



installation

eer

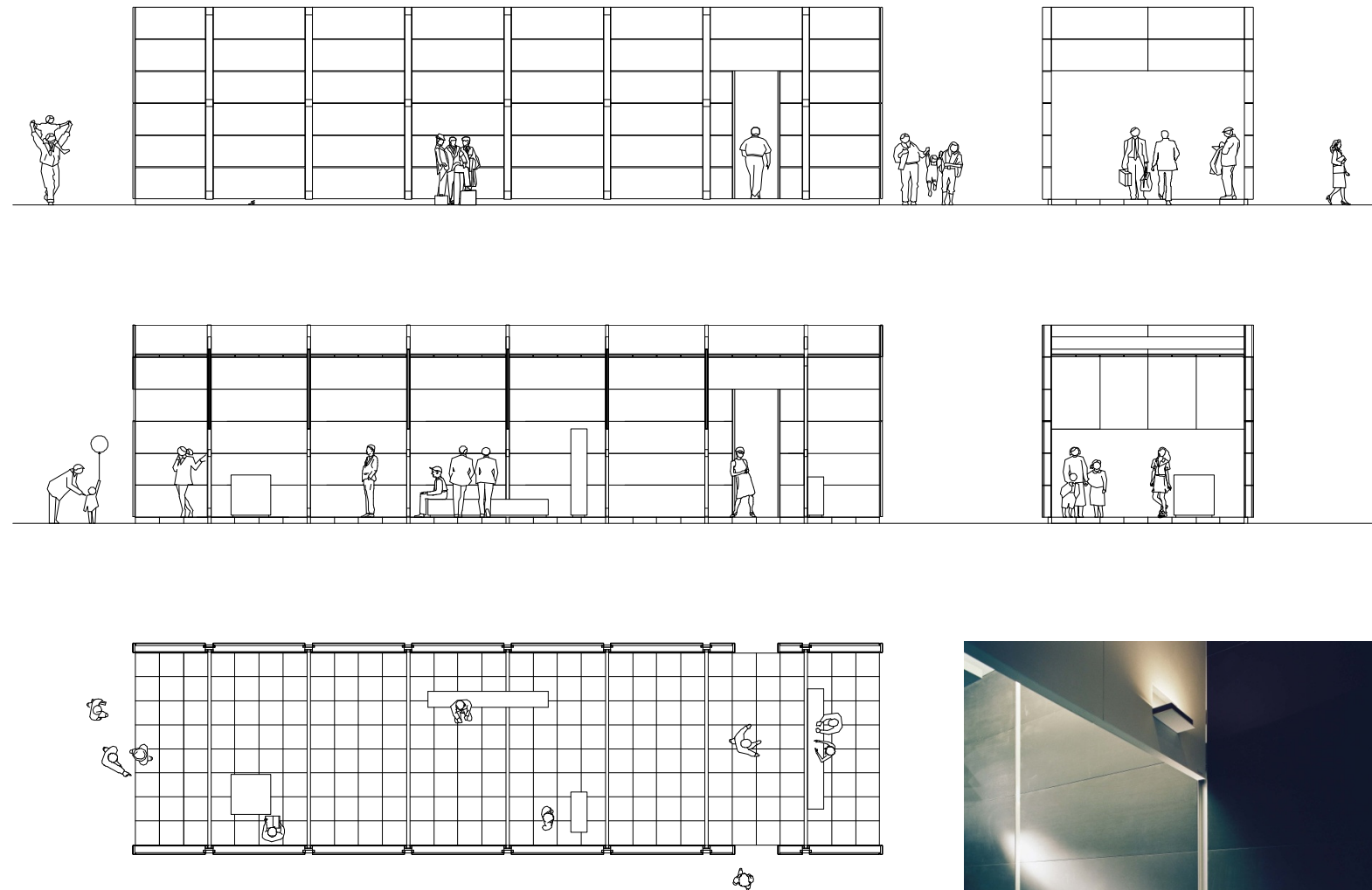
light+building
exhibition stand



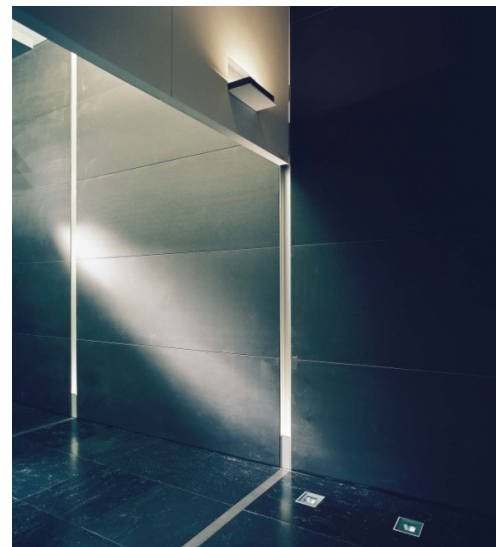
project: as a major manufacturer of lighting products, kreon has always been keen on participating in exhibitions. it is a way to enable a wide professional and international public to become acquainted with its products. exhibitions are the ultimate tool for propagating the company philosophy: lighting integrated in the surrounding architecture.



kreon 2002



structure: being limited in time and space, it is a complicated task to translate kreon's integration philosophy into an exhibition stand. therefore, kreon created a semi-prefabricated stand: the "black box". the aluminium structure clad with black zinc panels, is lightweight, flexible and easy to use: each component can be carried by a single person and the complete stand (measuring 20 metres in length, 6 metres in width and 5 metres in height) can be erected by 4 men in as little as 4 days.





kreon 2002

black box: from the outside, the volume appears like a monolith, a massive black sculpture accentuated by minimal lines of light. inside, white walls hang from the ceiling, taking gravity on a ride. they define 7 zones with each a very distinct character: entrance, reception area and 5 chambers for display of 1 product family each. on the floor below are 4 more white volumes, differing in size and display. all these volumes are finished in high polish white lacquer, in contrast with the matt black zinc of the structure.



project	kreon 2002
function	light + building exhibition stand
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country	germany
year	2002

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