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[Edited by PETER ZEC]



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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 Lessmann,
Tanja Ziegler,
Alexander Assmann,
Sungha Kim

