

SPACE X FILE

# public space

## RÖWA FAIR STAND IMM COLOGNE 2006-2008

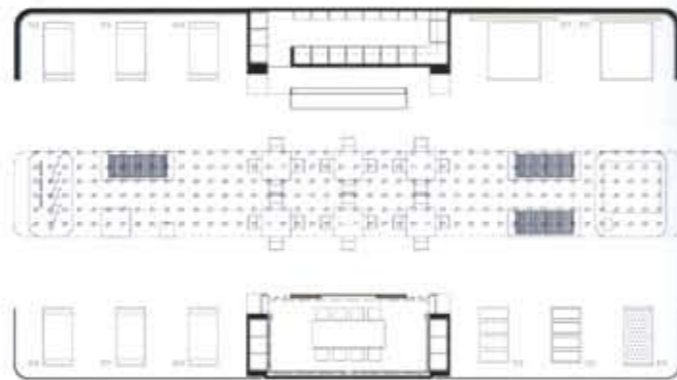
Location: Cologne, Germany  
 Designer: Ippolito Fleitz Group  
 Photography: Zowie Braun  
 Area: 300 m<sup>2</sup>

Rössle & Wanner is a leading German manufacturer of bed systems. In 2004, the company extended their range of mattresses and slatted bases to include a new product line of system beds. These beds combine the accustomed ergonomics and comfort of RÖWA bed systems with first-rate product design.

The 300 m<sup>2</sup> RÖWA stand at the "imm" trade fair is one of the manufacturer's most important exhibition platforms. Located in prime position between two hall entrances, a compact body extends, contained within 5 m-high lengths of gauze, and yields views of the perfectly illuminated, entirely white interior. Entrances lead into the space from the shorter sides. Podiums featuring presentations in the centre of the entrance areas serve as an additional means of attracting visitors into the space.

The exhibition stand is divided into four symmetrical areas. The bed systems are exhibited in the two left-hand areas; one right-hand segment features the system beds, while the other is dedicated to brand presentation. Built-in units house a conference room and kitchen, which rejuvenate the central space and create a communication zone at the very centre.

The most striking element of the exhibition stand is the ceiling construction that spans the entire length of the space and whose form draws on the typical RÖWA double curve slat. Its wave-like form is modelled with 252 tubes, some of which contain a light source. In combination with the dominant use of white, the effect is sensual, while at the same time establishing an atmosphere imbued with clarity and concentration.



1:100



