

SHOW TIME

EXHIBITION AND STAGE DESIGN

TRADE FAIR
050

THEME EXHIBITION
035

STAGE
012





BRUNNER ORGATEC 2010

Design: Ippolito Fleitz Group
Client: Brunner GmbH
Photograph: Andreas Körner
Location: Cologne, Germany

Introduction:

Brunner is a prestigious manufacturer of utility furniture with a main focus on furniture for events, conventions and nursing homes. In the context of a strategic brand repositioning, the furniture manufacturer wishes to position itself more strongly as an architectural brand. The Brunner exhibition stand at the Orgatec 2010 was expressly designed to underscore this new positioning.

Details:

The exhibition stand features the latest innovations in chairs and conference tables across an area of 390 m². The challenge was to portray the brand world as a holistic entity while staging the individual product groups in close, coherent groupings across the elongated, rectangular stand. Translucent gauze ceiling hangings were used to create separate layered, flowing spaces. This channelling of attention enables visitors to focus more clearly on the individual products. At the same time, the entire stand always remains visible and comprehensible.



