

Design for Trade Fair Stands

# GRAND STAND

FRAME

3





Linear graphics in corporate orange that appeared on the walls and flooring carried informative statements and cues.



A seating area running almost the entire length of the stand was furnished with IKEA's Ivar chairs.



Foscarini's Twigg lamps gave the custom-made seating area a cosy atmosphere.



Embedded in the main structure were glass-fronted display cases that presented the products against a backdrop of a landscape motif.

## BERNDES

### Ippolito Fleitz Group and Skalecki Marketing & Kommunikation

By asking its clients, "What is your recipe for life?" Berndes – a world leader in cast aluminium cookware – addressed the values and attitudes that preoccupy people. Responses to the question could be connected to cooking or to any aspect of life. Design studio Ippolito Fleitz Group teamed up with advertising agency Skalecki Marketing & Kommunikation to develop a stand to represent Berndes at the Ambiente trade fair in 2009.

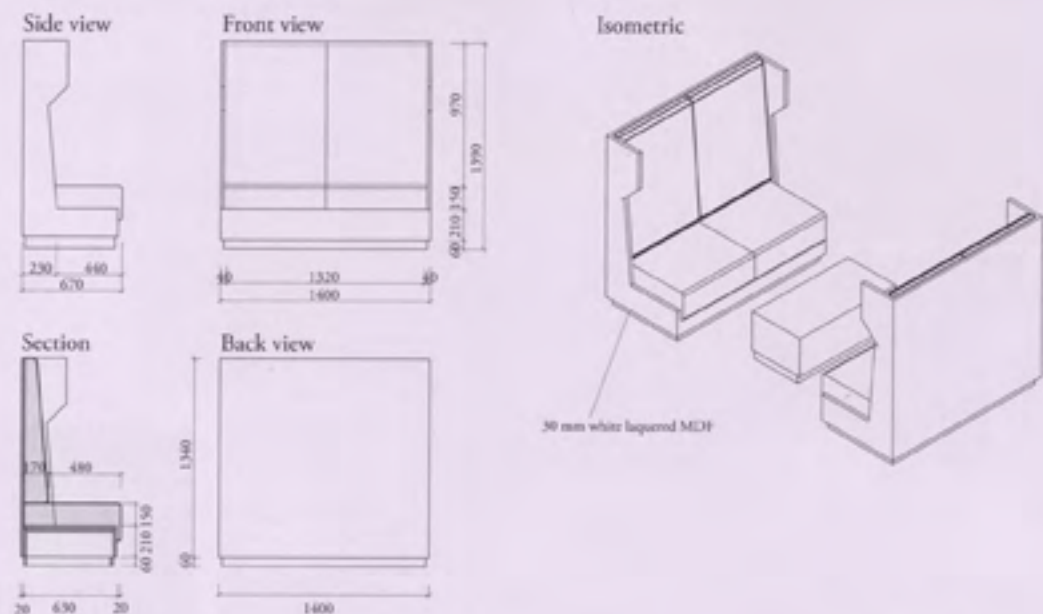
The designers provided their answers to Berndes' question in the design of the booth. Three asymmetrical, 6-m-high wooden structures formed the bedrock of the stand. Each represented a value to which Berndes felt closely connected: boldness, innovation and action. Voids cut from the white-stained wood structures became display cases that were used to present select Berndes products that reflected the characteristics assigned to each structure. The simplicity and imperfections of the construction allowed the products to occupy the spotlight. The contours of the structures were as varied as the possible answers to Berndes' question. The designers opted for maritime pine as the main material, making a sustainable and therefore socially responsible choice. In addition,

by letting visitors see the assembly method – the boards had been screwed together – the designers showed that the booth could be reused at future trade fair presentations.

