

TRADE SHOW DESIGN



LINKS

Demirden Design

Nokia

CeBIT Bilişim Eurasia, 2006, Istanbul, Turkey

The marketing goal for this stand was to present Nokia by way of the brand's leading qualities; to show the public the company's creative, innovative and humane side.

Demirden's intention was to place emphasis on the efficiency of the design of their products and entertainment technologies, in particularly with regards to music.

A warm and inspiring environment was created by using innovative materials, which also offered the possibility of combining state-of-the-art technology with aesthetically pleasing visuals. White was used throughout since it conveys a feeling of pureness and precision. This also accentuated the products on display as well as the various installations such as the headphone stations and screens. In front of the screens were small, white cubic stools where visitors could rest while watching images from Nokia's different advertising campaigns.

The main challenge here was to build a dream-like structure unifying the stand as a whole while offering the visitors the warm, surprising feeling of technology and music. A futuristic structure consisting of 750 sheets of semi-transparent PVC material was hung from the ceiling framework of the venue building. These two-dimensional pieces were joined together to form a three-dimensional structure. As a whole, these pieces formed rhythmic waves, evocative of sound waves, while creating a visionary, illusory and inviting environment that generated a host of contrasting sensations. While the space appeared to be massive, calm, segmented and imaginary it simultaneously gave the impression of being light, dynamic, a single piece and real.





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Demirden Design

Kütahya

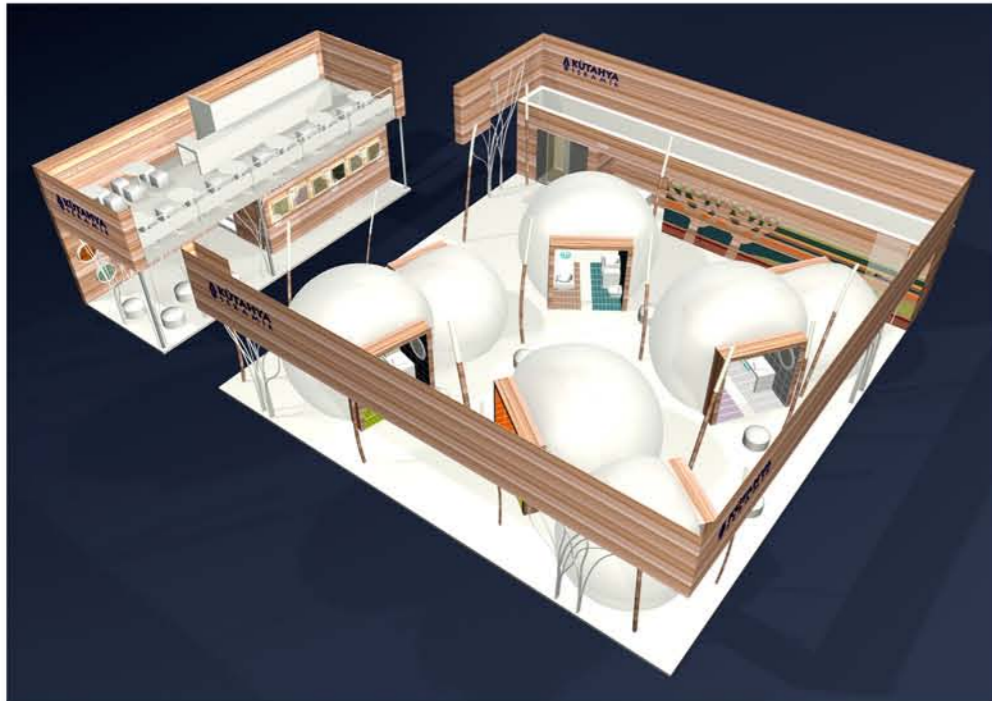
Tüyap Fair and Congress, 2006, Istanbul, Turkey

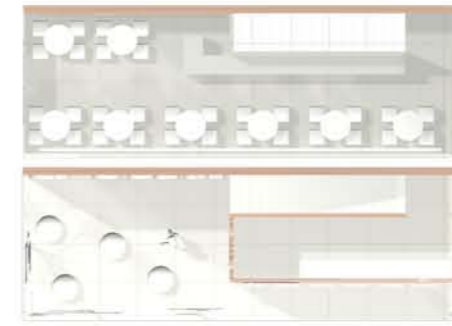
The idea behind this stand was to combine the nature-bath relationship with Kutahya Seramik's vision of renewal and their search for a varied product range that follows the latest trends.

The main elements that formed the design were large white spheres, which were stylizations of forms that exist in nature. These spheres were treated as if they were small bathrooms, the ideal setting to exhibit the product. The intention was for visitors to the stand to feel like they were leaving the rest of the exhibition behind once enclosed in these cozy spaces, thereby bringing them closer to the product.

Nature though, is narrated in a surreal interpretation, which accentuates all that is new. The elements used here conceptualized the relationship that the bathroom culture has with nature. This environment was enhanced by other natural object abstractions like branches and trees. The single branches functioned as light poles and the white trees were designed to be able to support the top banner construction. Thus, each functional element became a decorative part of the scene. These small "trees" also gave the stand a fairy-tale land quality, something that would interest and entice passers-by.

