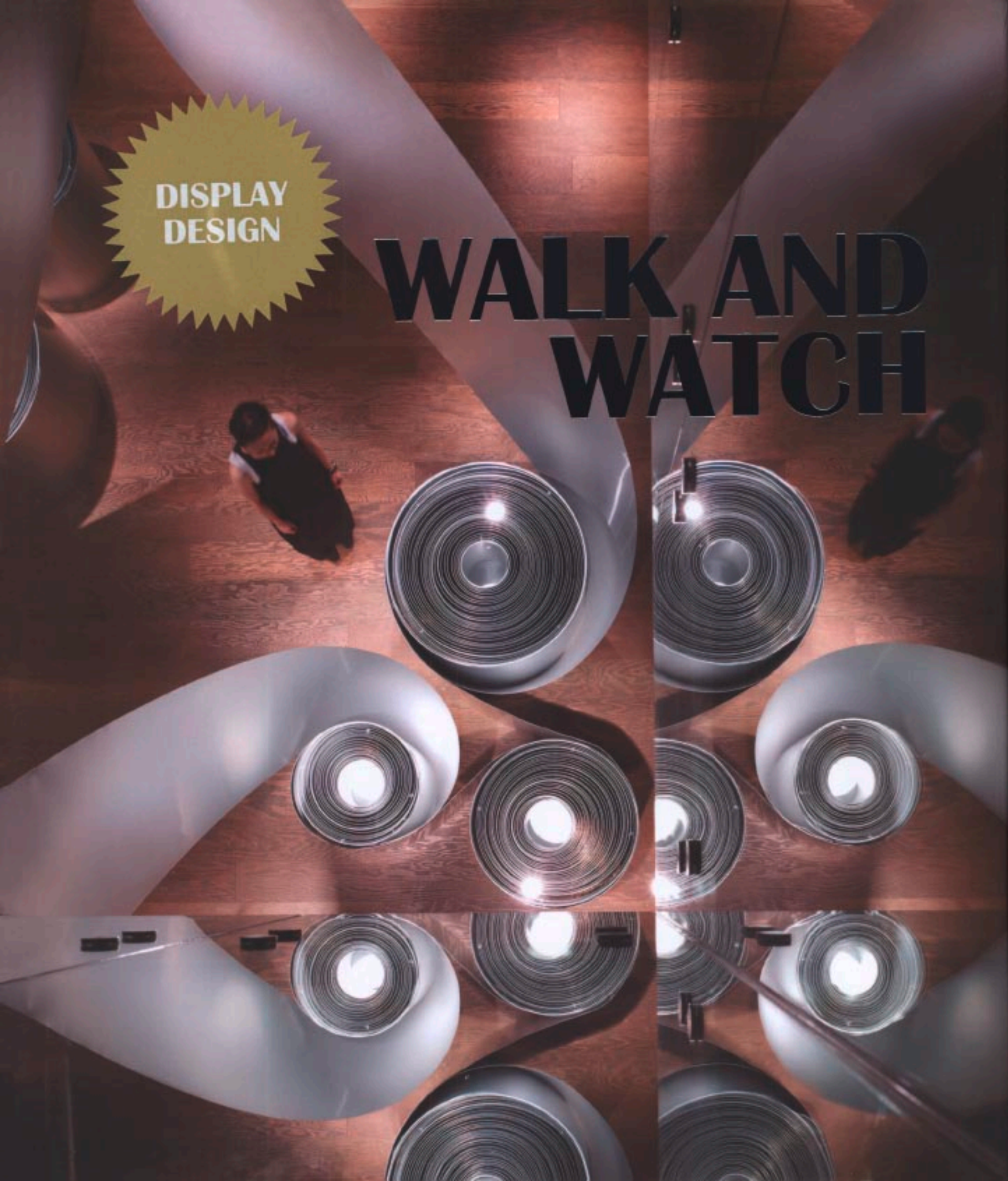


**DISPLAY
DESIGN**

WALK AND WATCH





Design Agency
Ippolito Fleitz
Group

Burkhardt Leitner constructiv – EuroShop 2011

Project Information

Location	EuroShop 2011, Düsseldorf
Client	Burkhardt Leitner constructiv
Area	182 m ²
Photography	Zoëy Braun