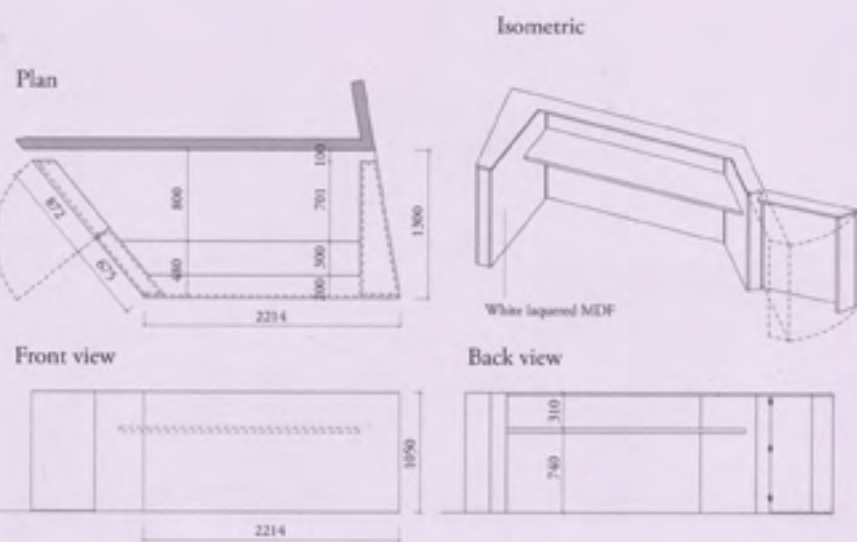
**IPPOLITO FLEITZ GROUP** is a multidisciplinary design studio that is based in Stuttgart, Germany and operates internationally. Founders Gunter Fleitz and Peter Ippolito do not think in terms of disciplines, but in relations to solutions, working in unison with their clients. As identity architects, they conceive and construct buildings, interiors and landscapes, and develop products and communication measures.



