

FRAME

GRAND STAND

Design
for
Trade
Fair
Stands

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WALTER KNOLL

Ippolito Fleitz Group

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The motto for Walter Knoll's presence at Orgatec 2014 revolved around communication and identity, key themes of today's new working world. Designed by Ippolito Fleitz Group, the stand supported Walter Knoll's market presence and brand identity in the high-end office segment. At the same time, the spatial design echoed changing ways of working with less focus on classic workstations and more on social living environments.

The stand was structured into three sections: an entry zone, followed by a central axis with four scenarios and café

at the rear. At the main entrance, the new organic Seating Stones collection by Ben van Berkel provided the prelude to the exhibition stand. A stunning backdrop of tropical plants wrapped in a custom-designed black carbon fibre curtain complemented the organic language of the furniture and provided glimpses into the stand beyond.

From the main entrance, a central axis accentuated by white fins on the ceiling led to the end of the stand. Grouped around this axis were four different spatial scenarios with semi-private spaces. Comprising a series of informal zones, the open middle section demonstrated the versatility of the collection through varying compositions of furniture. Spaces were cleverly zoned using suspended oversized images, also veiled behind carbon curtains, screens of black angled fins and coloured partitions that featured quotes about current and future work environments.

The rear zone highlighted communication and the increasing

importance of the cafeteria within a workplace setting. Its mirrored interior adorned with lush hanging plants resembled more a chic urban bar than an office. Here, the café was the communication hub, where people had quick chats at the bar, coffee and snacks at the counter or in-depth discussions at the small tables or on comfortable lounges. With such social and dynamic workspaces, going to the office will never feel like hard work. —

TRADE FAIR Orgatec
WHERE Cologne, Germany
WHEN October 2014
DESIGNER Ippolito Fleitz Group
STAND CONSTRUCTOR werk33
CLIENT Walter Knoll
MARKET SECTOR Office furniture
TOTAL FLOOR AREA 697 m²
PHOTOGRAPHERS Zoëy Braun and HG Esch
Photography

1 Angled fins and mirrors coupled with atmospheric lighting resulted in a dynamic play of space.

2 The glamorous bar and café facilitated different interaction possibilities between visitors and staff.



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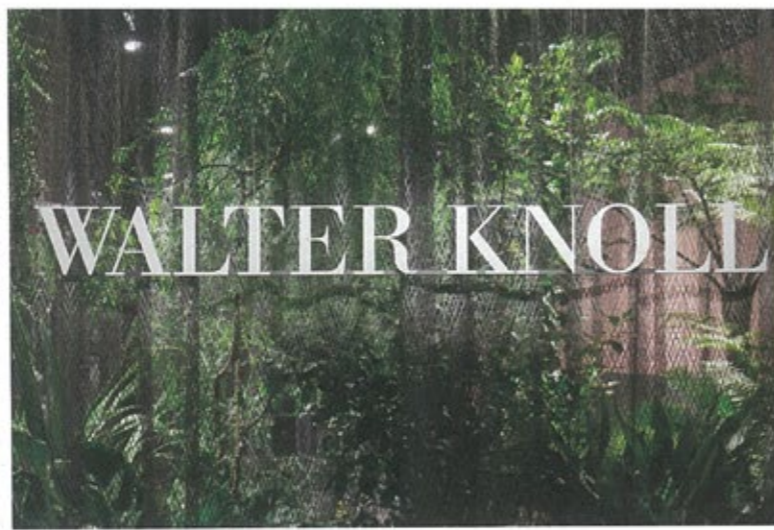
3 The dramatic, lush entrance illustrated how new work environments are breaking free from tradition.

WITH SUCH WORKSPACES, GOING TO THE OFFICE WILL NEVER FEEL LIKE HARD WORK

4 The stand design explored changing work environments.

5 The open central axis was bordered by four semi-private spatial scenarios.

6 Each spatial zone was marked by a different colour and quote on the wall.



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COMMUNICATION AND IDENTITY ARE KEY THEMES OF TODAY'S NEW WORKING WORLD

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FLOOR PLAN

