



RC Treatt

Stand B2 Hall 2

54 square meter island site, with double decker structure which provided additional floor space. Product demonstration areas and hospitality were the focuses of the stand, with the top level being used for private meetings and lower level housing hands on demonstrations and storage facilities, including full working kitchen area.

A hanging banner was suspended above the stand, providing additional high level branding. Large format graphics were applied to the walls and stairwell creating an eye-catching display.

The latest concept stand for this client includes all the key areas of the original stand but on one level of the same size.



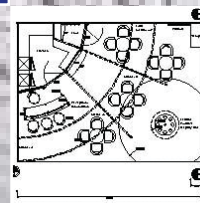
EDME

Stand L109 Hall 3

48 square meter stand, open on two sides. Reusing some existing elements from previous installations for the client, components and graphics were developed to create a fresh feel to this stand.

With working bar and hospitality area the stand was inviting and open. Double sided banner style graphics were created and suspended from truss structures, along with vibrant full graphic wrapped walls which also incorporated the store area door.

Feature product display unit with branding, turntable and lighting effects created an eye catching feature to stands open corner. Stand components were designed so as to be reusable for future events.



EXHIBITIONS
EVENTS
CONFERENCES
ROAD SHOWS

CASE STUDY: MULTIPLE INSTALLATIONS

DESIGN
GRAPHICS
LITERATURE
AUDIO VISUAL
LOGISTICS
STORAGE



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Case Study:
FIEurope

FI Europe is the showcase event for the Food Ingredient Industry, attracting forward-thinking companies who want their products to reach the most professional and influential audience possible. The show is held biannually and is growing in importance as the event to attend.

The Seed:
Exhibition Stands

Held at Paris Nord, design and install exhibition stands for five clients, each with individual requirements.

Thermphos
Stand M118 Hall 3

80 square meter stand, open on three sides, this stand had to be designed to work around a venue pillar.

The design uses elements of the company logo as a basis for the key stand structure, to push the corporate brand awareness at the event.



Including reception area, four work areas, storage and hospitality facilities the aim of the stand was to maintain an open and inviting feel.

Graphics and AV screens displaying corporate material helped to communicate key information.



Fiske
Stand P31 Hall 3

168 square meter site, open on two sides, the focus of the stand was hospitality. The brief was to create a Parisian feel. No actual products were featured on the stand, however, they were represented within multi-media presentations and graphically.

A bespoke design, the stand included a reception area, formal meeting rooms, a working bar with kitchen, and a central planted feature. In the evenings the stand was utilised to entertain clients and guests. The use of a branded helium balloon provided an eye catching high level display.



Sensient
Stand R18 Hall 4

133 square meter island site, with product demonstrations, meeting areas and hospitality the main features of the stand. Located below a 5.5m diameter tensioned fabric cone structure, with lighting effects and projected logo displays the stand was a vibrant addition to the show and highly visible within the busy halls.

A working bar plus private meeting areas provided the environments required for guests, while maintaining an inviting feel. Hands on demonstration areas and graphical material, communicating key messages and highlighting the company brand, were positioned so as to be accessible and viewable from all directions, thus making the most of the island location.

