

Pretty Plumbing  
Reece Pty. Ltd.  
strikes it rich with  
a Gold Award



34

Fresh Squeezed  
WinnTech squeezes  
a Gold Award from  
oranges



36



Our 19th Annual  
Exhibit Design Awards

Kids' Stuff  
Kyocera  
Wireless  
Corp.'s  
redesign  
snags a Silver Award



44

Art and Sale  
Simple Shoes  
bounces away with  
a Special Merit  
Award



52

BEST PRACTICES IN TRADE SHOW MARKETING

# EXHIBITOR

MAGAZINE



REAL SIMPLE

[www.ExhibitorOnline.com](http://www.ExhibitorOnline.com)

May 2005  
\$5.97/Canada \$7.00

## Life Styling

Whether its intended customer is a stuffed shirt, a free spirit, a fashionista, a techie, or a jock, Nokia's exhibit at the 2004 CeBIT Bilalim Eurasia was right on target. Nokia hired Demirden Design Ltd. to create a simple, elegant exhibit that would showcase each of the six lifestyle categories that characterize Nokia's mobile phones and accessories: active, imaging, expression, business, classic, and fashion.

But the challenge gets more complicated. Nokia also wanted its exhibit to seamlessly represent Nokia as a whole, and to include functional spaces for storage, a café area, and office space for meetings.

### GOLD

**Category:** International Designer  
**Exhibitor:** Nokia  
**Design:** Demirden Design Ltd., Istanbul, Turkey, 90-212-245-6390, www.demirden.com  
**Fabrication:** Clagi Tasarim, Istanbul, Turkey, 90-212-423-3350  
**Show:** CeBIT Bilalim Eurasia 2004  
**Budget:** \$300,000  
**Size:** 59 by 82 feet  
**Cost/Square Foot:** \$54

Demirden's solution was six semi-enclosed spaces with unique color and design elements that each reflect a different customer lifestyle. The "active" section incorporates elements of nature with product displayed on giant blades of acrylic grass, while the "business" section features a conservative black-and-white

look. A clubesque environment, with music, drums, and vibrant colors dominates the "expression" section. The "imaging" section is infused with mirrors and displays Nokia camera phones. The "classic" section features beige colors and calming graphics, and the "fashion" section showcases Nokia's new 7200 phone in a boutique setting. The enclosures' identical shapes unite them under the Nokia umbrella.

For the functional spaces, Demirden created a two-story structure with a café, kitchen, service bar, and meeting room on the top floor and the exhibit area, storage room, press/reception area, and seating area on the bottom floor.

Judges gave five thumbs up to Demirden for its unique and stunning product displays and strong, confident use of color. They said, "When you're dealing with a company as large as Nokia, you've got a lot of gods to serve. Creating something simple, clean, and innovative is a huge challenge. This exhibit succeeds on all fronts." ■

Janet Frank Atkinson, staff writer, jatkinson@exhibitormagazine.com



### Floor Functions

The exhibit area on the first floor of Nokia's two-story booth highlights the lifestyle categories of its mobile phones — active, imaging, expression, business, classic, and fashion — in six semi-enclosed spaces. The second floor provides a café area that accommodates 68 people, a kitchen, a service bar, and a meeting room.