

DESIGNER:
IPPOLITO FLEITZ GROUP

PROJECT:
**ARMSTRONG
EUROSHOP, DÜSSELDORF
GERMANY**

WHERE
EuroShop, Düsseldorf, Germany

WHEN
February 2008

MARKET SECTOR
Retail

CLIENT
Armstrong

DESIGN TEAM
Gunter Fleitz, Silke Hoffmann, Peter Ippolito
and Lena Nöh

STAND CONSTRUCTOR
MDL Expo

MATERIALS
Floor: DLW Luxury Vinyl
Ceiling: 260 suspended floor samples mounted
on Alu-Cubond
Furniture: White-coated MDF

TOTAL FLOOR AREA (M²)
135

Stuttgart-based ippolito fleitz group is a multidisciplinary design studio operating in the global marketplace. The team's core capabilities – architecture, design and communication – are incorporated simultaneously into every project, inspiring and complementing one another. The competent experience of ippolito fleitz group translates into enthusiastic collaboration with a broad range of clients.

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Photography by Werner Huthmacher

Armstrong, a globally operating manufacturer of floor surfaces, presented its wares at the 2008 EuroShop fair in Düsseldorf at an impressive stand that highlighted the company's broad diversity of products, materials, colours and designs. Open on three sides, the stand gave Armstrong a powerful communication platform. Suspended from the ceiling was a veritable explosion of floor coverings, including bestsellers like DLW Luxury Vinyl, DLW Vinyl, DLW Fibrebonded and DLW Linoleum. A total of 260 materials covered 130 panels aligned on 20 radial axes. The dynamic canopy of products was close enough to touch yet far enough away to show the effect each material would make when used as flooring. Exciting perspectives and ingenious overlays of colours and materials transformed a visit to the stand into a visual voyage of discovery through Armstrong's product portfolio. The stand itself resembled a stage cradled by storage space and a catering kitchen at the rear, where pull-out panels integrated into the back wall gave visitors an even closer view of the various collections. The bar served as a lively area for communication. Its attractive elliptical form provided an additional focal point while making a spacious and hospitable impression.



