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[Edited by PETER ZEC]



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Janoschka Trade Fair Stand drupa 2012

The design of the trade fair stand by the Janoschka company for drupa 2012 aimed to present a comprehensive spectrum of services and production competencies in the field of printing plates and reproduction. Special exhibits and communication areas convey the often quite abstract processes and services to the visitor in a lively and easy-to-understand manner. The stand design features a conscious play on extreme leaps in scale to make the world of printing-plate production and reproduction come to life for the visitor as an easily graspable, immersive experience.

client

Janoschka Holding GmbH,
Kippenheim

design

Ippolito Fleitz Group GmbH,
Stuttgart

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text

Skalecki
Marketing & Kommunikation

exhibition stand construction

Holzbau Harr GmbH

