

FRAME

GRAND STAND

Design
for
Trade
Fair
Stands

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BURKHARDT LEITNER CONSTRUCTIV

Ippolito Fleitz Group

1 A cloud of speech bubbles featuring quotes from friends, colleagues and partners greeted visitors at the entrance.

2 Burkhardt Leitner's minimalist modular architecture systems were the focal point of the stand.



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Burkhardt Leitner's stand at EuroShop 2014 showcased creative ways of employing its modular architecture systems. This year, the company's core strengths – precision, innovation and modularity – took centre stage. Adopting the motto, 'In Love with Detail' designers Ippolito Fleitz Group framed surprising new ways of employing the company's functional, minimalist system architecture to appeal to new and existing audiences.

The square stand was composed of different cubes, structures and objects, each constructed from a different Burkhardt Leitner system. With its architectural focus, the stand appeared as a mini illuminated cityscape. Black and white dominated the design, punctuated by bright bursts of colour, lush plants and

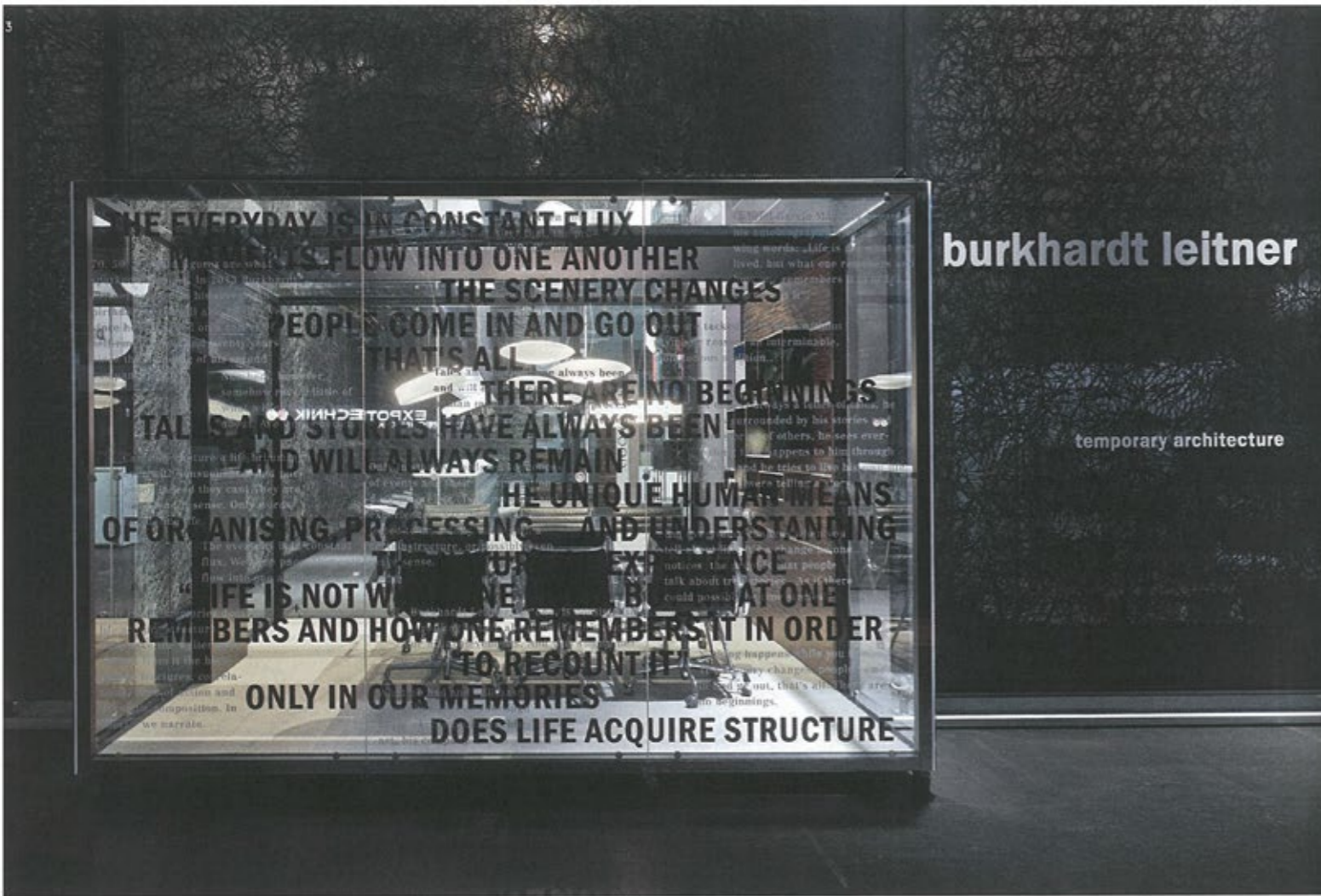
mirroring. Different stretched fabrics and lighting were playfully paired with each system to create special effects. Stretched across a high framework, the mysterious dark outer skin paired transparent gauze to bring together the presentation.

