

RIHAN.CC

exhibition

education

culture

SPACE

**PUBLIC**

**SPACE**



**Company:** Ippolito Fleitz Group & Skalecki Marketing & Kommunikation

**Client:** Heinrich Berndes Haushaltstechnik GmbH & Co. KG

**Project Location:** Ambiente, Frankfurt

**Area:** 240 m<sup>2</sup>

**Completion Date:** February, 2009

**Photographer:** Zoëy Braun

## BERNDES – EXHIBITION STAND FOR AMBIENTE 09

Three years ago, Berndes thoroughly modernised its brand identity. Whereas as previously the depth of pan coating and the somewhat generic "Lust am Kochen" (Zest for Cooking) had been publicised, today the content of the message is more comprehensive. "What is Your Recipe in Life?" is the question posed by Berndes; thereby addressing values, attitudes and themes that preoccupy people. The answers to this question may well be closely connected with cooking, but could also come from associated areas of life that truly enable one to look beyond the edge of the plate.

The Ippolito Fleitz Group and the Frankfurt advertising agency Skalecki Marketing & Kommunikation have together met this challenge and for the third time have jointly developed and designed the exhibition stand for the "Ambiente" in Frankfurt. With the themes sustainability, design and energy efficiency, Berndes has boldly displayed innovation – even during a time of economic

crisis – and opened up an emotional and surprising dialogue.

The form of the stand is provided by 6-metre-high, asymmetrical wooden structures made of maritime pine. Their broken geometry signifies that there is no simple, i.e. straightforward and linear, path to solving complex challenges such as sustainability and social responsibility. The contours and forms of the exhibition stand are in fact as diverse as the approaches and answers that concern Berndes when it poses its question of a recipe in life.

Each of the three structures symbolises one of the major themes ("Boldness", "Innovation" and "Action") to which Berndes has addressed its attention. Showcases presenting products that justly reflect the corresponding statements are embedded in these three display structures. The individual thematic series are assigned different landscape motifs as backgrounds. The showcases are thereby transformed into dioramas that attract the curiosity of visitors.



