

SHOW TIME

EXHIBITION AND STAGE DESIGN

TRADE FAIR
050

THEME EXHIBITION
035

STAGE
012



Design: Ippolito Fleitz Group
Client: Brunner GmbH
Photograph: Thomas Libis, Ippolito Fleitz Group
Location: Milan, Italy

Introduction:

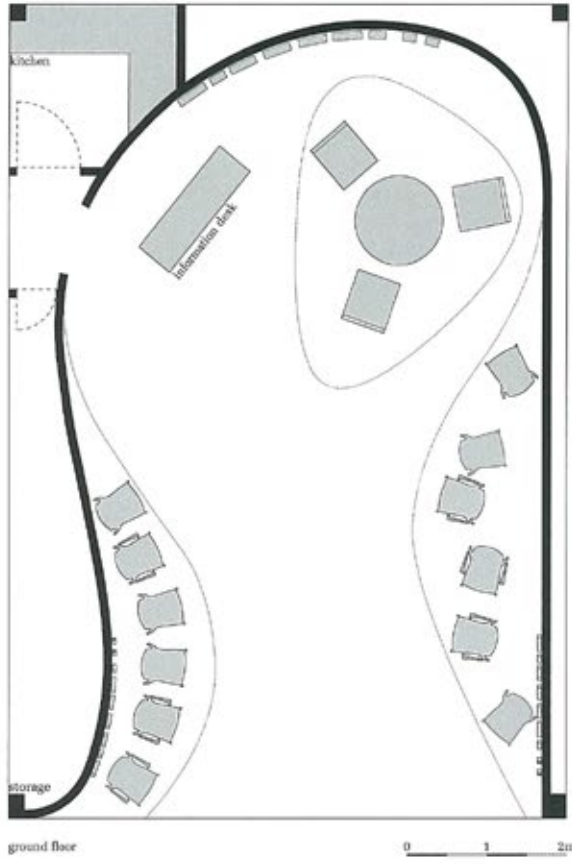
A brand new product highlight takes centre stage on the Brunner exhibition stand at the Milan Furniture Fair: twin, a monobloc plastic chair.

Details:

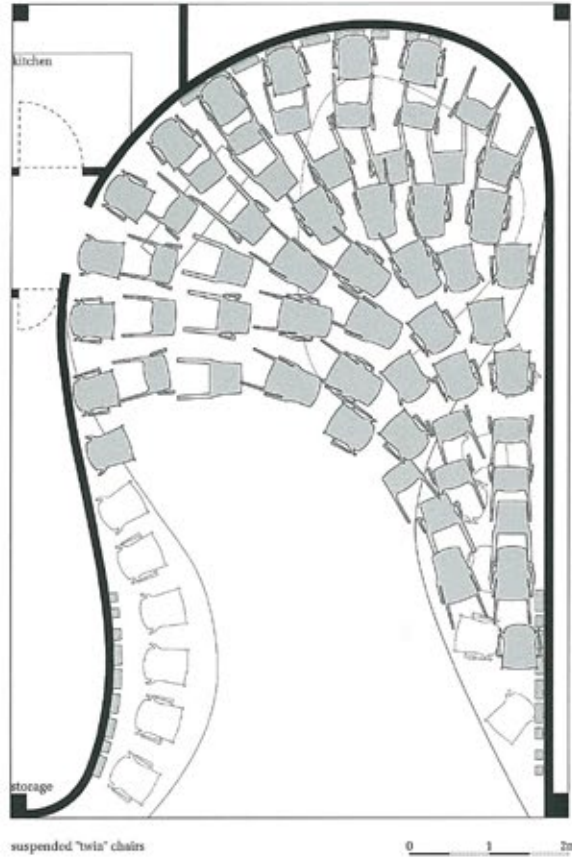
A whole world has been created, in which the furniture is not simply a display item, but a vibrant protagonist in a scene that resembles an art installation. When entering the stand, a single chair is elevated to eye level. This forms the starting point for a dynamic whirl of several dozen chairs suspended in a cloud above the visitors' heads. The walls of the

space are completely panelled with mirrored polystyrene shingles. The panoramic effect of the mirrors adds additional dramatic impact to the scene. Their honeycomb structure deconstructs reflections: individual forms are no longer recognizable and everything melts into a pixelated burst of color.





ground floor



suspended "twix" chairs

