

CONCEPT GUIDELINE

Introduction

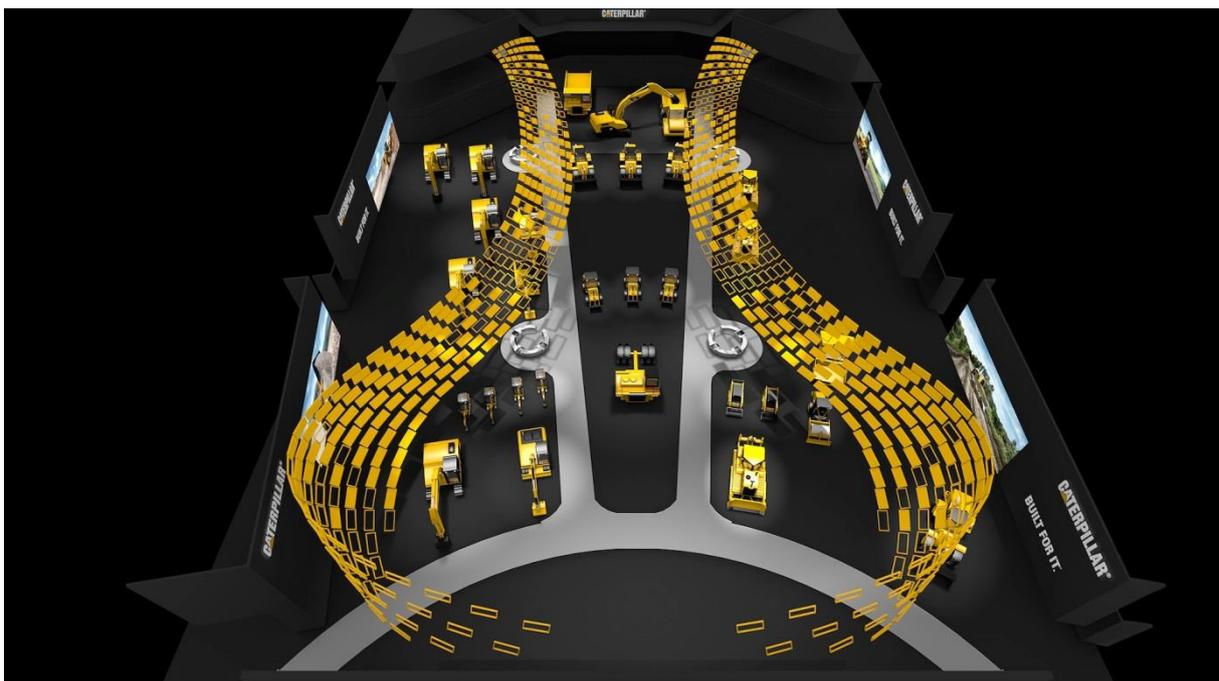
Connecting real and virtual worlds; creating a stage for the brand:
Atelier Seitz presented Caterpillar at Bauma 2019.

Atelier Seitz has supported Caterpillar at the world's largest construction machinery trade fair for over thirty years, acting as the lead agency responsible for the design, planning and final implementation of their trade fair booths. The largest indoor trade fair booth at bauma 2019 became an expansive world of experience, showcasing the latest interactive digital trends.

Huge dimensions: Sixty construction machines as well as every product currently being launched by the Caterpillar brand were displayed on 9000 m². An artistic stage show creatively picked up the brand's main themes. Every aspect of the presentation communicated the most significant trend of our time: digitalisation combined with networking and interconnectedness. Over 620,000 trade fair visitors experienced this outstanding live show. It seemed as if the laws of gravity had been annulled, perfectly matching Caterpillar's new slogan: Rewrite the rules.

The challenge

Caterpillar is the world's largest manufacturer of construction machinery, and it is undergoing a transformation from being purely a manufacturer of construction machinery or a hardware supplier to being a provider of a comprehensive range of digital solutions. Caterpillar's goal was to effectively communicate this process. For the concept team at Atelier Seitz, this was the challenge when designing the trade fair booth for Bauma 2019.



The approach

The task of designing this superlative exhibition booth comprised several conceptual levels: **emotional level / architectural level / content level**

The emotional level:

Arousing emotions among customers, booth personnel and trade fair guests is one of the most important tasks that a trade fair booth must fulfil. When visitors enter the exhibition booth, they should experience a certain "wow feeling", which ideally should linger and stay with them for a period of time.

The architectural level:

From an architectural point of view, we were looking for a unique design that would impressively underline the sheer size of the exhibition booth. At the same time it was important for us to guide the visitor's gaze to the essentials and to combine the many individual parts of the exhibition booth into a holistic impression.

The content level:

At the content level, digitalisation played a major role for Caterpillar. Offering excellent construction machinery is no longer enough to live up to the reputation of being the world market leader in the construction machinery industry.

The introduction of new technologies, trend-setting innovations, the loyalty of customers and the use of products in everyday working life are strongly associated with the topic of digitalisation. The overall concept of the exhibition booth had to reflect this.



The idea

Our aim was to find an element that would serve as a model for all levels of the trade fair booth, linking them together and at the same time symbolising the transformation of Caterpillar from solely being a hardware supplier to being a provider of digital solutions.

Our inspiration came from schools of fish and flocks of birds, which transmit information from one individual to another using swarm intelligence. This image served as the basis of the sculpture, which consists of twelve hundred individual parts and also represents the data streams and the flow of information in the company.



Artistic show / media content

A stage show artistically picked up the main themes of the brand. All of the individual components were networked and influenced each other. Everything communicated the most significant trend of today: digitalisation. The formal elements of the stage show and artistry, as well as the media content in on-show and off-show mode, picked up the main theme of the architecture and artistically completed the architectural impression of the booth in a way that harmonised with the overall concept.