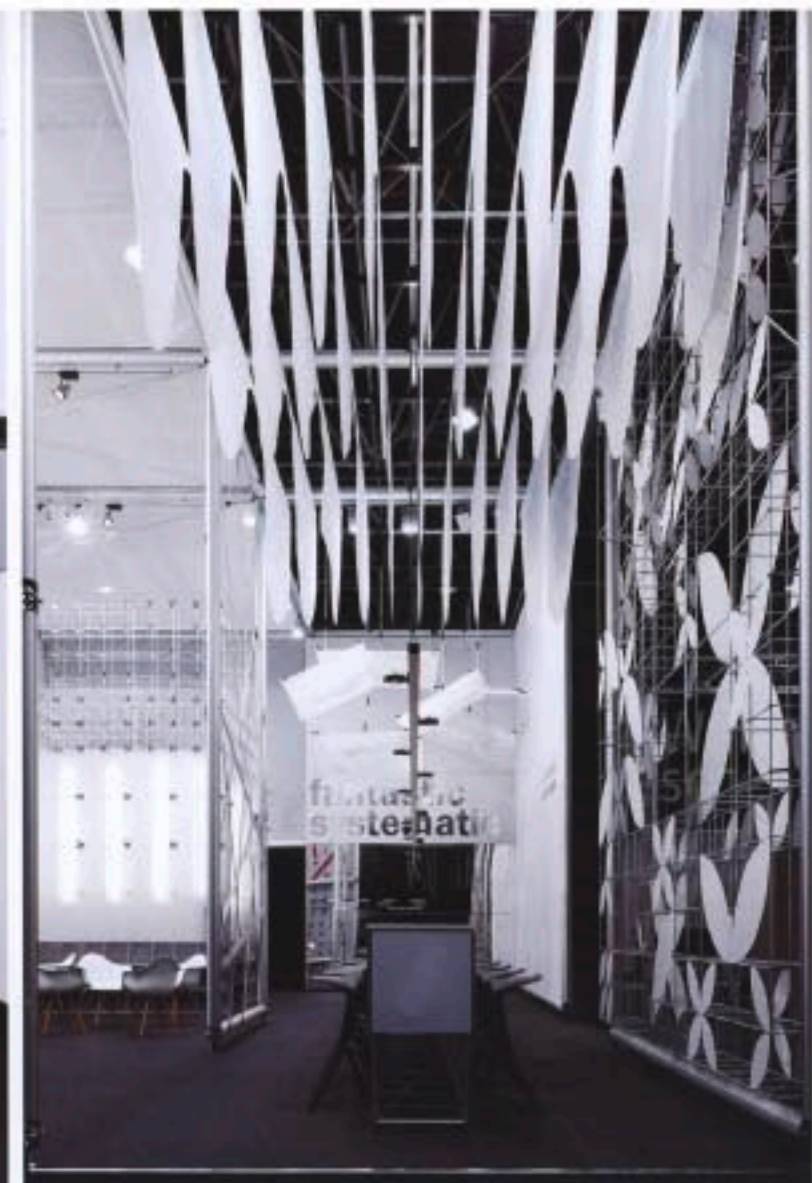
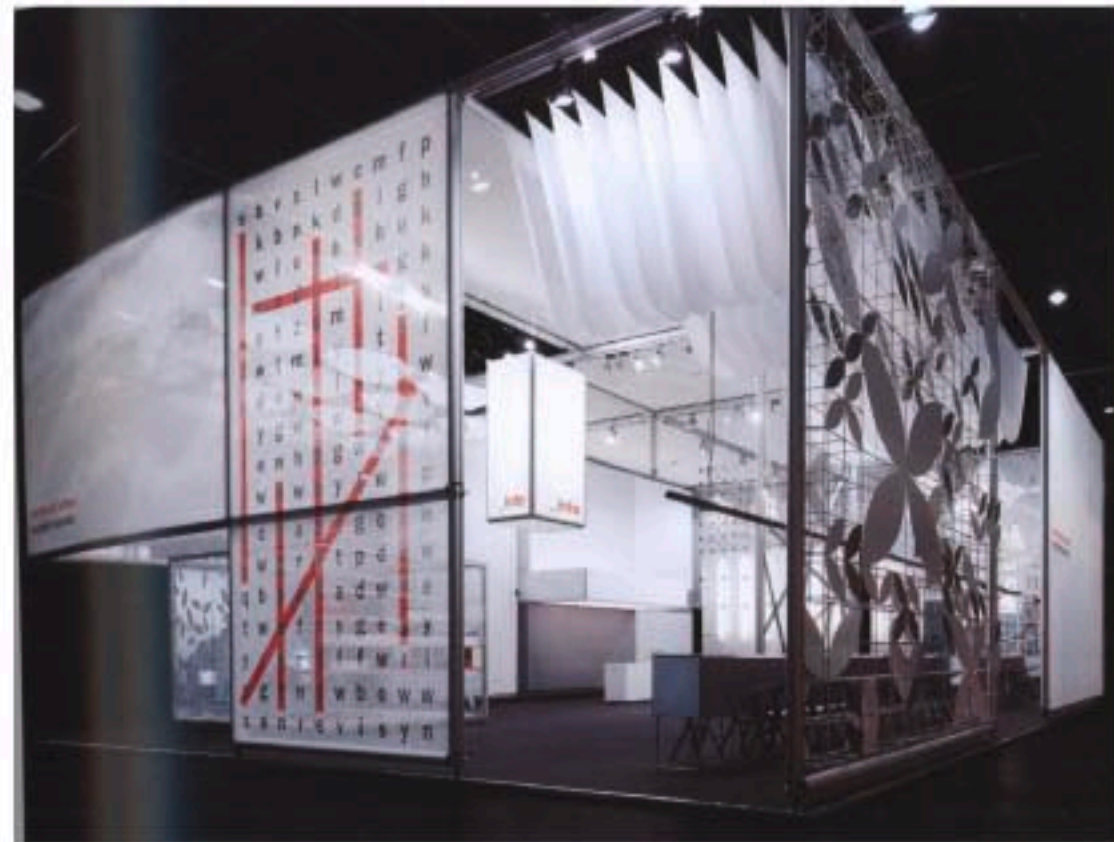
Burkhardt Leitner develops, produces and distributes modular architecture systems for temporary constructions employed in trade fair, exhibition and presentation design. Burkhardt Leitner architecture systems combine a high degree of functionality with exceptional flexibility, making them easily adaptable to customer requirements. Burkhardt Leitner used the EuroShop 2011 to introduce two new architecture systems to its international sales partners and potential customers. The challenge was to present the company and its products in an appealing and striking manner.

