability to tell story through space.

The designers' palette of design concepts is enriched through new materials, techniques, and technology that become more

affordable over time. But regardless of the materials employed, the narrative is the heart of the exhibit. It is the consistency of the storyline and brand adherence, as well as the exhibit's immersive qualities that make the experience memorable. Designers must be careful not to get seduced by the newest and most fashionable technology or materials if they do not help to portray an effective story. It is the craft of immersion that keeps the viewer interested, allowing them to recall the topic and to become engaged.

It was by seeing well executed exhibitions that I became interested in designing them myself. The first memorable exhibitions I recall were The Mathematica Exhibition (1961) and The World of Franklin and Jefferson (1975-1977), both by the office of Charles and Rae Eames. It was their inclusion of movement, film, and other elements that separated these exhibitions from the traditional museum showcase of artifacts being contained within glass cases.

It was the world's fairs and these sorts international exhibitions that moved exhibition design from the static to the dynamic.

In my role as a professor, I see the challenges associated with teaching young designers the art of space-making. While students at the Savannah College of Art and Design understand graphic compositions, they struggle with the idea of communicating through the use of space. But the reverse is true of students the Georgia Tech College of Architecture. Students there understand spaces, but the notion of a graphic narrative is new to them.

Young designers should seek opportunities to experience immersion in narrative-driven spaces to understand the power

of enclosure and to begin to develop the important skills of balance and restraint so their future designs do not overwhelm their visitors.

The world today sees the need for great exhibitions, and understands the importance of a guided procession for an individual's movement in an exhibition space. Good exhibitions foster curiosity and refrain from giving away all of the answers to the visitor without asking anything of them in return.

When an exhibition asks, the visitor remembers.

Upcoming generations expect more and more from immersive environments, having grown among complex retail environments, theme parks, and video games. Companies are also demanding more relevant designs to build their brands. Because their lifespan and reach are longer, companies today demand image integrity and longer term value from the design professional.

Exhibition design is the primary method to ensure the public understands and sympathizes with corporate story. In an age when people are demanding more, exhibits are arguably the only way to adequately deliver the desired brand experience and to keep and grow a loyal customer base.



TRADE FAIR DESIGN

050

- | | | | |
|-----|--|-----|---|
| 12 | BURKHARDT LEITNER KONSTRUKTIV EUROSHOP | 114 | ADIDAS ORIGINALS AT BREAD+BUTTER WINTER 2010 |
| 16 | BRUNNER ORGATEC 2010 | 116 | CAMPER@BBB |
| 20 | TALKING ABOUT ENERGY-E.ON AT THE HANOVER FAIR | 118 | TASCHEN'S BOOTH FOR FRANKFURT BOOK FAIR |
| 24 | HERMÈS PAVILION | 122 | ILLUSTRATED CHILDRENS BOOKS DENMARK |
| 28 | AUDI AUTO SHANGHAI 2011 | 124 | ELISA EBOOK |
| 30 | DAIMLER AT THE WORLD FUTURE ENERGY SUMMIT IN ABU DHABI | 126 | GARDEN VISION AMBIENTE 2010 |
| 32 | TURNING POINT-MERCEDES-BENZ AT IAA 2009 | 128 | EXHIBITION LISBON ARCHITECTURE TRIENNALE 2010 |
| 36 | LAMBORGHINI AUTO SHANGHAI 2011 | 130 | ARMSTRONG |
| 40 | ICE STORM | 132 | BRUNNER SALONE MILAN 2011 |
| 42 | TOSO BOOTH JAPANTEX 2010 | 136 | LC STENDAL |
| 46 | TOSO BOOTH EXPO DECO 2011 | 138 | DESIGN IN NATURE EXHIBITION |
| 48 | KALDEWEI ISH FRANKFURT 2011 | 140 | PETALS-MODULAR EXHIBITION STAND |
| 52 | BERNDES FAIR STAND AMBIENTE 2009 | 142 | HARPS-MODULAR EXHIBITION STAND |
| 56 | PFLEIDERER EXHIBITION STAND | 144 | THE AMI BOOTH-AGROLINZ MELAMINE INTERNATIONAL |
| 60 | MOTEX BOOTH INFORMATION SECURITY EXPO JAPAN 2011 | 148 | POL OXYGEN PAVILION |
| 64 | PHILIPS LIGHTING AT LIGHT+BUILDING 2010 | 150 | MAPNA GROUP |
| 66 | SOFTWARE AG CEBIT 2011 HANNOVER | 152 | WASHHOUSE |
| 70 | WIRTSCHAFTSFÖRDERUNG REGION STUTTGART EXPOREAL 2010 | | |
| 72 | BENE EXHIBITION STAND | | |
| 76 | LIMITED EDITION BOOTH | | |
| 80 | 2TEC2 BOOTH | | |
| 84 | STIEBEL ELTRON ISH 2011 FRANKFURT | | |
| 86 | NEW GREEN | | |
| 90 | SIEMENS AT HANNOVER MESSE 2011 | | |
| 92 | BUNDESARCHITEKTENKAMMER DGNB EXPOREAL 2009 | | |
| 94 | ilio | | |
| 98 | ELECTROLUX IFA 2010 | | |
| 100 | GROHE ISH FRANKFURT TRADE FAIR 2011 | | |
| 102 | POTENTIALE | | |
| 104 | BLUM AT INTERZUM 2011 | | |
| 106 | BROOKFIELD 2011 ICSC EXHIBIT | | |
| 108 | 361°@IFFT2009 | | |
| 110 | ADIDAS OUTDOOR BOOTH | | |