The white spheres were made of light, soft materials that helped the stand gain its lightness while the color white and oak were used to create a more solid, warm and neutral environment. Colorful displays of the tiles could also be found on the back wall of the installation.





Demirden Design

Microsoft

Lutfi Kirdar, 2007, Istanbul, Turkey

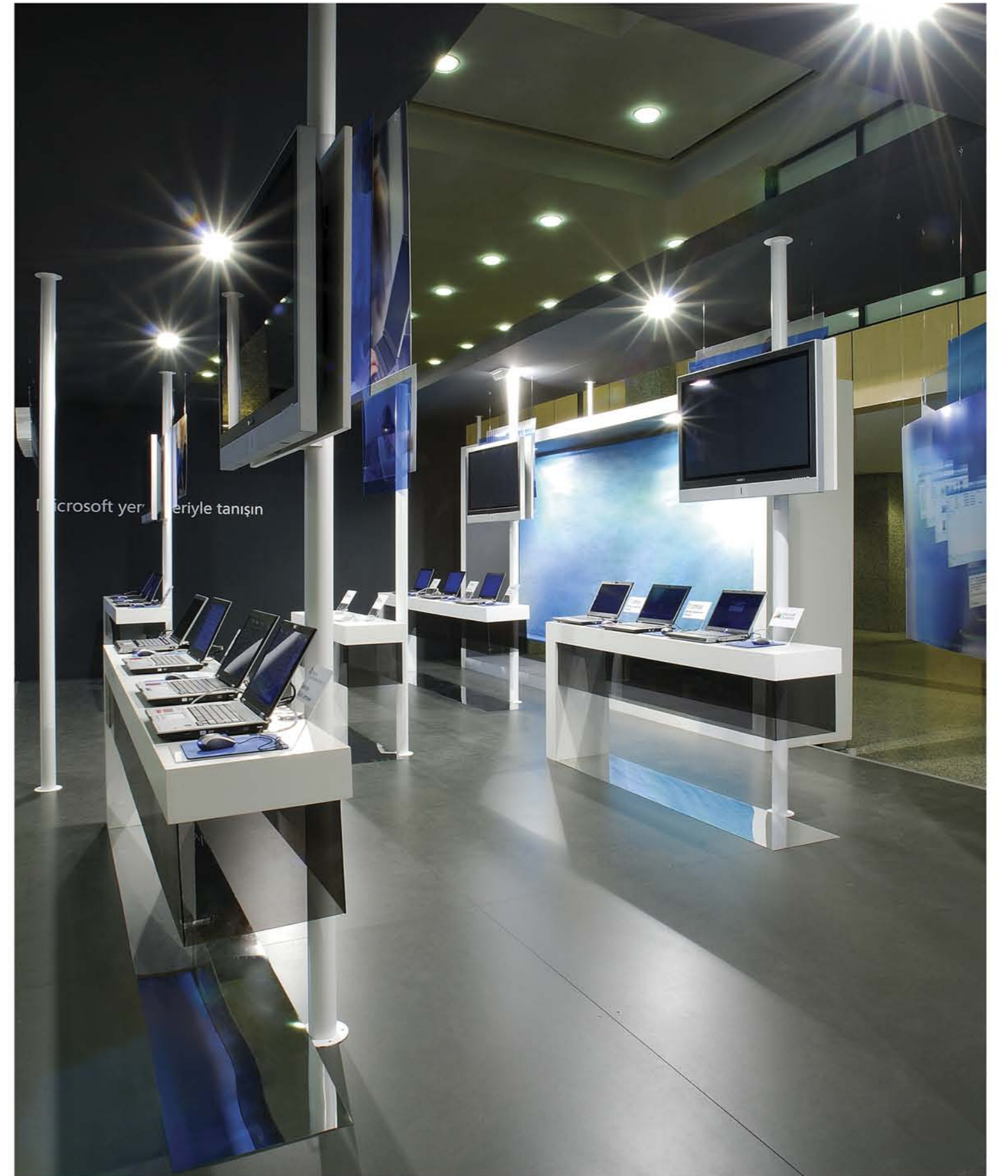
This event took place in Lutfi Kirdar Conference Hall, in Istanbul and was organized for the launch of Microsoft's new Windows package, Vista, in Turkey as well as the to present a host of other software and products by the multi-national giant.