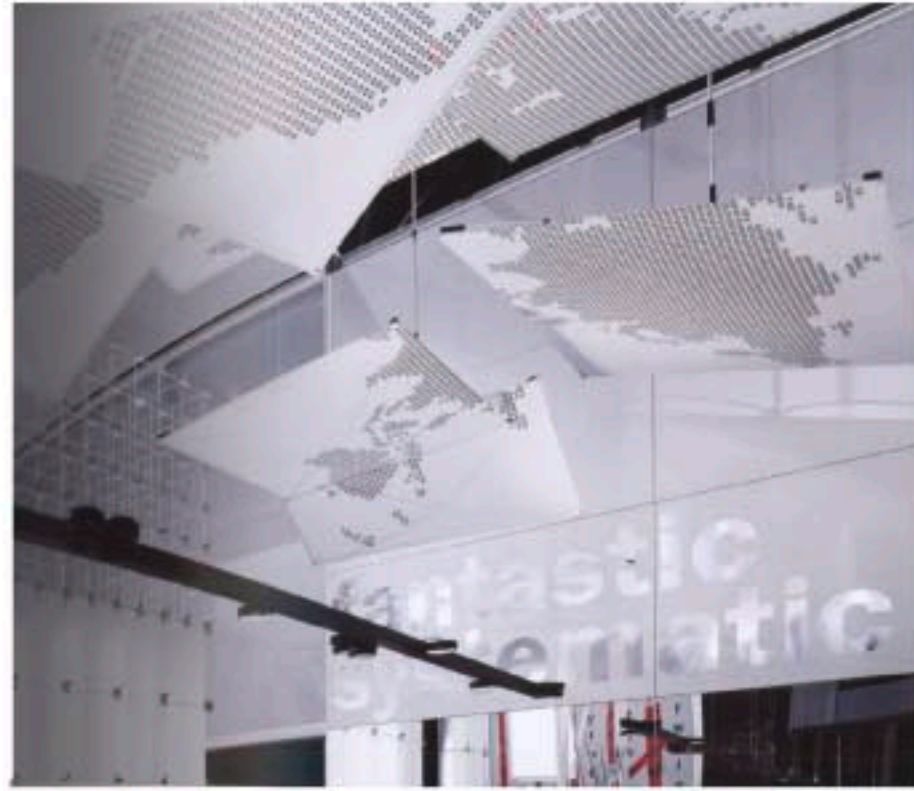
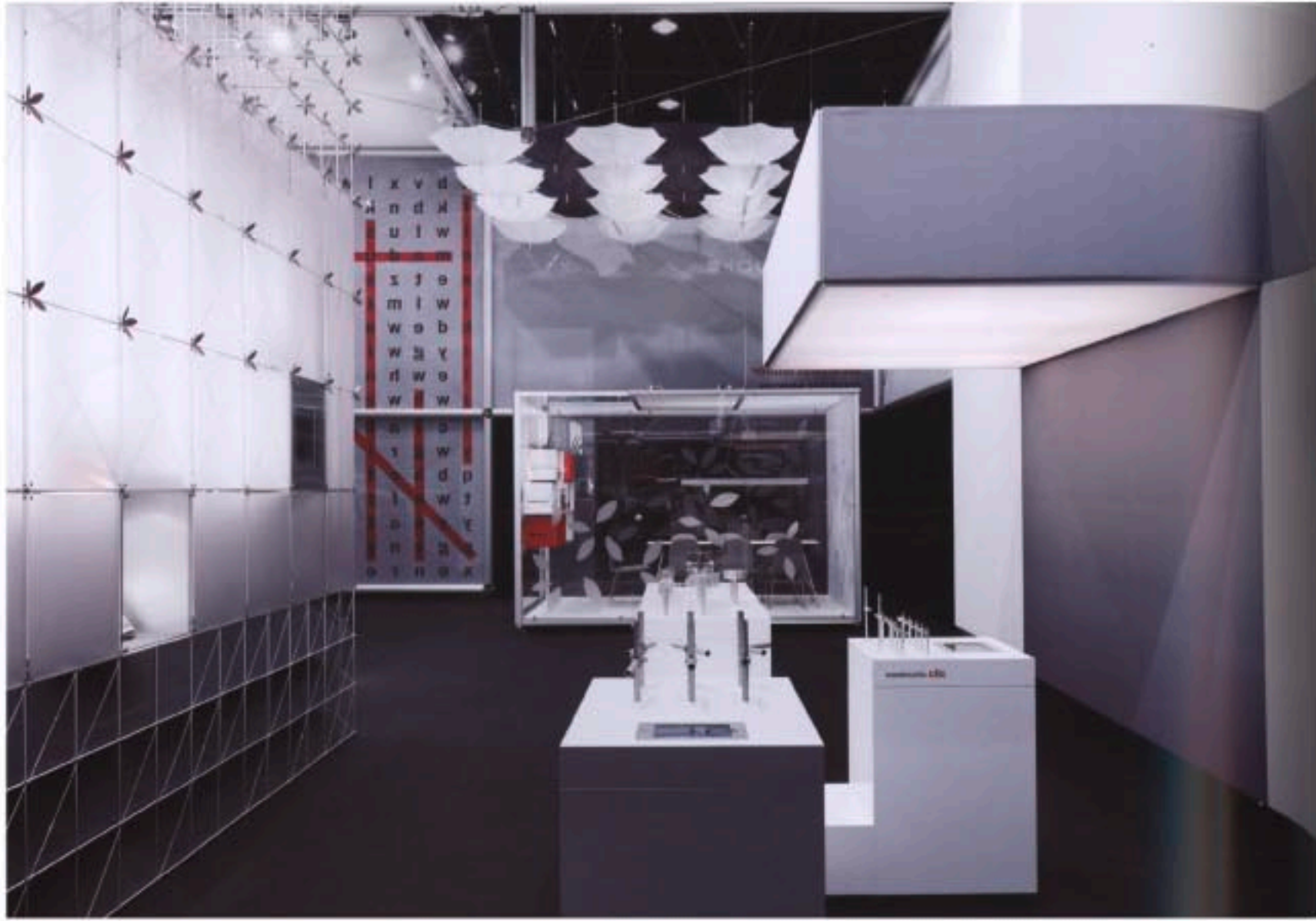
Epitomising the 'fantastic – systematic' claim, the Burkhardt Leitner stand transforms the minimalist functionality of its spatial systems and its core brand values precision, lightness, sustainability, flexibility and mobility into a

