



GRAND STAND 4 IS A VISUAL GUIDE TO TRADING STANDS, COVERING THE WORLD OF TRADE FAIR STANDS AND HOW TO DESIGN ONE THAT IS BOTH FUNCTIONAL AND VISUALLY ATTRACTIVE. THE GUIDE INCLUDES A RANGE OF DESIGN IDEAS, INSPIRATION AND PRACTICAL ADVICE ON HOW TO DESIGN A STAND THAT IS BOTH FUNCTIONAL AND VISUALLY ATTRACTIVE. THE GUIDE IS A MUST-HAVE FOR ANYONE INVOLVED IN THE DESIGN OF TRADE FAIR STANDS.

GRAND STAND 4

GRAND STAND 4

FRONT

FRONT



Graff by dcube

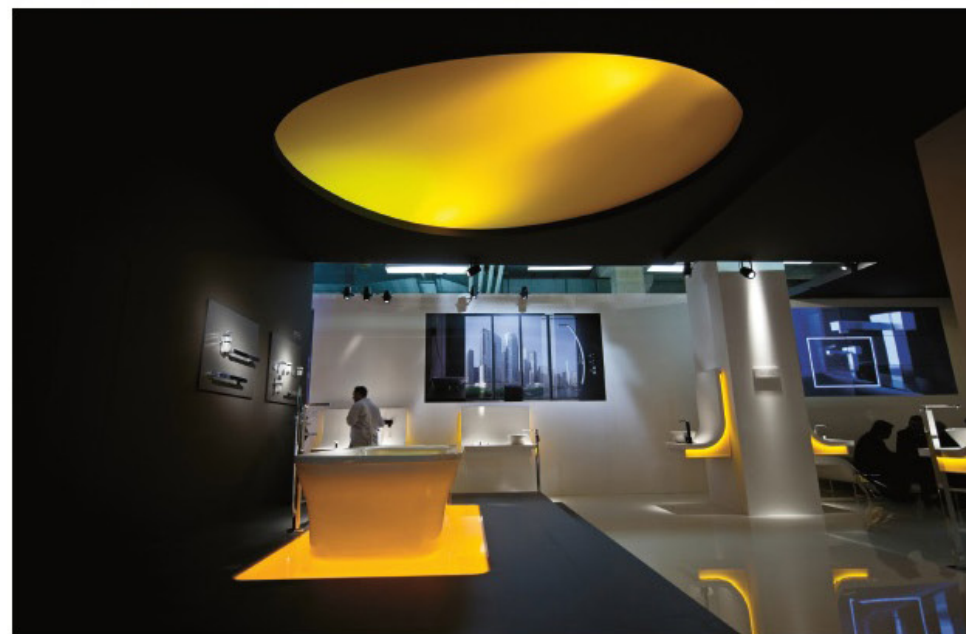
VIBRANT ILLUMINATION AND REFLECTIVE MATERIALS CREATED AN AQUATIC WORLD FOR CONTEMPORARY BATHROOM PRODUCTS.

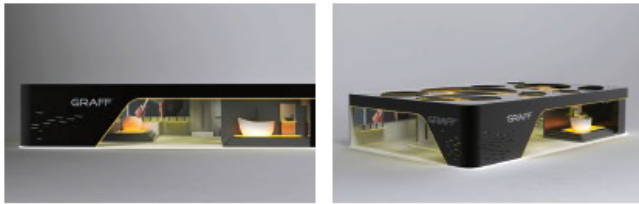
Bathroom manufacturer Graff presented a new image to the world at the Cersaie trade fair in 2011. Swiss design company dcube was brought on board to showcase the company's latest collections and opted to use the key products themselves as the basis for the scenography of the stand. The approach to visual merchandising enabled the brand to stand out from the other fair exhibitors thanks to a clear architectural harmony that complemented the communication media deployed. Realised by Davide Oppizzi the owner of dcube, in collaboration with Jean-Marc Salemi, the design was inspired by capillarity and the distinctive appearance of oil on water. The team created intimate areas of presentation as raised islands that stood out in the darkened space thanks to key aspects of yellow backlit illumination. A curvilinear design and an organic atmosphere pervaded the stand, incorporating an aquatic feel and a suggestion of movement. Ceiling-mounted spots projecting light through a narrow focus illuminated all products, rendering a theatrical atmosphere. Some key products were presented on matt-black platforms, which ensured a dramatic contrast with their white surfaces. Highly reflective ceramic materials adorned the floors and walls of the rest of the stand and gave a feeling of lightness. In addition, the white laminate floors reflected the surrounding presentation modules like the water of a calm pond. Two pools of water covered with volcanic stones allowed showers to operate as a closed loop for demonstrations. Flat-screen monitors positioned at intervals on the main wall played promotional films that relayed corporate information and news to visitors.

