

FRAME

GRAND STAND

Design
for
Trade
Fair
Stands

5



BRUNNER

Ippolito Fleitz Group

TRADE FAIR Orgatec
 WHERE Cologne, Germany
 WHEN October 2014
 DESIGNER Ippolito Fleitz Group
 STAND CONSTRUCTOR Hospes Team
 CLIENT Brunner
 MARKET SECTOR Office furniture
 TOTAL FLOOR AREA 660 m²
 PHOTOGRAPHER Andreas Körner



Ippolito Fleitz's concept for Brunner's stand at Orgatec 2014 began with the question of how to introduce dramatic tension to the presentation, which showcased its new portfolio of seating and tables for office use. The graphic concept from Brunner's latest print publication provided the answer. The idea was to translate the minimal lines from

those pages into an open, transparent exhibition stand as part of an integrated brand presentation. In this way, the space literally and figuratively brought the Brunner collection to life.

Lengths of black polypropylene rope were deployed as three-dimensional screens throughout the space – 18 kilometres were used in total. These ropes were formed into dense taut curtains and geometric forms that partitioned the stand into different zones, through which visitors could freely wander. A truncated cone enclosed an intimate surrounding, a chandelier-like installation suggested domesticity, delicate vertical curtains lent a lounge-like feel while diagonal sails dramatically sliced through the space.

The backdrop colours on walls, ceilings and floors were intentionally kept neutral using black, white, beige and grey to highlight the colours of the

products themselves. Along the length of the stand, the dense ropes gradually became more open, creating a gradient effect. Additional dynamism was created through neon lighting strips on the ceiling and a diagonally hatched floor; its direction altered in line with different zones. The underlying theme of filigree lines not only resulted in a coherent and attractive stand, it was also synonymous with the precision and quality of Brunner's furniture. —

1/2 Eighteen kilometres of black polypropylene rope formed the basis of Brunner's stand.





- 3 The bright, open stand invited visitors to meander freely through the presentation.
- 4 Playful seating elements.
- 5 The workshop corner was dedicated to the craftsmanship behind the products.
- 6 Sweeping diagonal sails of rope screened off the lounge area.

THE FILIGREE LINES ARE SYNONYMOUS WITH BRUNNER'S PRECISION AND QUALITY

FLOOR PLAN