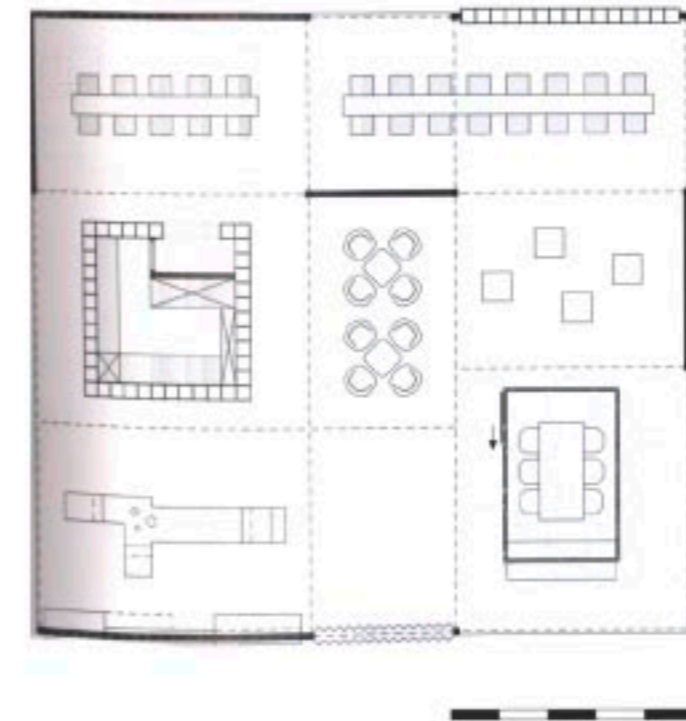
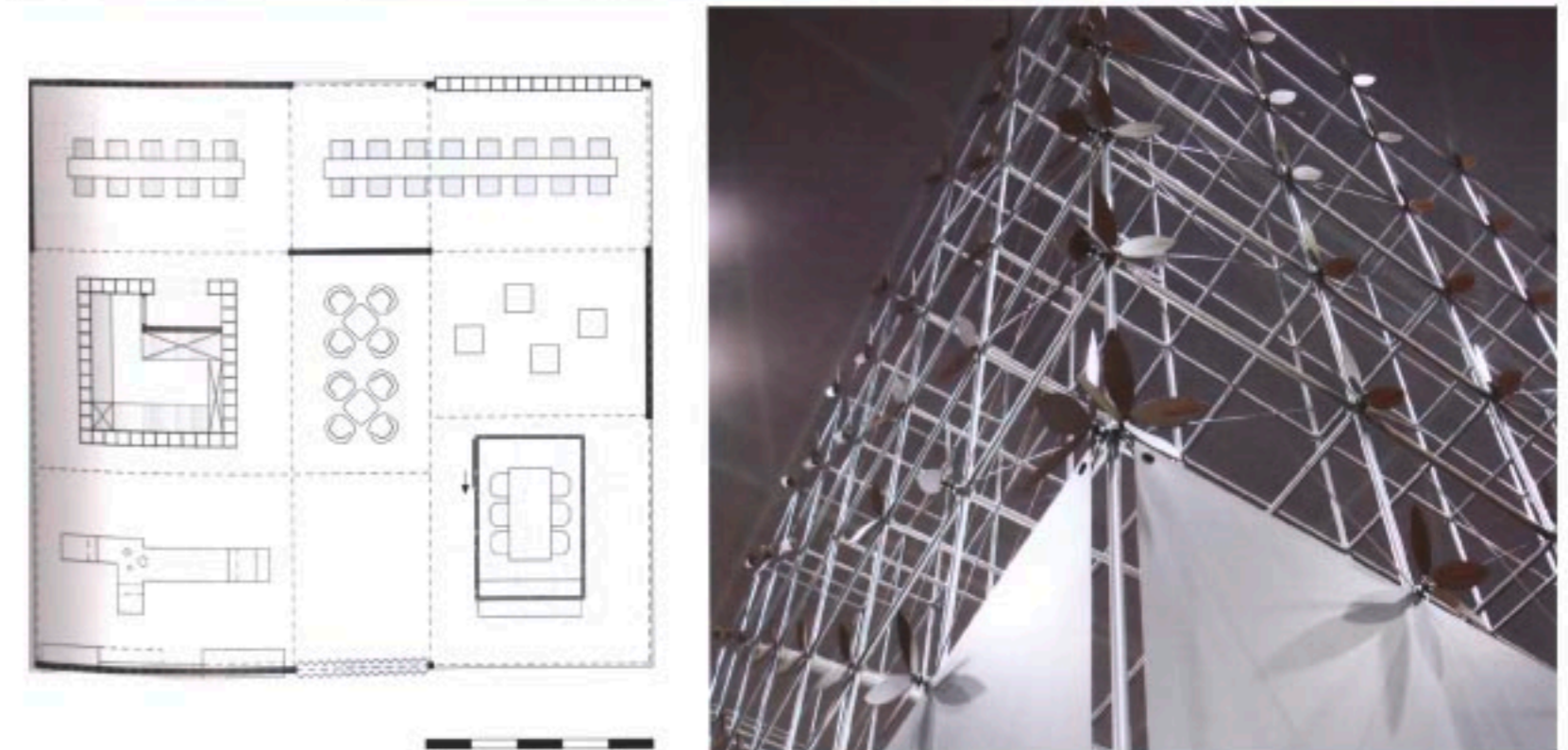