THEME EXHIBITION DESIGN

035

- 156 HIRATA NO BOSHI
- 160 MORE TREES EXHIBITION "FEELING THE FOREST FOR 12 DAYS"
- 162 MEISSEN EXHIBITION DESIGN
- 164 "ZAHA HADID", BIENNALE DI ARCHITETTURA DI PADOVA
- 168 VOLKSWAGEN LOUNGE
- 172 THE SHAPE OF PERFECTION
- 176 SKODA BRAND PAVILION AUTOSTADT WOLFSBURG
- 180 MYTHOS 6/MERCEDES-BENZ MUSEUM
- 182 THE ESV 2009-A TRAVELLING EXHIBITION
- 184 SCHOTT SHOWROOM
- 188 INTERNATIONAL TRIENNALE OF KOGEI 2010
- 192 INTERNATIONAL TRIENNALE OF KOGEI PRE-EVENT
- 194 SHOWROOM UNISCALE INTERIORES
- 196 HOUSING IN VIENNA EXHIBITION DESIGN
- 198 THE AUSTRIAN WINERY BOOM EXHIBITION DESIGN
- 200 JNBY
- 204 TWIRL
- 208 CRACK DA CODE INTERACTIVE EXHIBITION
- 210 DEGREE SHOW EXHIBITION 2010
- 214 BLOW X BLOW
- 218 AIA 150 TRAVELING EXHIBIT
- 222 THE CLASH OF CREATIVE CULTURES
- 224 GRAZIA EVENT
- 228 LUMINALE
- 230 ART 4D PAVILION
- 234 LUNAR POP-UP STORE
- 238 MOBILE ART CHANEL CONTEMPORARY ART CONTAINER
- 242 BURHAM PAVILION
- 246 MORE OR LESS
- 250 Y150 NISSAN PAVILION
- 252 INTERACTIVE THEME WORLD FOR GAZPROM
- 256 OFF THE WALL
- 258 HAPPY FAMILY
- 260 PRADA TRANSFORMER
- 262 AUSTRALIAN RACING MUSEUM

STAGE DESIGN

012

- 268 BREGENZ FESTIVAL: ANDRÉ CHÉNIER
- 270 BREGENZ FESTIVAL: AIDA PERFORMANCE
- 272 BREGENZ FESTIVAL: TOSCA
- 276 CATCH ME IF YOU CAN
- 278 MEDEA E EDIPO A COLONO SCENOGRAPHY
- 280 PD RADIO CONCERT
- 284 MTV DESIGN STAGE-AUSTRALIAN MUSIC AWARDS 2009
- 286 NEIL BARRETT FASHION SHOW AW10
- 288 DJ LIGHT
- 292 81ST ANNUAL ACADEMY AWARDS
- 294 82ND ANNUAL ACADEMY AWARDS
- 296 "EXHALE" PAVILION

LIMITED EDITION BOOTH

Design: LABscape (Design Office), Tecla Tangorra & Robert Ivanov (Designers)