An opening in the outer skin marked with a perpendicular mirrored wall formed a distinct main entry point. From here, visitors proceeded under the speech bubbles towards a reception counter. Its printed glass front listed design awards won by Burkhardt Leitner; a colourful six-metre-high modular wall formed the backdrop behind. Two protruding volumes showcased two different systems. A bright white box was wrapped in transparent white gauze to reveal the structure underneath. Inside, the rainforest of tropical plants provided a green oasis within the bustle of the fair. With walls of dark wood and dark finishes, a second volume presented one of the company's mobile space systems in a high-end

manner. A third glazed volume displayed a collection of mementos designed by the company's founder for his employees over the years, honouring the occasion of his seventieth birthday. A long patterned counter served as the social heart of the stand. —

TRADE FAIR EuroShop
WHERE Düsseldorf, Germany
WHEN February 2014
DESIGNER Ippolito Fleitz Group
STAND CONSTRUCTOR Format Atelier für
Messe+Design
CLIENT Burkhardt Leitner constructiv
MARKET SECTOR Modular architecture system
TOTAL FLOOR AREA 182 m²
PHOTOGRAPHER Zoey Braun





burkhardt leitner

temporary architecture



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3/4 The volume presenting the mobile space system pops out of the stand.

5 Dark wood in the enclosed mobile space volume suggests warmth and luxury.

6 A six-metre-high framework behind the counter featured colourful new rotating wall elements.

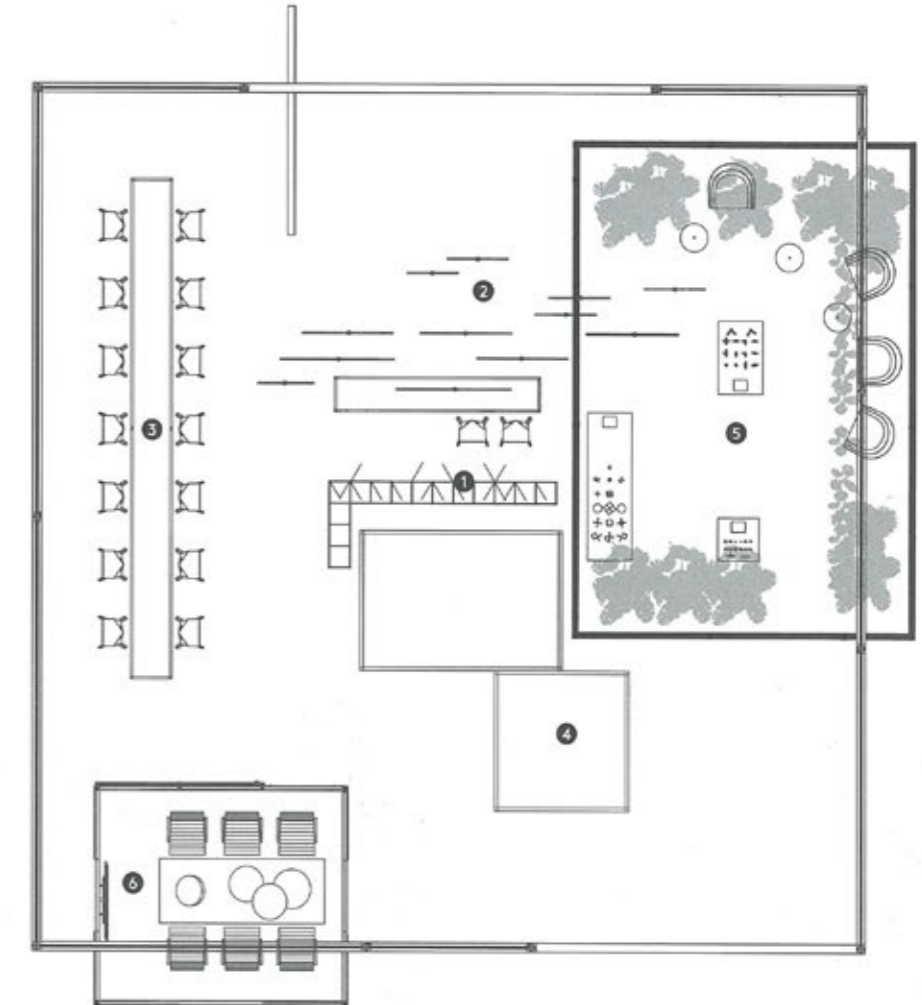


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THE DESIGN
ADOPTS THE
MOTTO: 'IN
LOVE WITH
DETAIL'



FLOOR PLAN

- 01 Reception area
- 02 Speech bubble cloud
- 03 Communication area
- 04 Homage tower
- 05 Glasshouse
- 06 Ottobox presentation