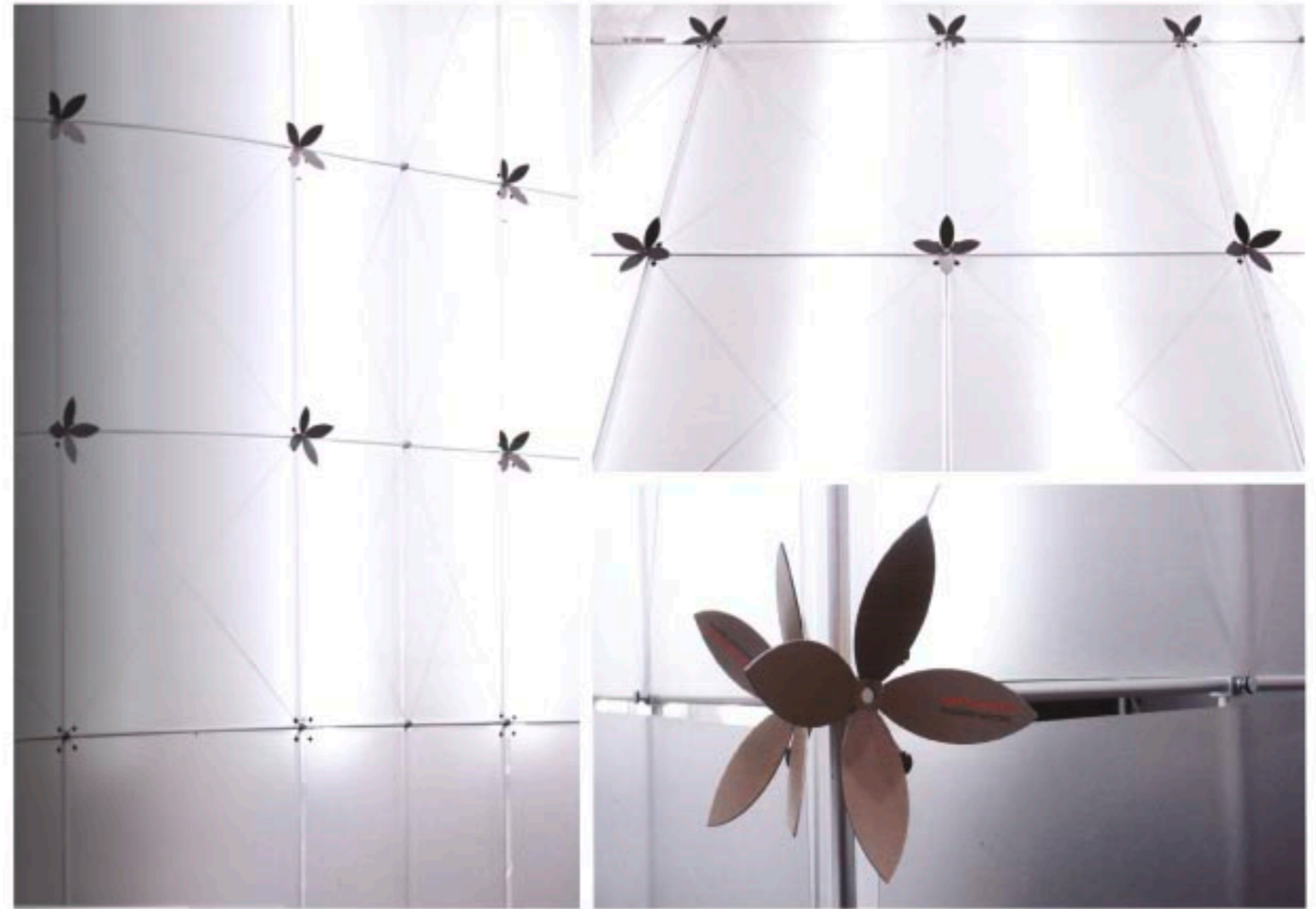