Client: Limited Edition nv/sa

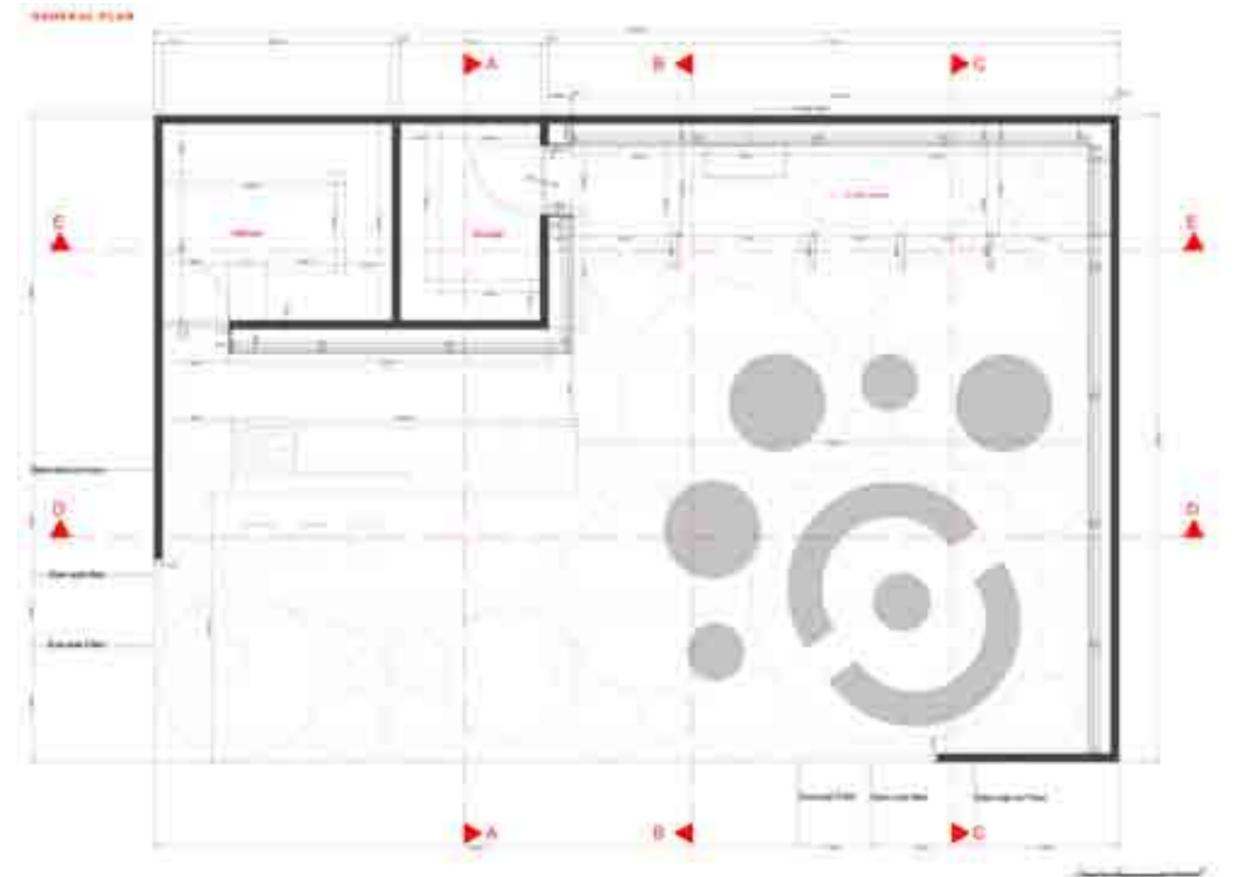
Photography: Nicolas Schimp

Location: Kortrijk, Belgium/Paris, France

Introduction:

The concept of the Limited Edition booth was based on the circular agriculture fields that were tangent to each other. The carpet are cut in a circular shape with different radius and are positioned the same way as the circular fields creating small islands where several functions can be hosted. The colors of the carpet are following a gradient from dark to warm colors.

The walls of the exhibition space are backlit where the black panels are laser cut creating gradient pattern made from circular shape. This gradient is making a constant changing space ambient. The ceiling is the reflection of the floor outlined in black and white. The space proposes different areas: bar area where people stand up and drink and socialize, lounge area where people can sit, samples area where the products can be seen and touched.



