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 extremes in scale to make the world of printing-plate production and reproduction come to life for the visitor in an easily graspable, immersive experience.

client
Janoschka Holding GmbH, Kippenheim

design
Ippolito Fleitz Group GmbH, Stuttgart

graphic design
Axel Knoop, Anna Maier

interior design
Peter Ippolito, Gunter Fleitz, Daniela Brehm

back
Skalecki Marketing & Kommunikation

exhibition stand construction
Hölzlbau Harr GmbH

Armstrong Trade Fair Stand
BAU 2013

The design of the Armstrong trade fair stand creates a multi-faceted image based on the idea of sensitising a younger target group of architects to the appeal of linoleum. The surfaces of the stand were covered by a geometric pattern consisting of different cuts of materials. A large rear wall, concealing several support rooms, carried a striking, abstract interplay of colours and shapes that fostered a sense of depth and perspective. From this starting point, the spatial graphics spread out across the entire floor and even covered the reception counter and conference tables.

client
Armstrong DLW GmbH, Bietigheim-Bissingen

design
Ippolito Fleitz Group GmbH, Stuttgart

interior design
Peter Ippolito, Gunter Fleitz, Tim Lesemann, Tanja Ziegler, Alexander Assmann, Sungja Kim