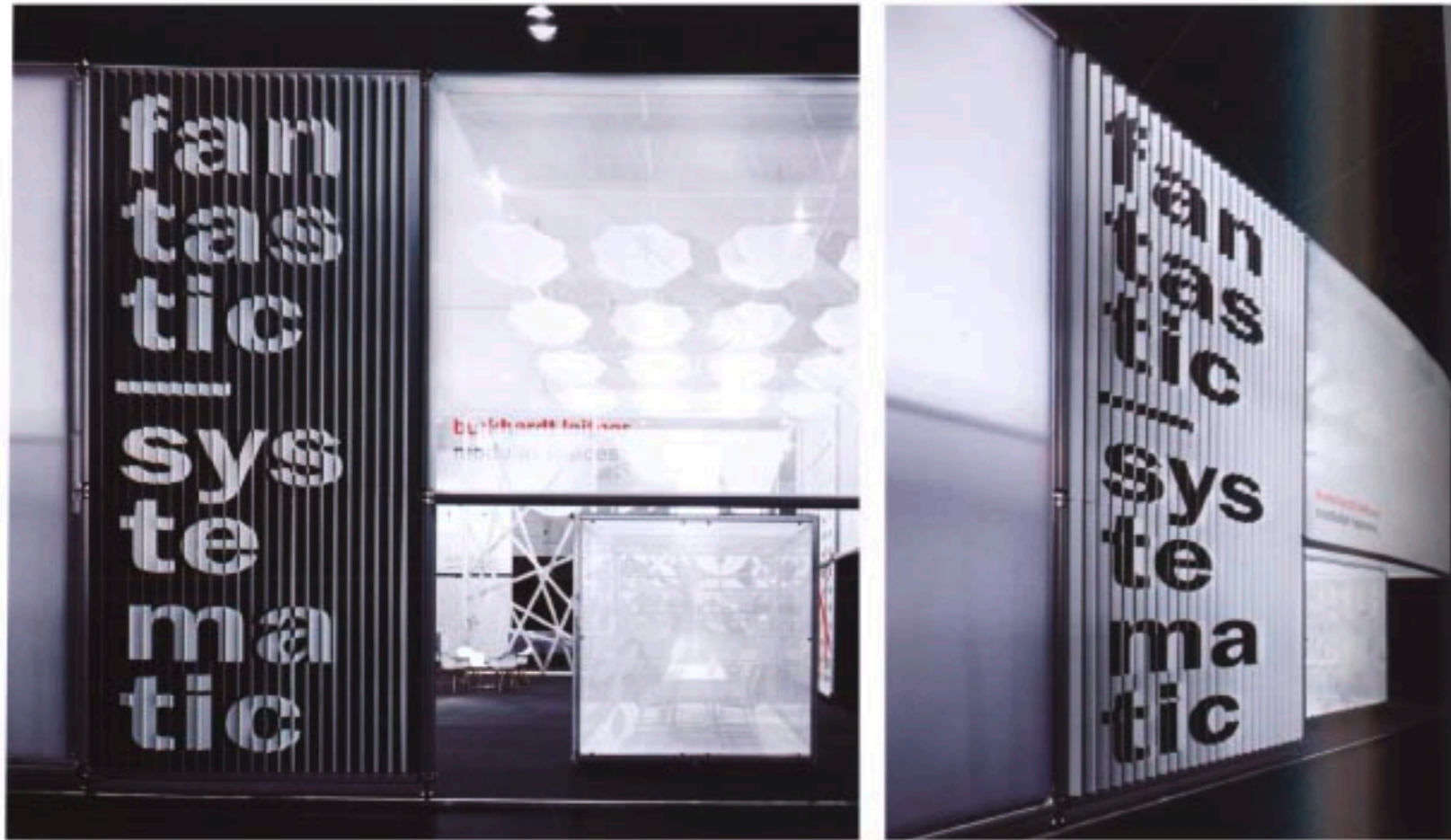
playful and atmospheric stage set.

