

SHOW TIME

EXHIBITION AND STAGE DESIGN

TRADE FAIR
050

THEME EXHIBITION
035

STAGE
012





BERNDES FAIR STAND AMBIENTE 2009

Design: Ippolito Fleitz Group & Skalecki Marketing & Kommunikation
 (Concept + Creative Direction)
Client: Heinrich Berndes Haushaltstechnik GmbH & Co. KG
Photograph: Zooey Braun
Location: Frankfurt, Germany

Introduction:

The Ippolito Fleitz Group and the Frankfurt advertising agency Skalecki Marketing & Kommunikation for the third time have jointly developed and designed the exhibition stand for the "Ambiente" in Frankfurt.

Details:

"What is Your Recipe in Life?" is the question posed by Berndes. It is the addressing 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. The exhibition stand for the "Ambiente" is provided by asymmetrical structures made of maritime pine. The contours and forms are in fact as diverse as the approaches and answers that concern Berndes when it poses its question of a recipe in life. The stand fulfils the requirement of communicating with its customers through a long seating element that runs almost the entire length of the stand.

