

## **Concept guideline**

### **Brillux stand at the Facade Design & Interior Architecture (FAF) fair**

Concept and realisation by Schendel & Pawlaczyk Messebau GmbH, Münster

Brillux GmbH & Co. KG from Münster is a supplier of perfectly coordinated products and innovative systems for all tasks relating to the painting and plastering trade. For the trade fair for Facade Design & Interior Architecture (FAF) in Cologne from 20 to 23/03/2019, the company commissioned Schendel & Pawlaczyk to create an eye-catching, 1500 m<sup>2</sup>, stand to set a communicative focal point on the commitment of Brillux in the areas of recruitment, advancement and career development of trainees. At the same time, there should be no presentation of products whatsoever.

## **Background**

The shortage of skilled specialists is a key issue that also affects the future of the painting and plastering trade. As one of the leading companies in this industry segment, Brillux is aware of its responsibilities and already established the recruitment initiative 'Your future is colourful' in 2015. Now, the company has once again significantly expanded its catalogue of measures for the trades segment with regard to the topics of recruitment, advancement and career development of trainees at the Brillux Academy. In the context of the FAF, the remit was to present and position Brillux as a strong partner who understand the current problems facing the trades segment and offers numerous support options.

## **A multifaceted presence**

The concept developed by Schendel & Pawlaczyk is based on the results of an intensive, in-depth customer workshop. The idea to create a draft concept based on the keyword 'multifaceted' originated in this workshop. In this, the various different meanings of the word were fully exploited. The shapes and colours employed stand for the diversity of facets encountered in the painting and plastering trades. They represent not only the enormous bandwidth of opportunities offered to young adults in the course of their training, but also the diversity of options available in career advancement and qualification programmes. They simultaneously symbolise the facets of a diamond whose refraction of light creates an enormous colour spectrum, which also represents Brillux and is reflected in its product portfolio.

## **Polygonal and colourful**

The use of facets in the form of polygonal shapes, is the leitmotif of the entire design concept of the stand. As far as possible, the stand concept was realised entirely without rectangular surfaces. Here, the colours used for adjacent surfaces were consciously selected to create a three-dimensional impression on two-dimensional surfaces, as, for instance, in the outlining framework of the stand. The colour spectrum of the Brillux product portfolio was symbolised by a circumferential colour gradation of rainbow colours around the entire stand. Despite the diversity of the colours used, this enabled the creation of an impression of harmony that differentiated the individual areas of the stand from one another by colour. The mixture of live presentations, lectures, video studio and performances, as well as digital media such as touchscreens, iPads, media walls and the show truck, attracted numerous visitors to the stand.

## **Clear structures**

The stand at the fair was subdivided into five different areas that were visually delineated by the colours used and separated by the main walkways. This established a segmentation in which visitors quickly found orientation and were able to identify the topics relevant to their needs.

The information counter offered visitors a point of orientation in the spacious stand area. Located at the main entrance to the stand, this enabled visitors to find immediate help and advice on the topics relevant to their interests.

### **‘Your future is colourful’**

The first – and largest – section of the stand was dedicated exclusively to the recruitment of trainees. Headlined by the slogan ‘Your future is colourful’, this area showed how school leavers and other interested parties wishing to discover more about a career as a painter and decorator, varnisher or plasterer can be addressed. For this purpose, Brillux offers the corresponding trades a series of measures to aid them in the recruitment of trainees. These include the provision of stands for job fairs, the ‘Trades meet schools’ promotion and numerous other options.

The visual highlight was the imposing show truck that had already toured Germany, Austria and Switzerland in 2016 and attracted a lot of attention at this year’s fair.

The acoustic highlight on the stand was an appearance by the popular rapper Samy Deluxe, who not only impressed the audience with his music, but also answered the questions of the young people visiting the stand. He spoke with his young audience about how his passion became his profession and advised them to get a solid education in one of the trades.

### **The Trainee Academy**

The Trainee Academy addresses current and future trainees and focuses on providing support to them during their training. For this, Brillux presented a new qualification programme for trainees and training staff under the flag of the ‘Brillux Training Partnership’. The programme and its presentation were so successful at the FAF that more than 400 firms signed up to the Training Partnership programme in the course of the fair.

### **The Brillux Academy**

In the Auditorium, visitors were able to listen to specialist lectures on current industry topics. Presentations here included not only the current and future programme of the Brillux Academy, but also information about issues currently affecting the industry.

While the key focus in the Auditorium was on lectures, exchange in the ‘Diamond’ concentrated primarily on interactive communication. The diamond-shaped room was subdivided into a seating area for visitors, located between two juxtaposed stages. Here, visitors could view an interactive presentation of the seminar programme of the Brillux Academy for Tradespersons. The presenters on the two opposed stages played verbal tennis so cleverly that the visitors’ attention was alternately grabbed by the one stage and then by the other. In this way, visitors were actively involved in the scenario, which was reflected in the form of vigorous participation.

### **The Communication Area**

A further area was dedicated to personal communication. Here, visitors had the opportunity to intensify existing contacts, make new contacts, discuss issues facing the industry and exchange detailed information in face-to-face dialogue. The Communication Area offered plenty of room to withstand the enormous pressures of

visitors to the fair and, despite the exciting atmosphere, offered an opportunity to get away from the hustle and bustle.

At the end of the trade fair, Brillux was able to draw very positive conclusions. Numerous responses, both personally as well as on social media, expressly praised the concept and company's commitment to its customers.