

LINEAPELLE

PREMIOSTAND

A fair organiser must provide exhibitors with the best showcase possible for their products and services, starting with the setting for the stand itself.

With their inevitably different characters, creations and display ideas, exhibiting companies contribute to the shared objective of creating an environment that helps and enhances business through cultural, artistic and relational elements.

The result tends to be a synergy that lends the event its style, balanced layout and colour links. The ideal outcome is a homogeneous, clearly identifiable exhibiting language. Based on these premises, the Lineapelle pavilions were viewed from 25 to 27 February this year, looking for exemplary parameters regarding ease of use, aesthetics and practicality, communicative clarity and celebration of the fair as a whole.

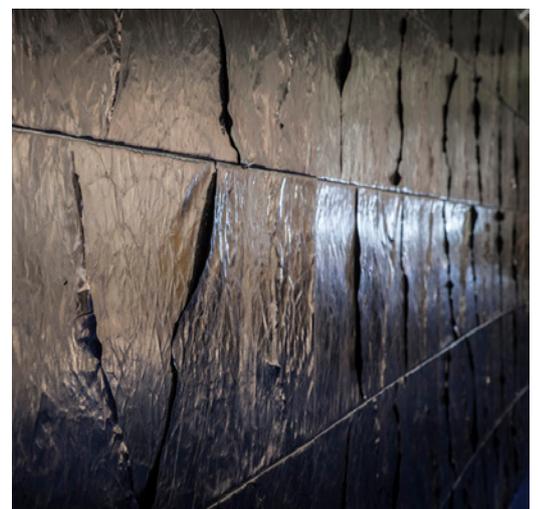
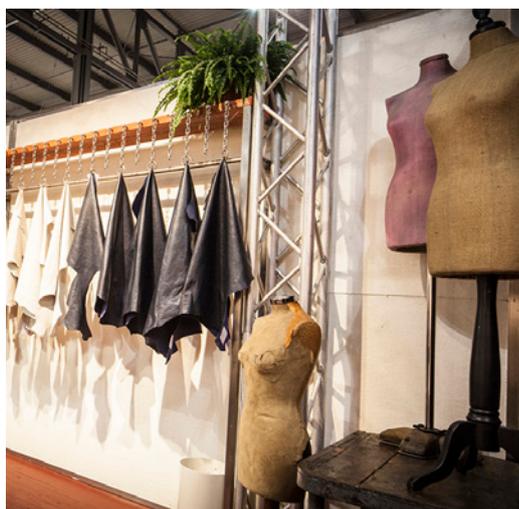
The *"Tanners"* category immediately revealed a distinct inclination for quality which made our inspection very stimulating, with details and features worthy of mention.

A few examples.



Achieved great coherence between brand, product enhancement and expression.

A mix of original site-specific furnishing elements that strongly represented the company style made the stand interior very user friendly, isolated and protected by the surrounding walls that were decorated and characterised by an original texture of leather coverings.





TANNERS

ARTIGIANO DEL CUOIO



Entrusted the identity of the material with the task of strengthening the characteristics and personality of the products.

The original combination of MDF, brushed metal and natural wood created a tonal mood perfectly in line with the colour range of the samples on display.





An unusual, original layout of overlapping walls, which acted as a filter between the surrounding corridors and the display area of *Bonaudo*, was striking due to the elegance expressed by a very well-planned, minimal stand.

Clear and immediate in its central layout, it offered a novel, very valid *"reserved room"* solution.





TANNERS

MARTINI PIO



Essentiality and rigour that uses an uncommon structure to simulate a fabulous, apparent suspension of the whole area.





Effective design choices are often the result of bold gestures.

The characteristic colour of the objects on display forms the basis for a combination of colours and materials with huge impact that, thanks also to an interesting choice that sees some of the surfaces lacquered and others not, succeeds in uniting aesthetics and communication coherence.





FINPROJECT



Are fully expressed the value of its product brand, with a stand covered in eye-catching pyramid-shaped elements in *EXTRALIGHT*®, made specifically for the fair by the company itself, reworking one of its own materials to fully convey its value both visually and, above all, to the touch.