The exhibition stand is an impressive illustration of how Burkhardt Leitner systems provide the perfect spatial platform for exceptionally creative brand staging.

The exhibition stand illustrates how Burkhardt Leitner modular systems can be transformed into a creative playground and unfurl their full atmospheric potential. Wholly in line with the company's brand-defining practical minimalism, simple, reduced construction elements contrast boldly with amusing ornamental details to set striking accents. With dynamic, three-dimensional walls, tactile surfaces, ingenious graphics and surprising changes of vantage point, the Burkhardt Leitner stand invites visitors to explore its multifaceted constructive and decorative nuances.









Design Agency
Ippolito Fleitz
Group
& Bruce B

Messestand Bundesarchitektenkammer DGNB Exporeal 2009

Project Information

Location	EXPO REAL, München
Client	Bundesarchitektenkammer & Deutsche Gesellschaft für Nachhaltiges Bauen
Area	72 m ²
Photography	Zoëy Braun

The Federal Chamber of Architects and the German Sustainable Building Council (DGNB) wished to use their shared exhibition stand at the ExpoReal 2009 to send out a motivational message to the target group of investors: Sustainable building and architectural quality are by no means mutually exclusive. Furthermore, building certification can even increase a building's value and therewith its marketability.

The focus of the stand design is on a plus sign executed by a seamless wall of monitors. An element which symbolically unites the contributions of the architects with those of the DGNB to form a sustainable whole. A multimedia performance

transmits the core messages. The stand design itself is intentionally minimal, creating a homogenous 'golden' platform on which the communicative content is staged, while at the same time quoting the highest certification level that can be awarded: the gold sustainability certificate. A long, white table further underscores the thematic unity of the stand partners with respect to their cooperative effort towards better design and quality of life in real estate. A continuous ceiling structure of energy-efficient LED panels bathes the stand in a golden, almost daylight-quality light, turning the stand into a pleasant and welcoming place.

