

会展力量

国际会展设计集成

ENCOUNTER-KISS THE STANDS

大连理工大学出版社



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展会名称

Katunanki Café 2006

(2006年芬兰国际食品及饮料技术博览会)

展会地点

Location: Tampere Congress Center (Tampere)

(芬兰坦佩雷会议中心)

展会时间

Time: 2006

客户

Client: Nokia

设计公司

iberoideology

网址

www.iberoideology.com

图片拍摄

Photo Credit: Anne Ojanen



展位面积: 18m x 25m (450m²)
Size: 18m x 25m (450m²)

此次展会设计的目标是通过展示诺基亚公司的设计能力和各个方面的最新科技, 来体现诺基亚产品的领先地位、创造性、创新性及人性化。为了达到高科技与美学的完美统一, 设计师使用了新颖的材料, 以共同打造一种新颖独特的风格。

设计的目标在于不仅要打造一个梦幻般的购物体验, 还要使观众在这种独特的展览中能够体验到科技与音乐结合的魅力。为了形成有别于其他的结构, 设计师使用了70%半透明的PC材料。将其自上而下垂下, 像幕的二维空间结构点在一起, 再巧妙地造出了立体的空间效果。

总之, 设计师可以很轻松地就达到目标, 营造了一种引人入胜的氛围之感, 让人不仅产生诸多遐想, 让人却又觉得, 平静而具动感, 既美且妙, 中心独具——



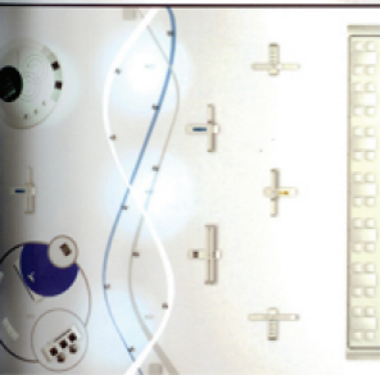
NOKIA

2008
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The marketing goal for the stand was to present the exciting qualities of Nokia's mobile innovation. Humans, by understanding their preferences in design and environmental technologies are influenced mostly by music. In order to combine high value of technology with aesthetically pleasing material, some used to create a warm and elegant environment.

The main challenge was to build a design for structure, unifying the stand as a unique whole, allowing the visitor the warm, surprising feeling of technical style and music. A futuristic structure consisting of 750 sheets of some high quality PVC material is hung from the construction above. 2-dimensional panels come together to form a 3-dimensional structure.

As a whole, these pieces form rhythms, flow, waves, while creating a sensory, pleasant, exciting environment which generates various feelings, music but light, calm but dynamic, sophisticated but a whole, imaginary but real.





Nokia Nseries / Play&



