

Francesc Zamora Mola



# AFFORDABLE EXHIBITION DESIGN





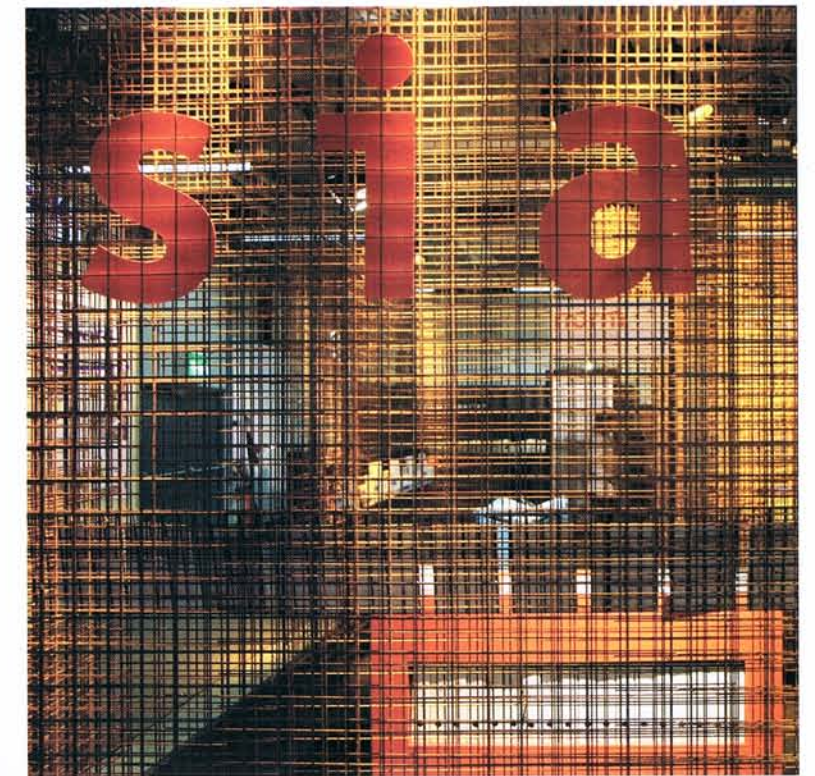
## SIA Schweizerischer Ingenieur- und Architektenverein (Swiss Society of Engineers and Architects)

Basel, Switzerland January 12–16, 2010

The Swiss Society of Engineers and Architects surprised the visitors of the Swissbau 2010 with an unusual stand. As a result, the design was awarded the second prize in the best stand over 861 sq ft category. As a reference to the construction of concrete bearing walls, the stand was delimited by a series of trellises formed by offset layers of reinforcing mesh that provided for an exceptional visual presence at the building fair.

The booth was organized in four different areas of services: codes and regulations, continuing training, service, and law. Each area was defined by a color: red, blue, green, or yellow. This aesthetic solution functioned on two levels: In the context of the stand, the colors fulfilled a thematic organization of the products and services, reflecting the firm's culture; in the context of the fair, they served to attract the attention of the visitors.

Further, the client required a long-term use of the stand that would meet a sustainability objective. Lighting, an indispensable element, was used in the most efficient way possible. The steel frame and spruce wood elements required little treatment and 95 percent of this raw material was intended to be reused for other purposes after the fair.



