

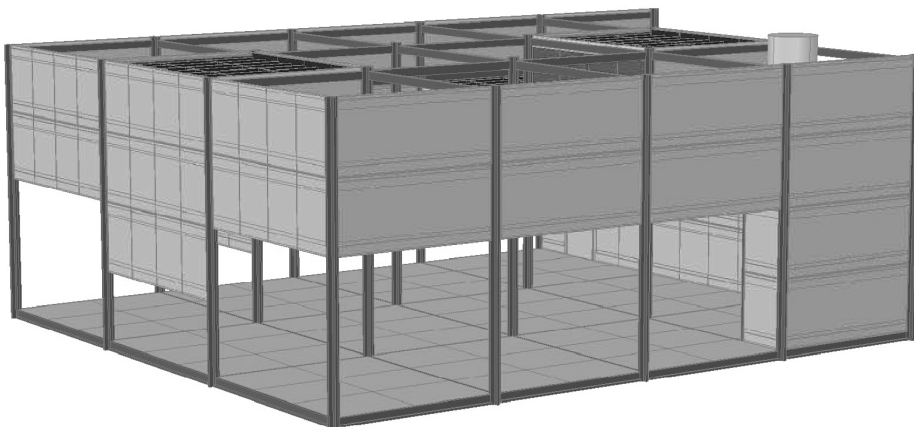


installation

eer

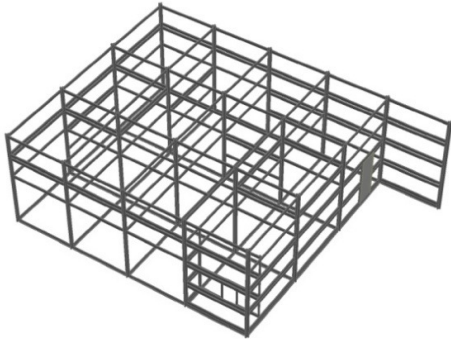
light+building
exhibition stand
etap 2008

project: etap lighting is a leading european lighting manufacturer specialised in the development of high-efficient reflectors. participating in yearly events is an important marketing challenge requesting proper tools. the stand developed for "light and building", the most important lighting fair of the world, is responding to the different demands with a very simple logic. using a grid of 3.6 meter different settings can be composed adapting itself to varying locations and constraints

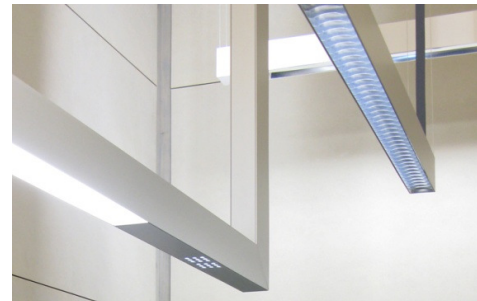
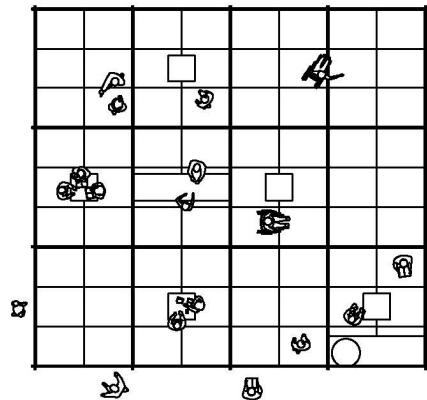
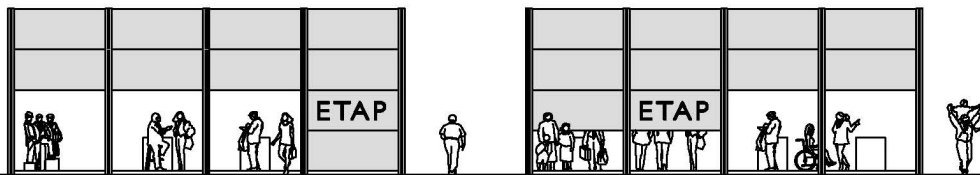




etap 2008



concept: using a massive timber structure was the most effective and ecological solution in order to recycle the structure. the slender columns have a cross section to withstand the load. when set up completely the stand have 12 "skyrooms". each room will house different products respecting an overall serenity in the stand.



project etap
light & building
function exhibition stand
city frankfurt
country germany
year 2008

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