

SPACE X FILE

# public space

# BUNDESARCHITEKTENKAMMER — FAIR STAND EXPO REAL 2006

Location: Munich, Germany  
Designer: Ippolito Fleitz Group & Bruce B.  
Photography: Zooey Brown  
Area: 60 m<sup>2</sup>

An exhibition stand for architects – without “architecture”. Yet still a strong statement underscored by a striking design. The aim was to create a presence that stands out against the jungle of architecture models, architecture images and architecture films that constitute the backdrop of a professional real estate trade fair. The only “exhibit” was a virtual one – the opportunity for

commercial and public building contractors to engage in dialogue with the architects. And to sensitise visitors towards architecture as a marketing instrument and economic factor. The exhibition stand was designed as a three-dimensional, accessible poster that create a low-key, almost ascetic communication space in the midst of the visual and acoustic tumult of the trade fair.

