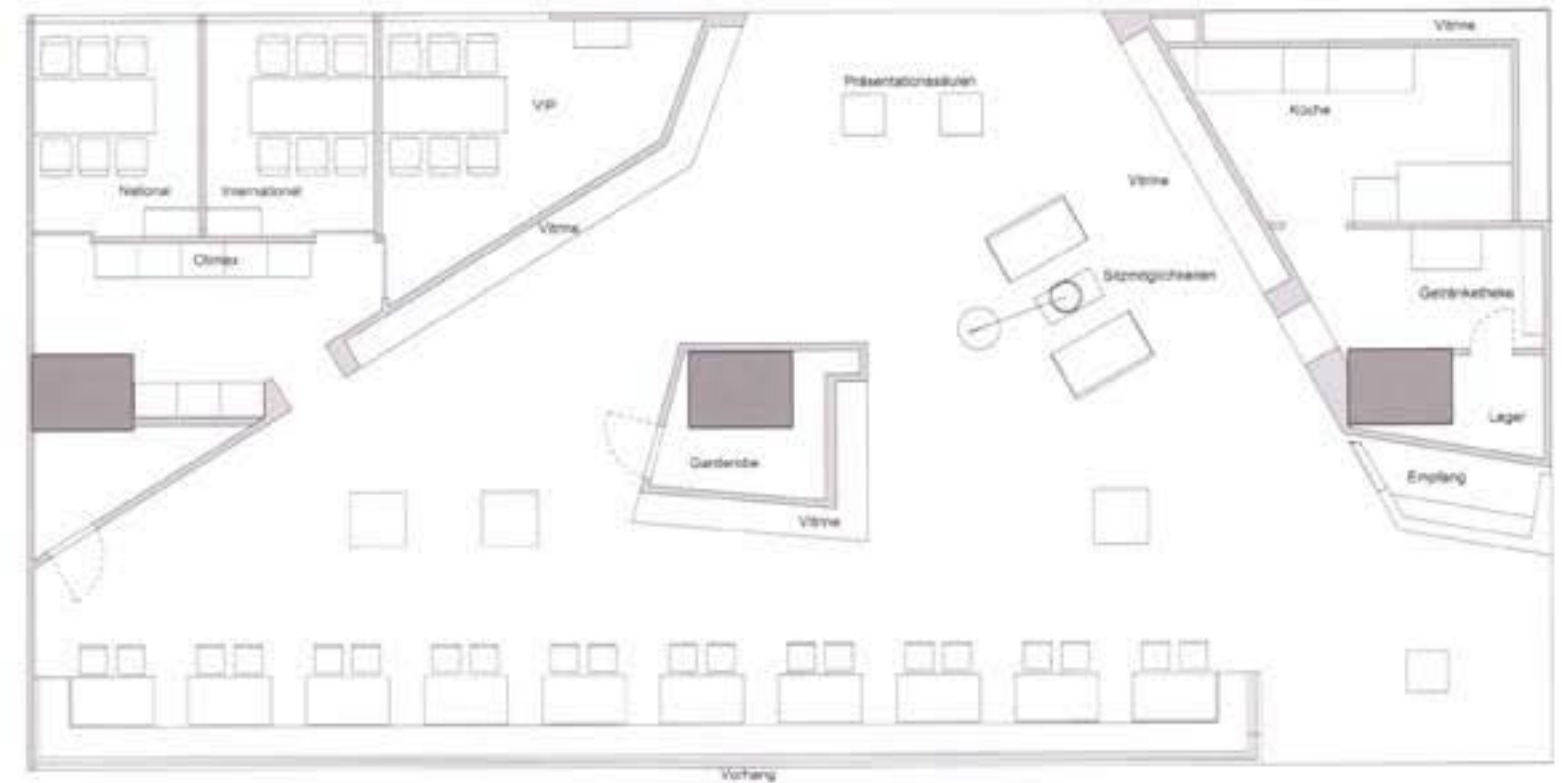


Exhibition Design



LightShower's Stone Williams, by Morris Sam Studio

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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' ('Zust 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 Feitz 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.