TRADE FAIR Cersaie
WHERE Bologna, Italy
WHEN September 2011
DESIGNER dcube p. 490
STAND CONSTRUCTOR Anonima Eventi
CLIENT Graff
MARKET SECTOR Sanitary ware
TOTAL FLOOR AREA 198 m²
PHOTOGRAPHERS dcube (Davide Oppizzi), Zerotremedia (Walter Monti)

and a suggestion of movement. Ceiling-mounted spots projecting light through a narrow focus illuminated all products, rendering a theatrical atmosphere. Some key products were presented on matt-black platforms, which ensured a dramatic contrast with their white surfaces. Highly reflective ceramic materials adorned the floors and walls of the rest of the stand and gave a feeling of lightness. In addition, the white laminate floors reflected the surrounding presentation modules like the water of a calm pond. Two pools of water covered with volcanic stones allowed showers to operate as a closed loop for demonstrations. Flat-screen monitors positioned at intervals on the main wall played promotional films that relayed corporate information and news to visitors.

- The contours of the ceramic washbasin were emphasized by yellow illumination.
- Reflections were seen across the floor of the stand and in the water in the pool with volcanic stones.
- The bathtub was featured on a podium made of dark wood and backlit glass.

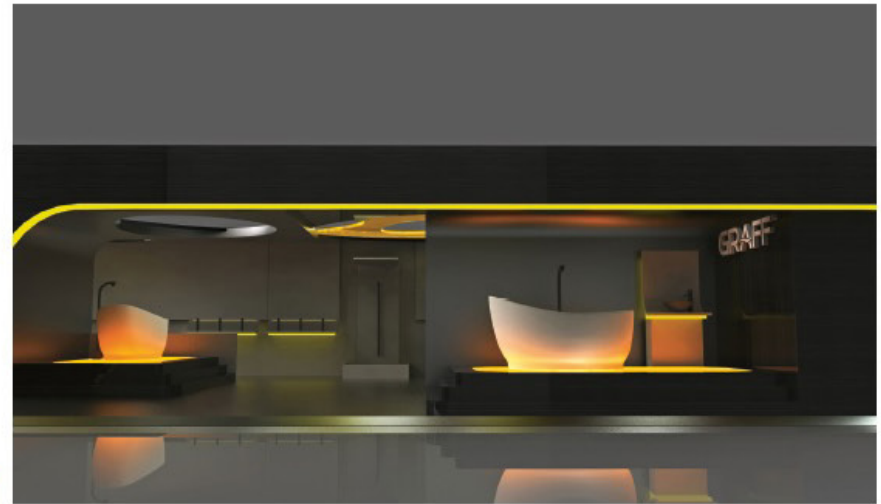




Key products comprised the scenography of the stand



- ☒ Renderings and 3D images showing how the ceiling was structured in vibrant, translucent materials.
- ☒ A yellow line rose up and along the length of the stand, marking the entrance.
- ☒ The bath's illuminated base made it shine like a star on a sleek, dark stage.
- ☒ Illumination caused reflections that animated and enlivened the whole architecture, contrasted by light and dark areas.





BRAUNWAGNER
Krefelder Strasse 147
52070 Aachen
Germany
+49 241 401 0720
info@braunwagner.de
www.braunwagner.de

Braunwagner is a design agency that focuses on environmental, product and communication design, as well as architecture and consulting for strategic brand development. Since its foundation in 1999, the firm has realized a wide range of trade fair stands far distant from diverse industries. Led by Manfred Wagner and Marina Franke, the 25-strong creative team specializes corporate identities and transforms brand values into spatial communication, with creativity, know-how and enthusiasm.