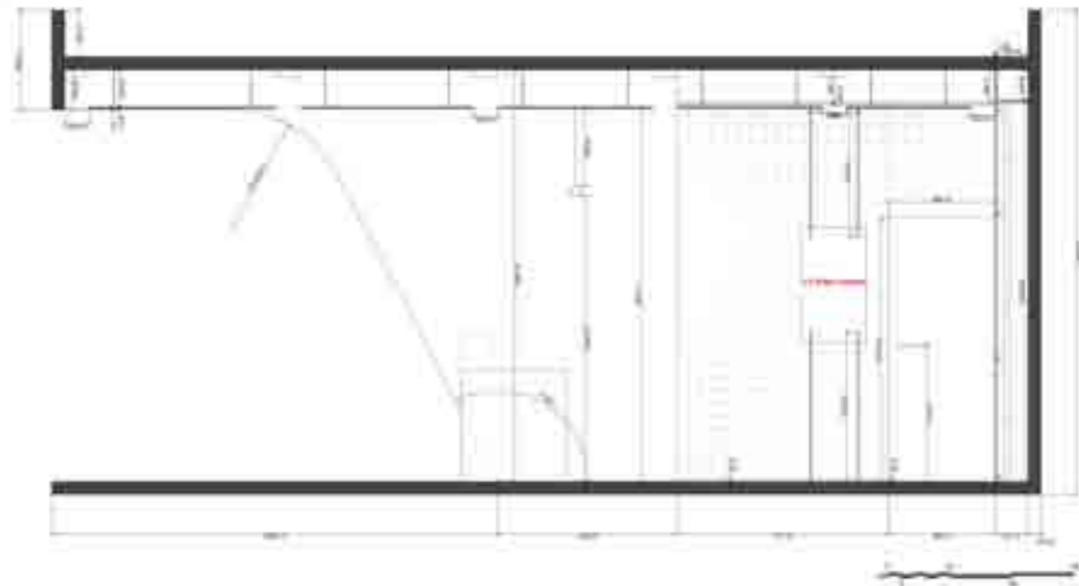
SECTION DD



SECTION CC



SECTION BB





2TEC2 BOOTH

Design: LABscape (Design Office), Tecla Tangorra & Robert Ivanov (Designers)

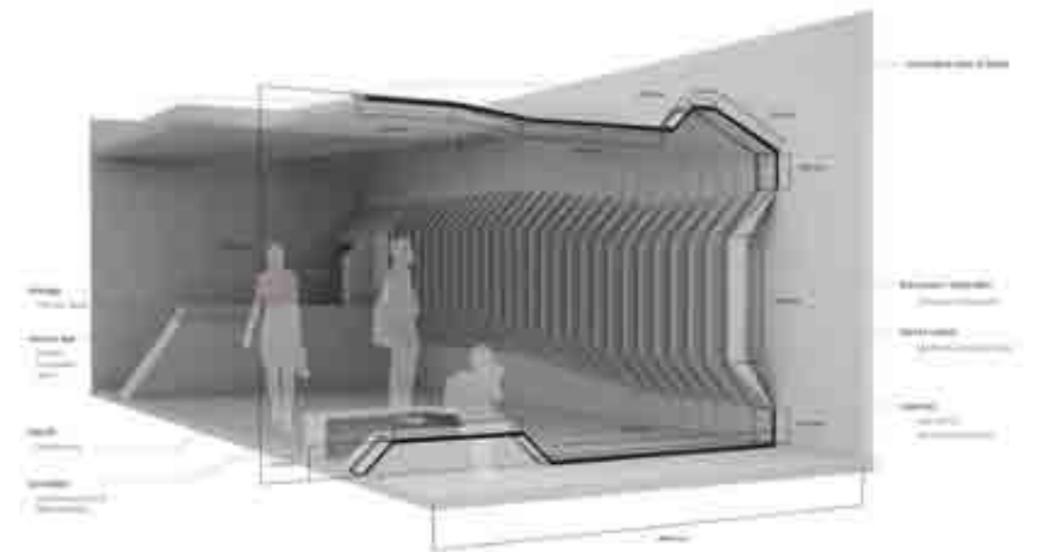
Client: Le Tissage d'Arcade s.a.

Photography: Nicolas Schimp

Location: Kortrijk, Belgium/Paris, France

Introduction:

The beginning of the project was based on the gills of the manta ray. The complete space is made by two main materials: 2TEC2 carpet and black MDF, which allow a simple reading of the product inside a complex geometry. The complete geometry is triangulated to make more architectonic effects.