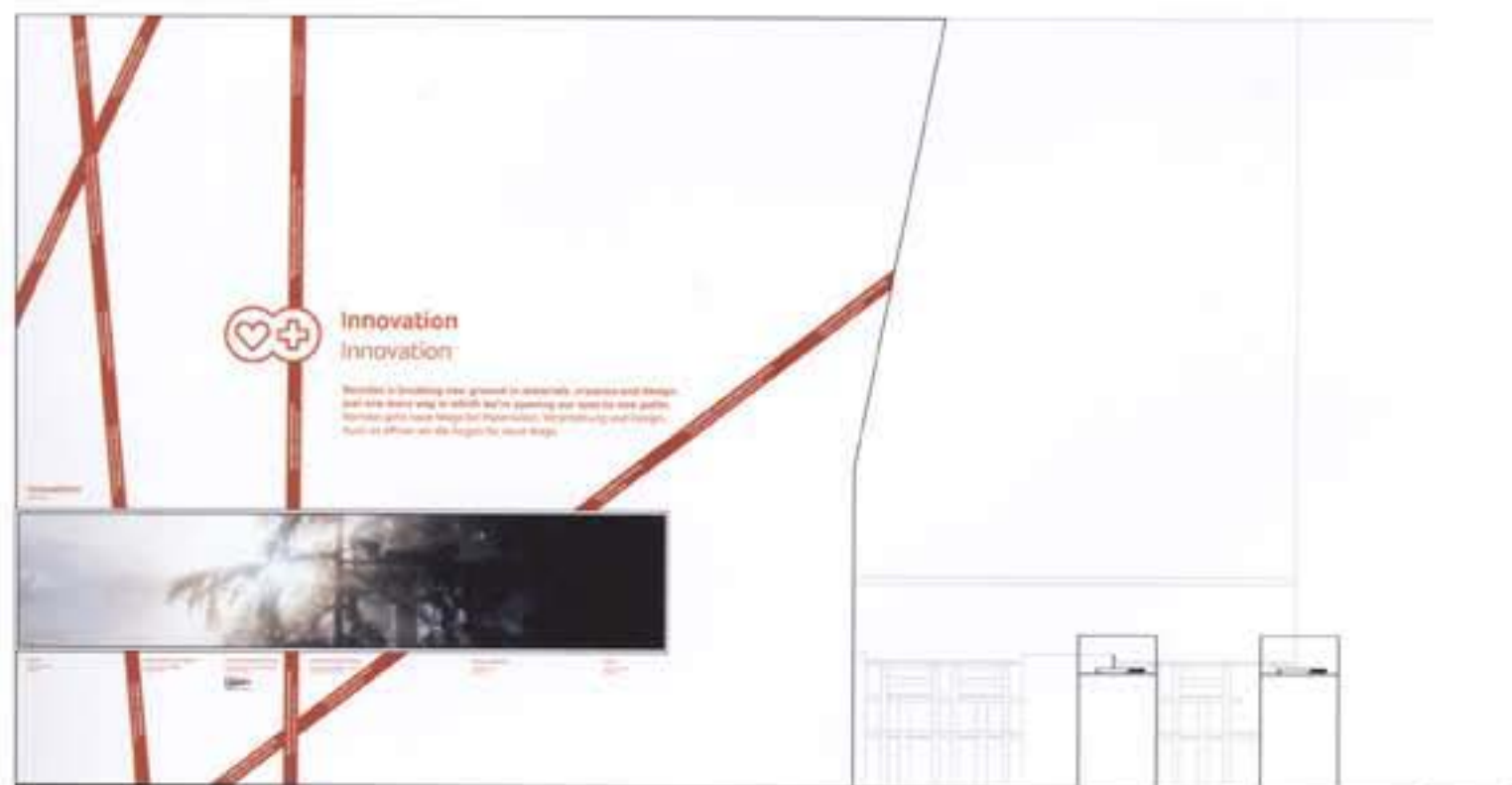
The form of the stand is provided by 6-metre-high, asymmetrical wooden structures made of maritime pine. Their broken geometry signifies that there is no simple, i.e. straightforward and linear, path to solving complex challenges such as sustainability and social responsibility. The contours and forms 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 areas are assigned different landscape motifs as backgrounds. The showcases are thereby transformed into dioramas that attract the curiosity of visitors. That Berndes is serious about sustainability is proven by the materials used for the stand. It consists of white-

stained maritime pine boards that have been visibly screwed together. They are easily disassembled and can be adopted for re-use at other exhibitions. Reminiscent of transport crates, the material underlines the temporary character of the construction. The stained wooden surfaces are elegant in a reserved way, providing an appealing contrast to the perfection of Berndes' products, which are thereby presented in an optimal setting.

The entire stand is criss-crossed by bands of text in Berndes' corporate colours that accompany the central themes with informative statements and emotional quotations. The stand fulfils the manufacturer's most important exhibition requirement of communicating with its customers through a long seating element that runs almost the entire length of the stand. The range of possibilities for communication is augmented by an upholstered suite. Together, they signalise a generous invitation for dialogue.

