

SPACE X FILE

# public space

# ARMSTRONG DLW AG / FAIR STAND EUROSHOP 2008

Location: Düsseldorf, Germany  
Designer: Ippolito Fleitz Group  
Photography: Werner Huthmacher  
Area: 135 m<sup>2</sup>

Armstrong is one of the world's leading manufacturers of floor surfaces. The Armstrong exhibition stand is a visually impressive display of the broad diversity of its product range and colour palette. The stand, which is open to three sides, is designed as a communication platform. Above it hangs a veritable explosion of floor coverings of DLW Luxury Vinyl, DLW Vinyl, DLW Fibrebonded and DLW Linoleum: 260 different floor materials on 130 panels aligned on 20 radial axes. The effect is that of a dynamic canopy of products – which is close enough to grasp yet far away enough to admire their excellent vantage effects. Exciting perspectives, ingenious overlays of different colours and materials transform a visit to the stand into a visual voyage of discovery through Armstrong's product portfolio. The stand itself resembles a stage, which is contained by storage space and a catering kitchen at the rear, and pull-out panels integrated into the rear wall, upon which the collections can be viewed at close quarters. The bar serves as a communication area. Its large, elliptical form provides an additional, attractive focal point and makes a spacious and inviting impression.



