

SHOW TIME

EXHIBITION AND STAGE DESIGN

TRADE FAIR
050

THEME EXHIBITION
035

STAGE
012



WIRTSCHAFTSFÖRDERUNG REGION STUTTART EXPOREAL 2010

Design: Ippolito Fleitz Group & Emmy B
Client: Wirtschaftsförderung Region Stuttgart GmbH
Photograph: Zooey Braun
Location: Munich, Germany

Introduction:
 Ippolito Fleitz Group designed "Wirtschaftsförderung" in 2010. The project is a result of collaboration between Ippolito Fleitz Group and Emmy B. And it was awarded with the iF communication design award 2011.

Details:
 The trade fair concept translates the specific duality of stability and growth into one metaphoric icon – the modern interpretation of a tree being dynamically striving upward and yet being steadfastly rooted in the earth. As a symbol for stability and "grounding", the floors and the furnishings of the stand were made of solid materials in matching earth tones. The expansive "treetop" made of oversized silver cubes represents growth and dynamic.