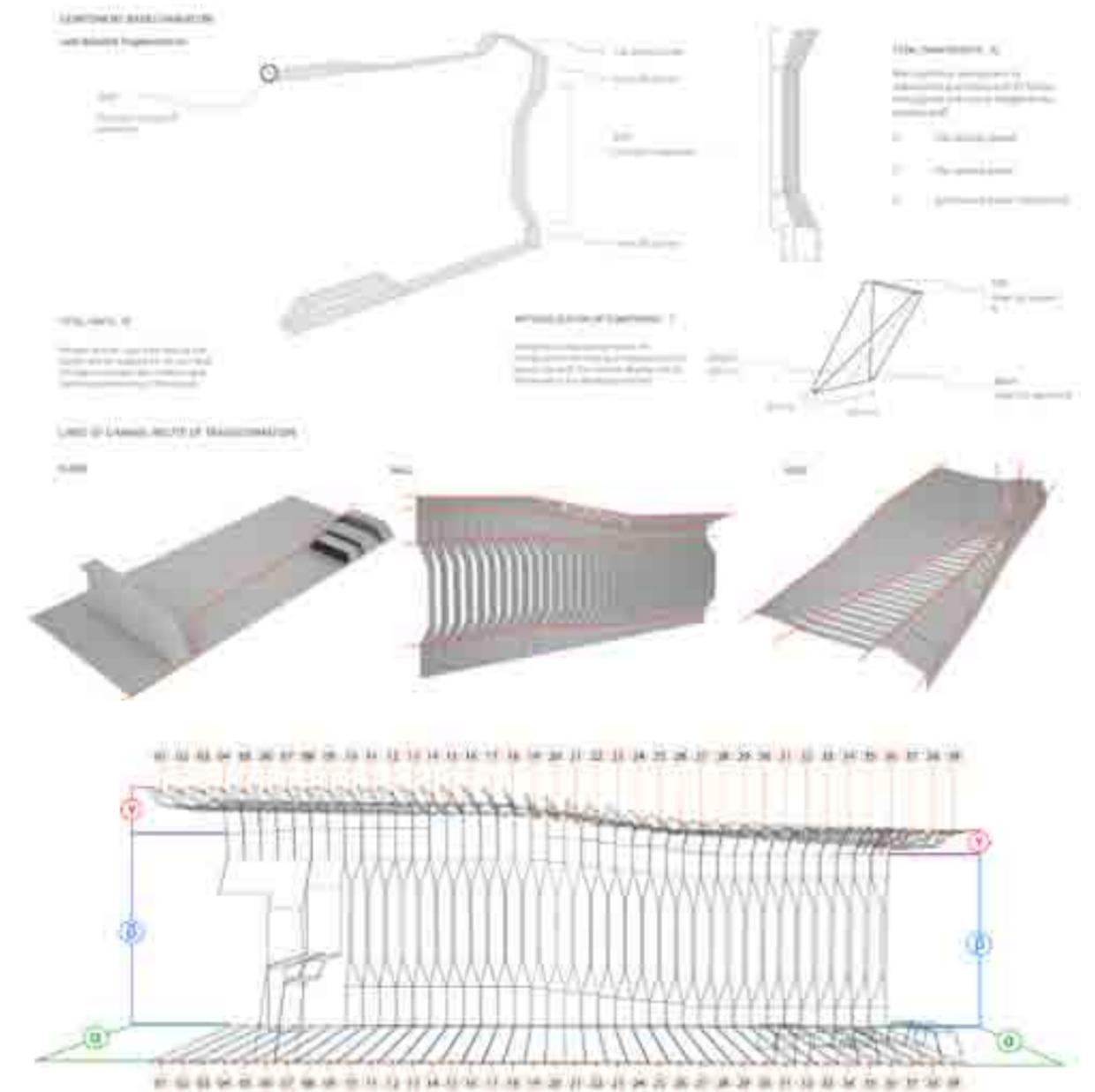


Details:

The space is created by 40 stripes of 25 cm width, where each one deforms, twists, reduces width, pulls up and down for making the functions of presentation, communication, sitting, table, desk and storage.

All the stripes are following a general geometry of 3 sinusoidal lines that are evolving in the space. These direction lines are making the overall space more structured.

These stripes are covered with carpet in one side while the other side is painted in black. That allows to see almost the complete collection of 2TEC2, which allows to have the entire showroom as a display. People could walk right into it, and step on the carpet, touch the striped wall, read the screens, and be surrounded by the material displayed in a way that they become engaged with the product, very actively.