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COMO PARK STUDIO
Joris Ivenaplein 94
1087 BP Amsterdam
the Netherlands
+31 6 1228 6434
info@comoparkstudio.com
www.comoparkstudio.com

Como Park Studio specializes in interior architecture, from concept and design to execution. Established by Kenneth Jeworski in 2002, the studio has a broad portfolio of projects in the realms of shops, hotels and trade fairs. The company's mission is to design not only for who its clients are but also for who they would like to become.

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DITTEL ARCHITEKTEN
Kettelerstrasse 100/1
70197 Stuttgart
Germany
+49 711 4690 6590
info@d-arch.de
www.d-arch.de

Dittel Architekten was founded by Frank Dittel in 2005. The interdisciplinary design company has a team of 23 architects and interior and communication designers working from its Stuttgart and Berlin offices. The company creates, defines and differentiates brands in consultation with its international client base. Developing distinct spaces across a wide range of projects, the firm executes its own unique approach from concept to completion.

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DOSHI LEVINE
49 Columbia Road
London E2 7RG
United Kingdom
+44 20 7393631
mail@doshilevine.com
www.doshilevine.com

Progressive and forward-looking studio Doshi Levine was established by Nipa Doshi and Jonathan Levine in 2000. The Anglo-Indian husband-and-wife team takes a hybrid approach to design that allows them to combine various cultures, industries, technologies and craft techniques. The London-based studio likes to tell stories, working across disciplines and industries to establish criteria that are based on extracting as much richness as possible out of an idea.

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CONFETTI
Sevillaweg 132
3247 AL Rotterdam
the Netherlands
+31 104 762 726
info@confettiredame.nl
www.confettiredame.nl

Confetti is a Dutch design studio headquartered in Rotterdam that was established in 1989 by Manique Marks and Eric Z'Heer. The company works on projects in many different disciplines, including interior, retail and exhibition stands, as well as product, furniture and graphic design. The Confetti team works to provide inspiring solutions with a young, fresh and innovative approach, aiming to create unique concepts based on an atmospheric experience.

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CRICITTÀ
Dobrovolska 8
324 Rue du Faubourg Poissonnière
75010 Paris
France
+33 63 751 306
info@cricitta.fr
www.cricitta.com.br

Cricittà has been creating brand experiences in Brazil since 1998. The rest of the world discovered Cricittà's work through its collaboration with the Havaianas brand. The company is structured into four business units: Set Design, Retail, Special Products and Factory. Besides Havaianas, the Cricittà portfolio includes clients such as AB InBev, T&M and Audi. The firm has its headquarters in São Paulo and opened a second office in Paris in 2007.

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DRÄNDLE 7030
Etterdörfler Strasse 6
82237 Steinhilber Wörthaus
Germany
+49 89 3997 0350
info@draendle7030.de
www.draendle7030.com

Drändle 7030 is committed to making the brand visible and tangible in a three-dimensional manner. The firm's range of services includes consulting, planning and concepting spatial brand experiences for trade fairs and store branding projects. All solutions are based on the concept of combining brand messages, materials and creative efforts into one effective statement.

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EINS:33
Oelmühlestrasse 19
80469 Munich
Germany
+49 89 6133 6517
info@eins33.de
www.eins33.com

Founded in 1999 by Hendrik Müller in Stuttgart and relocated in Munich in 2005, eins:33 is a studio offering full scale architecture and design services worldwide, as well as creating tools for brand identity and communication. The team of architects and interior designers works on projects ranging from showrooms, retail stores and exhibition concepts to corporate architecture. The studio's name refers to the scale 1:33 which is a significant aspect in architectural teachings although it is only rarely used in the planning process. One day, it nevertheless has an important meaning at the interface between architecture and interior design.