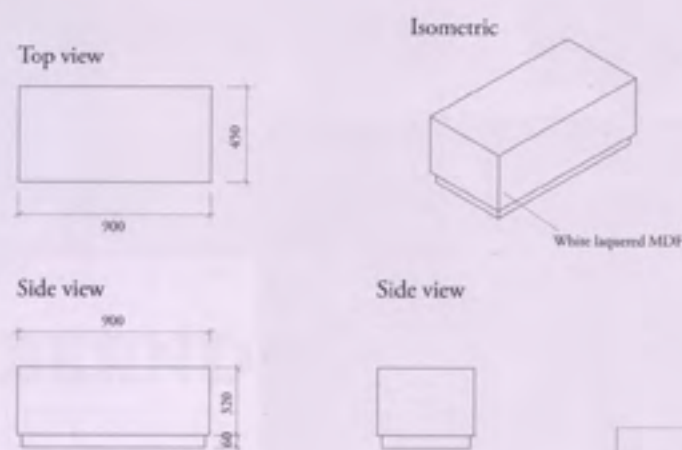
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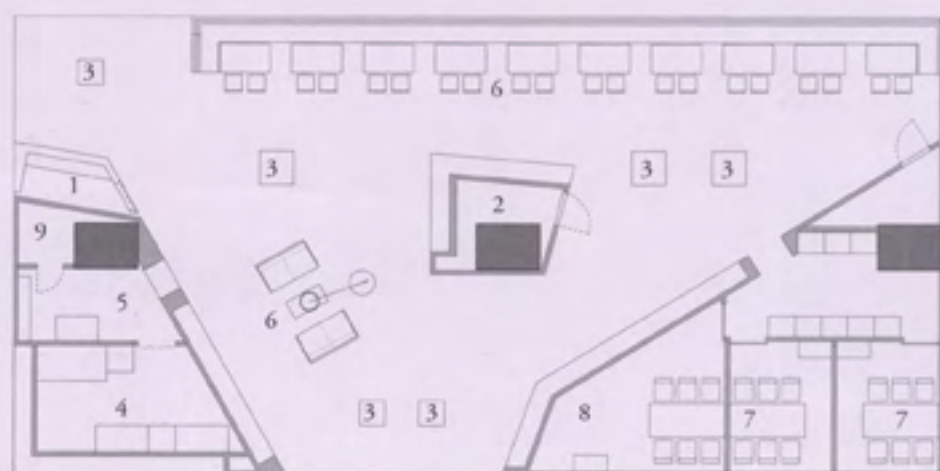
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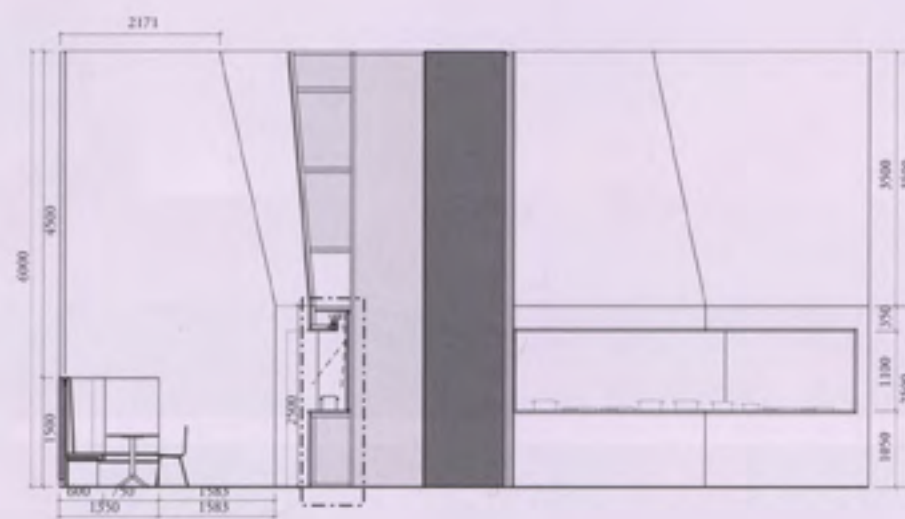
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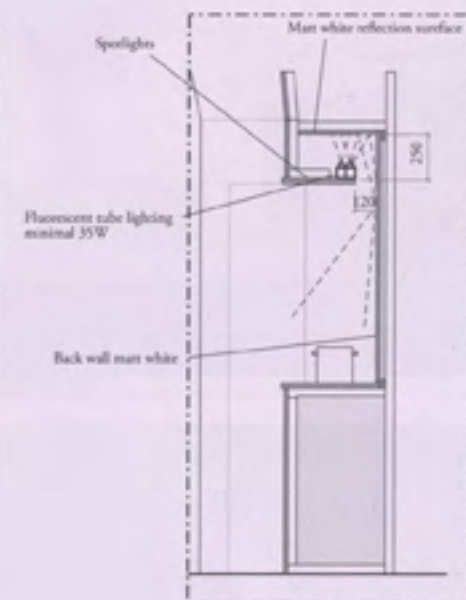
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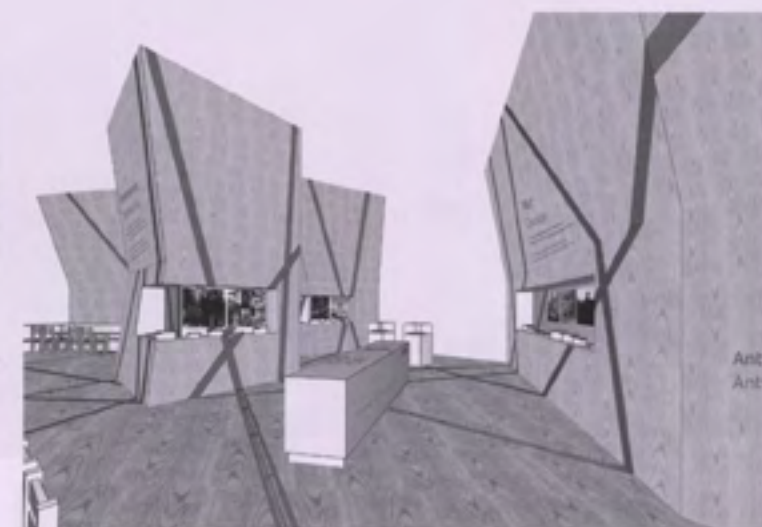
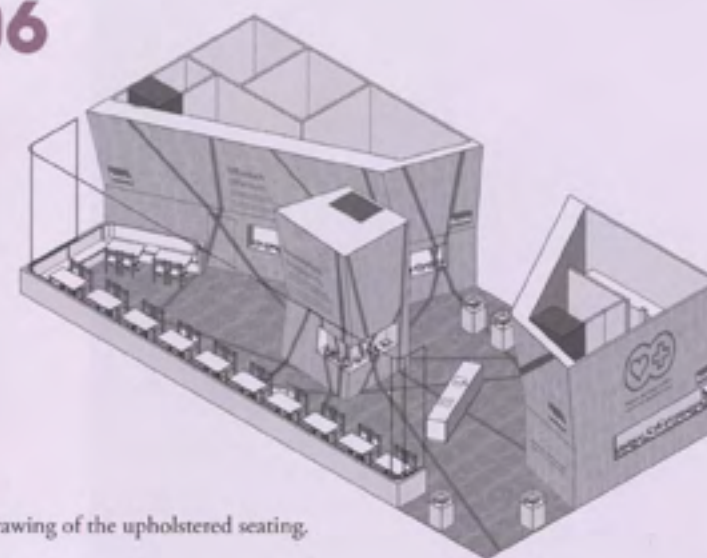
05