Apostrophys *apossssss@gmail.com*

Apostrophys is a multi-disciplinary design studio who works on the segment of "New media Technology" offering more information channels to consumer, with the close file of visual design, motion graphic, animation, game application, lighting programming design, media technology, installation art feature, interior and architecture.
P208/P210/P230/P280

AquiliAlberg *press@aquilialberg.com*

AquiliAlberg is a visionary and innovative international architectural and design practice based in Milan, founded by Laura Aquili & Ergian Alberg in 2006, with extensive experience in the fields of architecture, urbanism, infrastructure and design on different scale levels.
P286

ARNO *office@arno-design.de*

The ARNO Design team is made up of experienced architects, interior architects and designers who have worked for our company for many years. "For more than 15 years, the company has been recognized for its successful conception, design and implementation of trade-fair stands, showrooms and shops. "We provide our customers with full service worldwide, from initial concepts to complete plans and implementation with a clear focus on individual drafts, including for rental trade-fair stands."
P104

Atelier Markgraph *contact@markgraph.de*

Atelier Markgraph is accounted among the leading agencies of staging spatial communication. The interdisciplinary design and planning office from Frankfurt am Main enables since 1986 people to experience companies, brands and themes in a three-dimensional context. Through the integration of newest technology, disciplines like economy, culture and science become a surprising spatial staging: from exhibitions to media staging, to the point of corporate architecture.
P32/P180

Bond *info@bond-agency.com*

Bond is a creative agency focused on branding and design. They create and renew brands. "We work for clients who value creative and practical ideas. We demonstrate our expertise through our work rather than talking, because design is, first and foremost, a craft for us."
P124

Bregenz Festival *axel.renner@bregenzfestspiele.com*

The Bregenz Festival is a performing arts festival which is held every July and August in Bregenz, Austria since 1946. Every year around 200,000 visitors stream over to the open air musical theatre to experience this unique and atmosphere rich event. A combination of variables including the breathtaking natural surroundings and the impressive stage setting, transitioning through various daylight-to-dusk panoramic, background settings, will leave you daydreaming with unforgettable memories.
P268/P270/P272

Emery Studio *info@emerystudio.com*

Based in Melbourne, Emery Studio is a communications design practice with a broad scope of activities, working across Australia, Asia, the Middle East and the United Kingdom.
P246/P262

Caramel Architekten *kha@caramel.at*

The Philosophy of Caramel: a new challenge every time - each project is a new challenge - this is our motto of Caramel architects. Caramel relies on its successful participation in international architecture competitions and is often awarded by contracts and commissions.
P144

Cinimod Studio *enquiries@cinimodstudio.com*

Cinimod Studio is a cross-discipline practice based in London specializing in the fusion of architecture and lighting design. It was started by the architect Dominic Harris, whose passion for interactive art and lighting design has produced built projects now found across the international art and architecture scene.
P288

Cláudio Vilarinho *cv@claudiovilarinho.com*

Cláudio Vilarinho was born in Portugal in the year of 1977. In 2005 he created his own studio as a flexible and opened multidisciplinary structure. This studio, with architecture and design interventions, has been rewarded for several times. Finally, since 2011, the studio launched his online diary, called Cláudio Vilarinho Daily - With love for Architecture.
P128/P194

D'art Design Group *info@d-art-design.de*

The D'art Design Group is a specialist in high-quality, unique communication in the potentially conflicting areas of surfaces and space. "We define ourselves mainly as a source of ideas and impulses, and we operate as an interdisciplinary group of designers and strategists. The team consists of marketing experts, interior designers, communications specialists, and product designers. This comprehensive perspective makes us very versatile."
P64/P98/P126

DEEGAN—DAY DESIGN LLC *info@deegandaydesign.com*

DEEGAN—DAY DESIGN LLC explores the fast-evolving visual "economies" of privacy, surveillance, exhibition and display. Of specific interest are the "scopic" relationships of framing, mirroring and projection that span scales and elucidate space. DDDllc specializes in the innovative tailoring of contemporary technologies to suit new ends and environments.
P214

Demirden Design *info@demirden.com*

"Design affects our lives". Demirden Design considers that its task is to turn this effect into a truly meaningful experience and give an inspirational conception to people. Dermirden Design is a multidisciplinary team and one of the most awarded, trend defining design companies in the world .
P94

