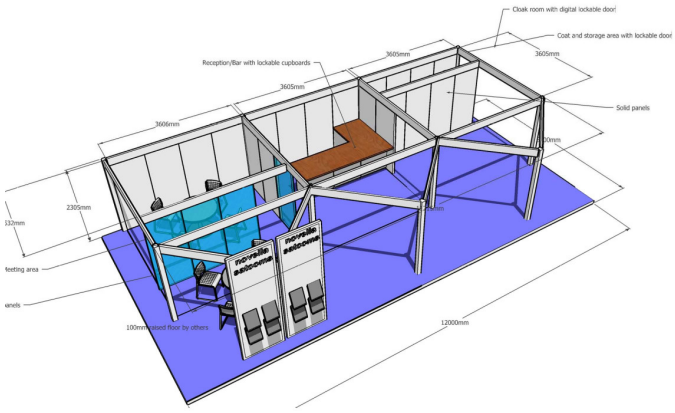

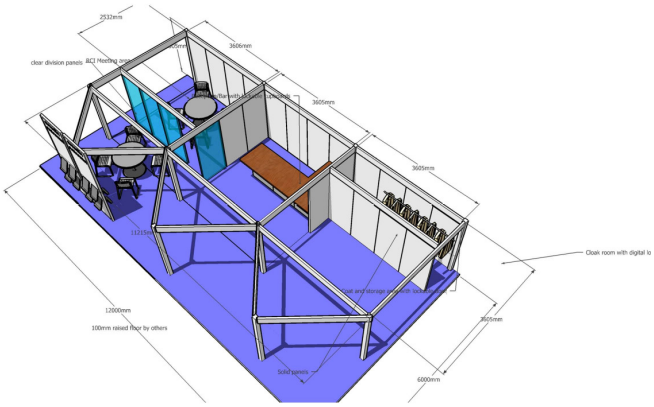

Concept visual for exhibition stand for
Satellite exhibitors Hall 1, IBC Amsterdam.

SPACEDESIGN
property conversion

Case study – **Exhibition Stand. IBC Amsterdam**

Brief – Provide various design concept options for modular exhibition stand with central hospitality area, PC equipment storage and benching. Signage and display for three associate companies.

Scheme Design – The layout was required to have central facilities area to be accessed by all three companies, graphic and product display space was at a premium with viewing impact critical. The construction utilised an existing office mobile desk and screen system adapted to different configurations to provide a mix of open display and semi- private meeting areas. The light weight modular construction and durable finishes proved to be ideal for low cost transportation and fast erection and dismantling.

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