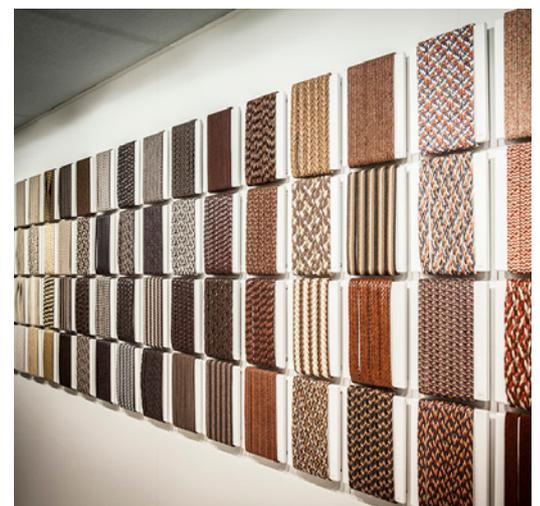




MANIFATTURA C.ROSSINI



Through coherent layout of the articles on display, created an understated, very elegant stand. Distribution and method enhanced presentation of a large variety of elements that in a *"total white"* setting created effective chromatic vibration, as well as improving enjoyment of the whole.





SWAROVSKI



With a layout particularly useful for business dealings, the stand fully expressed the brand's value, thanks to balanced use of modular luminous elements and especially refined display units, practically and distinctly separating the business area.





YKK ITALIA

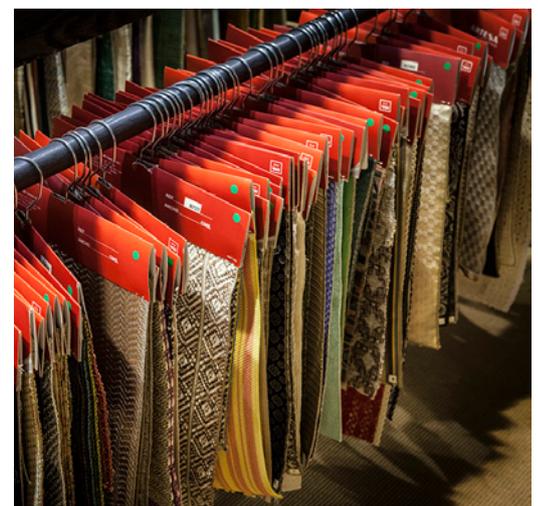
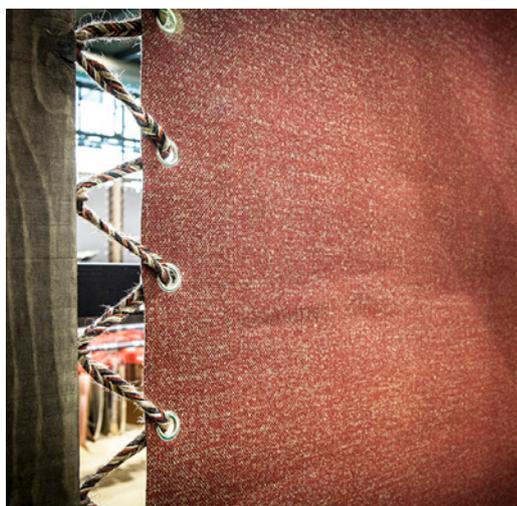


The need to ensure privacy while guaranteeing viewing for all was brilliantly met by sophisticated original interlocking, *YKK Italia* conceived big-impact filtering perimeter surfaces, also and above all for the fine concept link to the company's product.





For *"Synthetics and Textiles"*, *Artesa* offered an interesting system of vertical fabric elements, effectively representing the company's line of business and perfectly suiting the architectural function of separating the open space without completely isolating it.





For the same specialisation, *Freetime* gave the stand fittings a primary role in product communication.

Decidedly big impact was the choice to give the installation a theme, creating a *"bazaar"* of elements, materials, colours and textures, absolutely coherent in its heterogeneity and perfectly in line with this company's style.