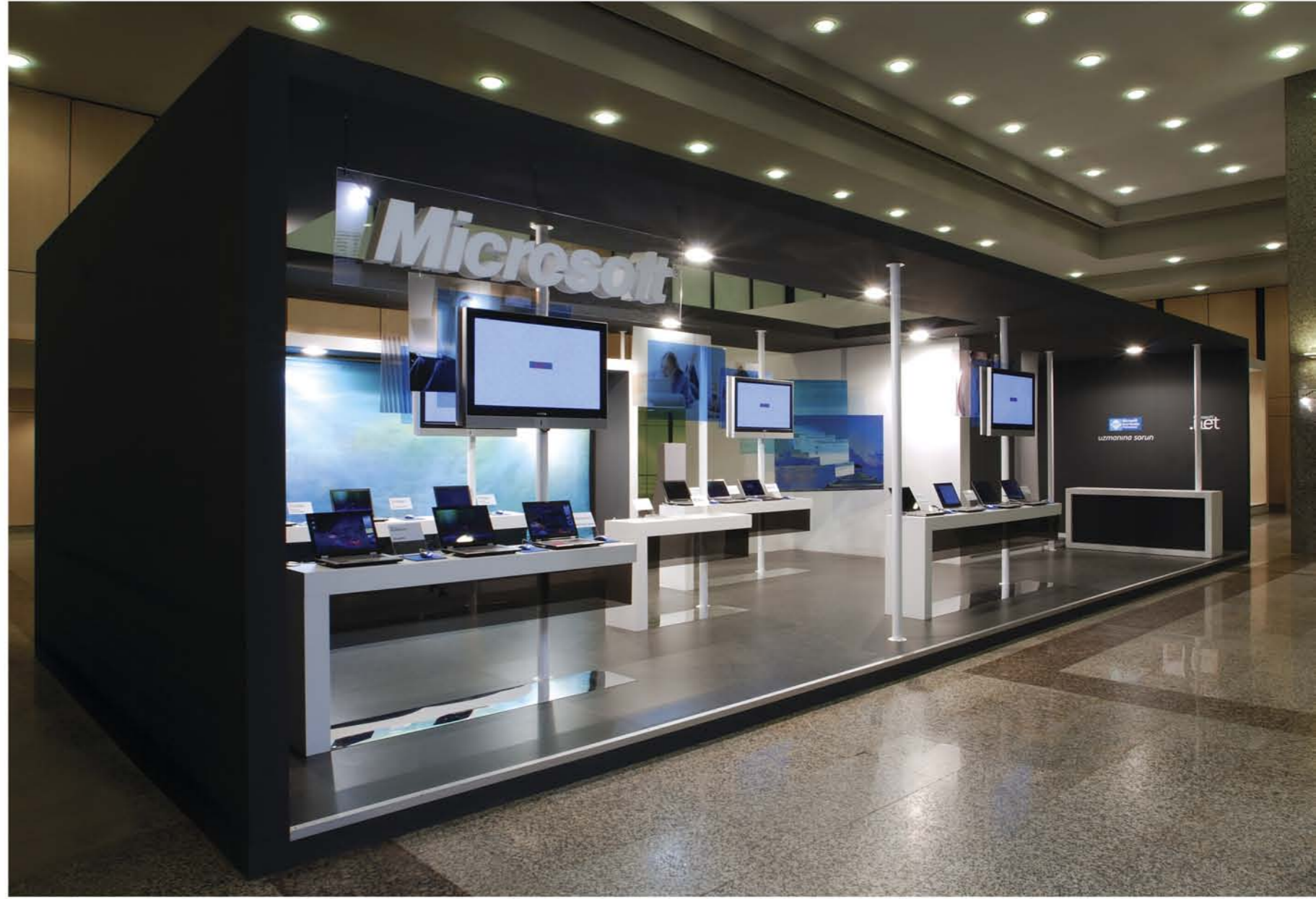
The idea of a summit and the strong, holistic identity of Microsoft were expressed with a strong rectangular form that was used for several different functions within the event: to emphasize the entrance of the building and for the registration desk, the signs and the displays.

The displays, on the whole, were simple in order to best present the products without any kind of distraction. Large rectangular screens feature in many of the stands along with an array of notebooks. These have been set up on counters lined on two sides, on both a vertical and horizontal vertex, with a thick white border, again repeating the idea of the rectangle, and with bodies made of differently tinted glass panes. Strips of reflective glass have been set into the floor beneath each counter.

The dominant color used throughout is white, again to emphasize the product, but also to reflect the precision of the company's technology.

At the entrance there is a statuesque structure consisting of obelisks of different heights, which creates a temporary landmark; a kind of beacon for visitors. This is blue with a green streak, as is the Vista logo, and is transparent. Screens that line the entrance and which can be found again behind the long registration desk bear the same colors.





Demirden Design

Bruno-KYK

Tüyap Fair and Congress, 2007, Istanbul, Turkey

The stands were mainly based on a white surface that breaks up into pieces to form a continuous flow and presents a transition from 3 dimensional exhibition spaces to 2 dimensional exhibition planes. As this breaking continues, the lined up surfaces provide a semi-isolated exhibition room. The spaces between these surfaces offer glimpses of the other displays.

This extraordinary presentation of the colorful ceramic tiled borders, which this company specializes in, on a white curvilinear structure makes the presentation all the more eye-catching. Next to each of the strips of tiles is the name of the particular pattern on display as well as the different border sizes. Spotlights are suspended from a rail above the displays, which offer an intense and pure light with which to view the products.

A white desk next to the exhibition unconventionally curves away from the stand offering visitors a space where they can sit down and ask for more information regarding the tiles. The stand has been designed to be able to exhibit a large quantity of the product but through using a relatively small surface area.