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D'ART DESIGN GRUPPE
Am Zehlfeld 5
41460 Neuss
Germany
+49 213 140 3070
info@d-art-design.de
www.d-art-design.de

Spatial communications firm D'art Design Gruppe was established in 1991 and consists of interior architects, communication and product designers, project managers, PR and marketing specialists. The studio's approach is one in which creative design skills merge with interdisciplinary expertise. Located in Neuss, Germany, the company works in the field of retail and exhibition design, creating brand experience and adventure spaces for global clients.

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DCUBE
Ramppe de Chevand 16
1232 Gantfingen
Switzerland
+41 22 713 192
info@dcube.ch
www.dcube.ch

Davide Oppizzi is the founder and owner of dcube, an architecture and design firm established in 2001 in Geneva. The studio works at an international level across the fields of fashion, interior design, commercial layout, lighting design, bathroom design and green technologies. Oppizzi creates objects using nature as a source of inspiration. Uninterested in mass-production, he prefers the approach of the artisan in striving to find new, high-quality ways of working with materials.

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ESTUDIO GUTO REQUENA
1998 Rua Oscar Freire, Pinheiros
05409-011 São Paulo
Brazil
+55 11 2528 1700
contato@gutorequena.com.br
www.gutorequena.com.br

Founded in 2010 in São Paulo, Estúdio Guto Requena was formed by architect Guto Requena, associate architect Raulo de Camargo and five collaborators. The studio reflects cyberculture and digital poetic narratives in its work. Encompassing a varied portfolio of projects, interiors, buildings and sites – the team develops products and designs residential, commercial and exhibition spaces.

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FIVE AM
J Vandendriess 3
8500 Kortrijk
Belgium
+32 574 4132
question@fiveam.be
www.fiveam.be

Design atelier Five AM was established in 2011 by interior designers Mathieu Bellens and Olivier Galloway. Creating interior and exhibition spaces for semi-public organisations and private companies, the Five AM portfolio also extends into product design. The studio's aim is to generate a moment of astonishment in the process of realising an inspiring result. With simplicity as a starting point, each design needs to interact with the user and build up naturally until the story is complete.

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DELAFAIR
Schwedeneckstrasse 9
13359 Berlin
Germany
+49 30 2977 3330
mail@delafair.com
www.delafair.com

Delafair is a Berlin-based enterprise that has been creating temporary architecture since its establishment in 2001. Creative director Kristina Schipper, together with her team, develops innovative concepts for international clients for trade fairs, exhibitions or promotion. The company has a broad-ranging portfolio and high standards in terms of performance, combining creative vision and professional know-how. Design, project management and modern production techniques are optimally linked to often exacted clients' expectations.

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DIFROST
Hauptstätter Strasse 59A
70178 Stuttgart
Germany
+49 7116 64817114
info@difrost.de
www.difrost.com

Founded in 2008, visual marketing firm difrost focuses on the creation and realization of target-oriented design and solutions for the retail sector. From shop fitting, stand construction and window displays to communication tools and point of sale activities, every project is taken on by an interdisciplinary team with great focus on attention to detail. The Stuttgart-based firm is headed by Nadine Frummer, Christoph Seizer and Fabian Seizer.

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FLANCE
730 Rose Street, Be-Keep
8001 Cape Town
South Africa
+27 21 422 4006
mayor@flance.co.za
www.flance.co.za

Flance is an independent studio under the creative leadership of Eugene Meyer. It is a small and ambitious design and brand development studio based in Cape Town. A broad range of industry experience between the four studio members enables the team to deliver a diverse range of projects, from corporate identity design and packaging to branding, signage and way finding systems. Always combining honesty with the design, the studio sets out to tell a unique and relevant story for each client.

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FRANCESC RIFÉ STUDIO
Escalas Pies 25
08017 Barcelona
Spain
+34 934 14 12 88
fr@rife-design.com
www.rife-design.com

With a degree in interior and industrial design, Francesc Rifé began his professional career as an undergraduate with independent commissions for various design and architecture studios, while at the same time undertaking his own projects. He established his own studio in 1994 in Barcelona, where he now leads a team trained in various fields of design. The studio specialises in commercial and private projects that encompass spatial order and geometric proportion with a portfolio covering interior and industrial landscapes.

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