///byn *studio@bynstudio.com*

///byn was founded in 2001 in Barcelona by the architects Bitor Sanchez-Monasterio and Nicolas Salto Del Giorgio. It is an investigative architectural office, where the interest in new conceptual research, academics, and technology based design, is applied to projects of every scale, including master plan, urban design, architecture or interior design.
P224/P234

Franken Architekten *info@franken-architekten.de*

Franken Architekten provides a full range of services from concept development and implementation planning to site supervision in the fields of architecture and consulting. It combines architectural practice with the opportunities for communication within a space, be it in the design for a temporary trade fair presentation or classic building construction. The environments created by Franken Architekten use insights into the virtual world and go far beyond functionality: they create narrative spaces.
P40/P86/P102/P222/P228

Giancarlo Zema *studio@giancarlozema.com*

The Giancarlo Zema is an architecture studio in Rome, specialized in semisubmerged architectural structures, marine parks, floating habitats and yacht design. It was founded in 2001 by the architect Giancarlo Zema as a dynamic and flexible organization, which guarantees the whole design process, from the concept to the executive details.
P138/P140/P142

Go Exhibition *ouz@goex.us*

Go Exhibition always provides creative ideas and intelligent solutions. "Our passionate and creative team focuses on bring individual solutions to your challenges, conceiving to bridge the gap between innovation and tradition. "
P136/P150

HHD_FUN *info@hhdfun.com*

As the Beijing Branch of HHDdesign, HHD_FUN is a design and research studio, with interests in bringing knowledge from various fields outside of architecture and experimenting these means into the design of architecture. The computational techniques, geometric principles and algorithms are one portion of their approaches as the means in architecture generation.
P200

Ippolito Fleitz Group *info@ifgroup.org*

Ippolito Fleitz Group is a multidisciplinary, internationally operating design studio based in Stuttgart. "We are identity architects. We work in unison with our clients to develop architecture, products and communication that are part of a whole and yet distinctive in our own right. "
P12/P16/P52/P70/P92/P132

Hirasawa Futoshi Design *post@hirasawa-design.com*

HIRASAWA FUTOSHI DESIGN™ was established in 2004 in Nihonbashi, Tokyo by Hirasawa Futoshi, a Tokyo resident urbanist specializing mainly in interior design of commercial buildings and commercial spaces in Japan. The studio undertakes a wide range of design work, from commercial space design in Japan to building design in business and environmental areas, interior design for corporate showrooms and offices, booth design for trade shows and events, as well as any related VI (Visual Identity) or sign planning.
P42/P46/P60

LABscape *info@abscape.org*

LABscape was founded by Robert Ivanov and Tecla Tangorra in Milan and Brussels in 2003. Since 2009 LABscape is established in New York. "We are a collaborative practice of architects, urban designers, landscape architects, designer, artists and other multi-media performers around the world, who create vibrant, imaginative, and sustainable projects at many scales. This collective nourishes its evolutionary practice of interaction with other fields and specific contribution of each members and collaborators."
P76/P80

LAVA (Laboratory for Visionary Architecture) *info@l-a-v-a.net*

At the vanguard of a nonconformist and inventive new generation in architecture, Lava bridges the gap between the dream and the real world. LAVA operates as a unique think tank with branches placed strategically worldwide. It has been formed by some of the most experienced and forward-looking architects from around the globe.
P130/P148/P284

Lorenc+Yoodesign *jan@lorencyoodesign.com*

Lorenc+yoodesign is founded by Jan Lorenc and Chung Youl Yoo. Lorenc+yoodesign provides a wide range of design services, from wayfinding signage programs, to permanent corporate museum exhibitions. The firm's versatility is possible because of its diverse employee and consultant talent that includes architects, graphic designers, landscape architects, industrial designers, and branding and marketing specialists.
P106

Studio Makkink & Bey *studio@jurgenbey.nl*

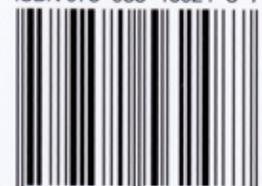
Designer Jurgen Bey and architect Rianne Makkink have operated Studio Makkink & Bey together in Rotterdam since 2002. The studio's many projects are diverse, and include public space projects, product design, architecture, exhibition design and applied arts.
P152/P258

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