

Vertical Markets

Ledvance GmbH rises to the top and nabs this year's EDGE Award



Canon Fodder

Canon Europa N.V. snaps up a Gold with a picture-perfect stand design



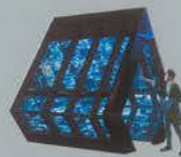
House of Cardboard

Humble materials beget a Silver Award for the DockATot brand



Big Data

High-tech elements and experiential activations net Intel Corp. a Silver Award



Coffee House

Copper pipes help UCC Ueshima Coffee Co. Ltd. brew up a Bronze Award



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BEST PRACTICES IN TRADE SHOWS AND EVENTS

EXHIBITOR

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House of Cardboard

To reflect the world-of-its-own bubble that envelops parents with newborns, Wildchild Stockholm Inc.'s DockATot brand typically builds booths that suggest enclosed, even exotic, realms. So for the 2018 Juvenile Products Manufacturers Association Show: Built for Baby, the maker of cushioned baby loungers and bassinets worked with Ippolito Fleitz Group GmbH to construct an exhibit inspired by the dreamlike islands of Victorian-era greenhouses. "We wanted to immerse visitors in DockATot's whimsical atmosphere," said Paula González, Ippolito Fleitz's chief designer for the project.

SILVER AWARD

Category: Island Exhibit
Exhibitor: Wildchild Stockholm Inc. (DockATot brand)
Design: Ippolito Fleitz Group GmbH, Stuttgart, Germany, 49-711-993-392-330, www.ifgroup.org
Fabrication: Cartonlab SL, Murcia, Spain, 34-968-210-700, www.cartonlab.com
Show: The Juvenile Products Manufacturers Association Show: Built for Baby, 2018
Budget: \$150,000 – \$249,000
Size: 20-by-30 feet

Guests approaching the 20-by-30-foot booth encountered a greenhouse facade of frilly lattices and a vaulted dome comprising cardboard and chipboard, respectively. "The choice of materials is unexpected," one Exhibit Design Awards judge said, adding that "it elevates baby products to a whole other level."

Visible just behind the window-like openings was a safari park of flora and fauna, also built from cardboard sheets. Almost 30

paper creatures, ranging from leopards to peacocks, inhabited a lush — albeit faux — landscape. The foliage formed a tropical tangle that visitors waded through to the booth's epicenter, which was dominated by a 19th-century-style chandelier. Under its cashmere-soft glow, DockATot sited its showpiece products: 16 loungers and three bassinets, framed by more primordial vegetation. Once guests had perused the products to their satisfaction, they rested on pairs of peacock and petal chairs made of hand-woven rattan. As magical as Narnia and as enchanting as Oz, DockATot's fantastical booth proved to be less an island exhibit than an island paradise. **E**

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The Jungle Look

Wildchild Stockholm Inc.'s DockATot brand built a magical world inspired by Victorian hothouses and dense jungles. Using cardboard as a primary building material, the maker of baby products populated its exhibit with a safari's worth of paper animals and lush, tropical foliage.