- Client: Heinrich Berndes Haushaltstechnik GmbH & Co. KG
- Concept: Ippolito Feitz group & Skalecki Marketing & Kommunikation, Frankfurt
- Architecture: Peter Ippolito, Gunter Feitz, Sherief Sabet
- Communication Design: Axel Knapp, Jörg Skalecki, Frank Fasmeier, Daniel Unger, Yuan Peng
- Location: Ambiente, Frankfurt
- Size: 240 sqm
- Photography: Zsófia Braun
- Country: Germany







Thiersch joined the practice as an associate partner and has been a strong asset in giving shape to the present body of the company ever since.

The office works closely together with specialized consultants and contractors to consistently ensure a high quality standard in all projects regardless of size or scale. The current works reach from exclusive showrooms and exhibition concepts to large-scale office or residential development projects in Dubai and China on the one hand and from individual concepts for major German brands such as Porsche or Gaggenau to small-scale works for private customers just around the corner of their Munich office.

The odd name refers to the architectural scale 1:33, which has always been of enormous importance when it comes to making a unique compound of interior and architecture with both disciplines on an equal level.

element GmbH 172, 212, 214, 232, 236, 238

element conceptualizes and plans in the fields of scenography, public design, architecture and interior design.

Estudi Arola | Antoni Arola 340

Interior and industrial design at the Escuela superior de Diseño Eina (Eina Superior School of Design and Art) in Barcelona. In 1984 he started his professional career at the Estudio Lievore y Pensi. In 1990 he joined the company Associates Designers and in 1994 set up his own studio in Barcelona, Estudi Arola. He has undertaken design work in a wide variety of fields: projects in lighting for Santa & Cole, Metalarte, B & D or Vlabizzuna, furniture for Dynamobel, vilagrassa or ArtQuitect, perfume bottles for Armand Basl, Angel Schlessler, Mandarin Duck, Loewa and Custa; and also interior design that emphasize the restaurants Mas, Oven or Citrus, Cacao Sampaka's shop, the Torres cellar and the new offices for La Caixa. He is acknowledged as a very versatile and original designer both for his artistic side and for the inspiration he draws from ancestral cultures and he has stood out because of his particular vision of light, almost sculptural. Among other prizes, like two Delta Design Awards, Arola won the National Design Prize in 2003, awarded for "the maturity of a professional career that covers a wide spectrum, ranging from interior design to product design, displaying great consistency, originality and passion."

Estudi Francesc Rifé 358

Francesc Rifé, Interior and Industrial designer was born in Sant Sadurn d'Anoia (Barcelona, Spain) in 1969. His professional career began as an undergraduate through independent commissions for various Design and Architecture studios while at the same time taking on his own projects.

In 1994, after several years of training in his field, he established his own studio in Barcelona. From here he directs his team with a fusion of different disciplines. His projects range from interior to Industrial Design, both containing commercial and private projects.

His design principle is based on the search for spatial order and geometric proportion.

Throughout his career Rifé has been given a number prizes in the field of Design, like

ContractWorld Awards, ICFF Editors Awards, Ascer Prizes or FAD Awards. Also he has been nominated for the National Design Awards and the Delta awards for Industrial Design.

His projects have been featured in both national and international specialized books (Daab, Braun, Taschen) and other publications such as *On Diseño*, *Proyecto Contract*, *La Vanguardia*, *El País*, *Expansión*, *WallPaper*, *Bob Magazine*, *AIT*, *Metropolis*, *Intramuros*, *AD* or *Frame*. At the same time, several books which include his most important works have been published.

Currently, he combines teaching with an active role in national and international congresses and workshops in places such as Singapore, Hannover, Cologne, Tokyo, Miami, Qparts, Moscow and Bogotá.

EZEQUIEL FARCA 096, 124

EZEQUIEL FARCA's passion is to create unique spaces by means of integrated interior design, product design and architectural services, enabling customers to discover and fully enjoy their lifestyle potential. The EZEQUIEL FARCA method is based on a profound understanding of personal needs and behaviors, and is distinguished for its adaptability to each customer's unique requirements, tastes and lifestyle. The pillars of its practice are: Service, Creativity, Leadership, Teamwork, Communication.

Gitta Gschwendtner 131, 220

Gitta Gschwendtner's design consultancy includes furniture, interior, exhibition design and public art for arts, cultural and corporate clients.

The studio specializes in a 'tailor made' approach to design. Each project is carefully researched and every solution is an individual response to the project's particular needs. The designs have narrative at their heart and are derived from careful problem solving rather than styling.

Ippolito Fleitz Group 014, 106

Ippolito Fleitz Group is a multidisciplinary, internationally working studio for design located in Stuttgart. It's Identity Architects. Together with clients it develops architecture, products, and communication, which are always part of the whole and yet something absolutely unique.