© Dominic Haag, HAAG WAGNER

Show: **Swissbau 2010**

Category: **Trade show design**

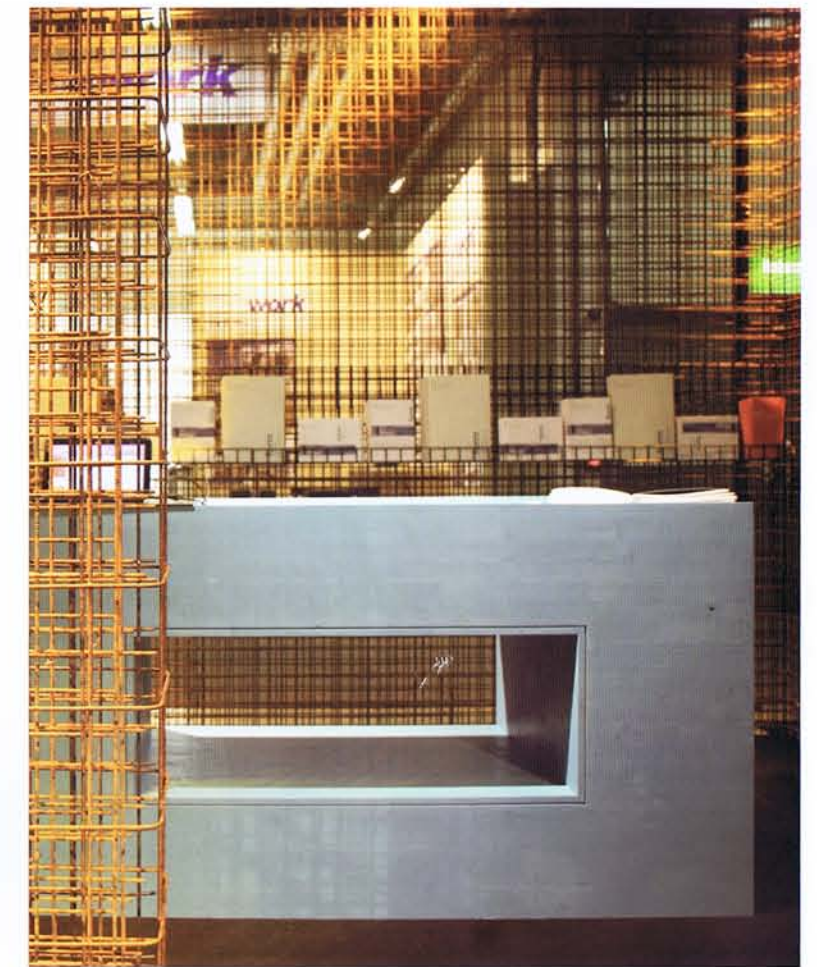
Designer: **Dominic Haag, HAAG WAGNER**

Client: **Schweizerischen Ingenieur- und Architektenverein SIA,**

Area: **861 sq ft**

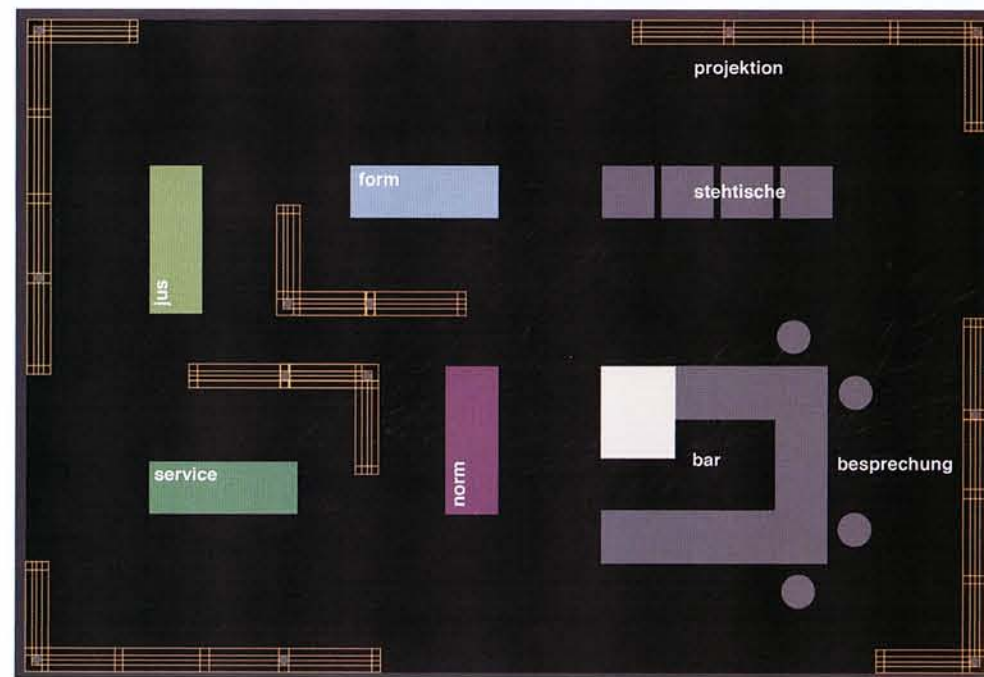
Cost: **CHF 68,500**





The steel trellises created a visual effect that combined transparency and the massiveness of the material. To reinforce this effect, the trellises were lit in a theatrical way. The stand was erected on top of a technical floor that concealed all the wiring.





Stand plan



The designers were successful in showing how a compelling visual effect can be achieved while responding to a sustainable requirement and satisfying the client's requirement of a fair stand for long-term use.