



# Out of the Box!

Brand Experiences  
between  
Pop-Up and Flagship

gestalten

**Brunner Fair  
Booth at Salone  
Internazionale  
del Mobile**  
2011 / Milan, Italy

**IPPOLITO FLEITZ  
GROUP - IDENTITY  
ARCHITECTS**

Client: Brunner GmbH

"All the stand's a stage..." one might say of the Brunner exhibition booth at the Milan Furniture Fair where the product was not simply a passive item on display, but the protagonist of a well-scripted installation. Brun-

ner presented Twin, a featherweight, low-cost, monobloc plastic chair in a stage-like setting in an effort to appeal to architects as a 'disseminating force' for the new piece. IFG designed the booth pegged to the slogan See/Reflect/Act, cladding surfaces with artificial turf and melamine resin flooring and panelling walls with mirrored polystyrene shingles that were awash with several dozen chairs suspended in a maelstrom overhead. Mounted over the scale-like shingles, each section of the seating 'storm' was rotated through 45 degrees, enabling visitors to view the chair from every angle in a gorgeously deconstructed explosion of color and reflections. The wall shingles also referred to the company's traditional, craft-based Black Forest origins and visitors could take away some shingles, printed with product information, as a souvenir of their visit.