Detail illumination



06



01 A drawing of the upholstered seating.

02 A drawing of the reception counter.

03 A drawing of the custom-made table in the seating area.

04 Floor plan:  
1 Reception  
2 Wardrobe  
3 Display pillar  
4 Kitchen  
5 Bar  
6 Seating area  
7 Meeting room  
8 VIP area  
9 Storage

05 A section of the stand and a drawing showing a lighting detail.

06 Sketches showing various views of the stand.





Leaving the raw structure of the walls, flooring and furniture on show in one area reinforced the recycled aspect of the stand.



An illuminated information panel outlined the stand's concept of sustainability.



The capital letter A (for architecture) was a key visual aspect of the stand.

## BUNDESARCHITEKTENKAMMER

Ippolito Fleitz Group  
and Bruce B./Emmy B.

The German Federal Chamber of Architects (Bundesarchitektenkammer, or BAK) offers information and education for architects, as well as the general public and students. For the commercial property fair Expo Real in 2008, BAK approached Ippolito Fleitz Group to design an exhibition stand that embodied the concept of sustainability. The booth was a collaboration between Ippolito Fleitz Group and Bruce B./Emmy

B., and based in part on an aspect of the BAK logo (the capital letter 'A', relating to architecture). The design firms faced the challenge of making a temporary construction sustainable, whilst still developing a separate identity and conveying a three-dimensional message. The solution was to use recycling as the core concept. Many of the construction elements were off-cuts from earlier stands, and sourced from the

exhibition builder's 'reject warehouse', which resulted in a reduction in energy consumption and resources. Surfaces were homogenised using ecologically viable monochromatic paintwork, with the stand's skeleton of raw materials deliberately visible in one area to give recycling a tangible presence. In the predefined function zones – containing tables and benches, a café counter and information panels – block lighting (designed by Bartenbach Lighting Laboratory) was realised using borrowed and second-hand energy-efficient halogen lighting. Both light intensity and tone corresponded with the different requirements of the various areas, adding to the visitor experience.

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in Stuttgart, Germany and operates internationally. As identity architects, founders Gunter Fleitz and Peter Ippolito conceive and construct buildings, interiors and landscapes, and develop products and communication measures.

Communication design agency **BRUCE B./EMMY B.** is also based in Stuttgart, Germany. Headed by Thomas Waschke, Thomas Elser and Andreas Homung, the studio serves mostly, but not exclusively, clients from the automotive industry.



The lighting design was by Bartenbach LichtLabor.



The various functional zones were illuminated by energy-efficient lighting.