

## Nobilia - Salone del Mobile 2018

### 1. Creation

#### Idea

In April 2018, the German kitchen manufacturer nobilia introduced itself at the Eurocucina in Milan. The focus of the trade fair presentation was on the presentation of the new „XL-grid“, which offer users far more storage space. Nobilia shared the 800 m<sup>2</sup> trade fair stand with noblessa: a trade brand belonging to the company. The stand was to be a mix of closed and open, with one entrance each for the nobilia and noblessa brands. In order to create transparency, we wanted to produce a rhythm with closed and open areas. The back-stepping facade created variety and at the same time an experience for the visitor. The CI colours of both brands were used. The existing contrast between the dynamics of the brand and the calm cubic shapes of the products was reflected in the shape and choice of materials at the stand. In order to transfer the product novelty to the design of the exhibition stand, we also decided in favour of an „XL grid“ and thus new possibilities in the exhibition presentation.

#### Innovation

The facade design offered the visitor an exciting experience: with a view into the interior, it was varied and unconventional, attracted attention and rose curiosity. This was due to the fact that the perception of the facade changed with the movement of the visitor. Combined material panels with a sandwich design were used with the integration of hollow chamber honeycombs. In order to use as little material as possible, we used high material thickness and stability.

#### Target group affinity

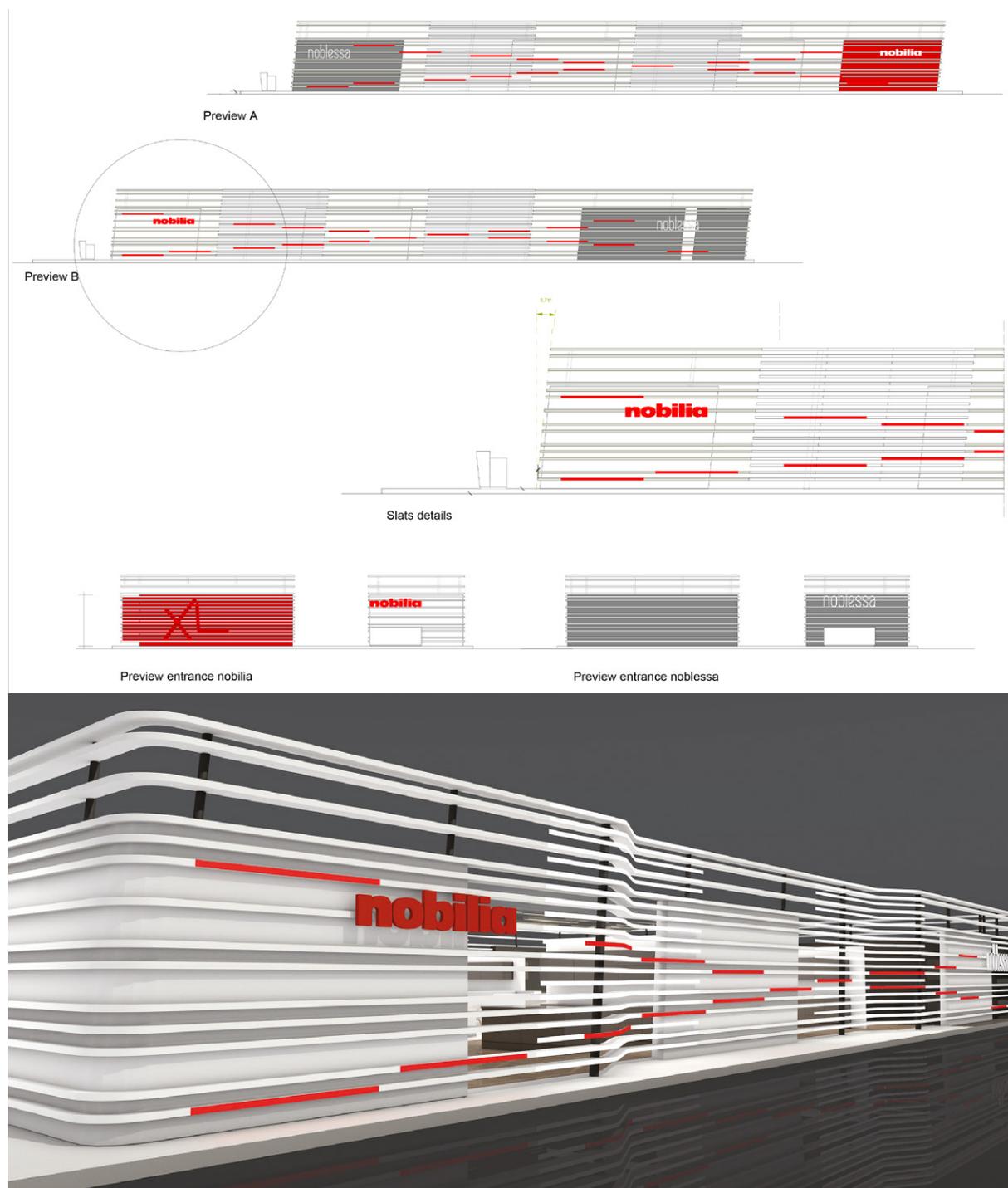
Not only did the high-quality appearance of the stand reflect the quality of the kitchens on display - its dynamism also embodied product innovation and kitchen design. The quiet interior, which contrasted with the innovative facade design, allowed visitors to concentrate fully on the exhibited products.

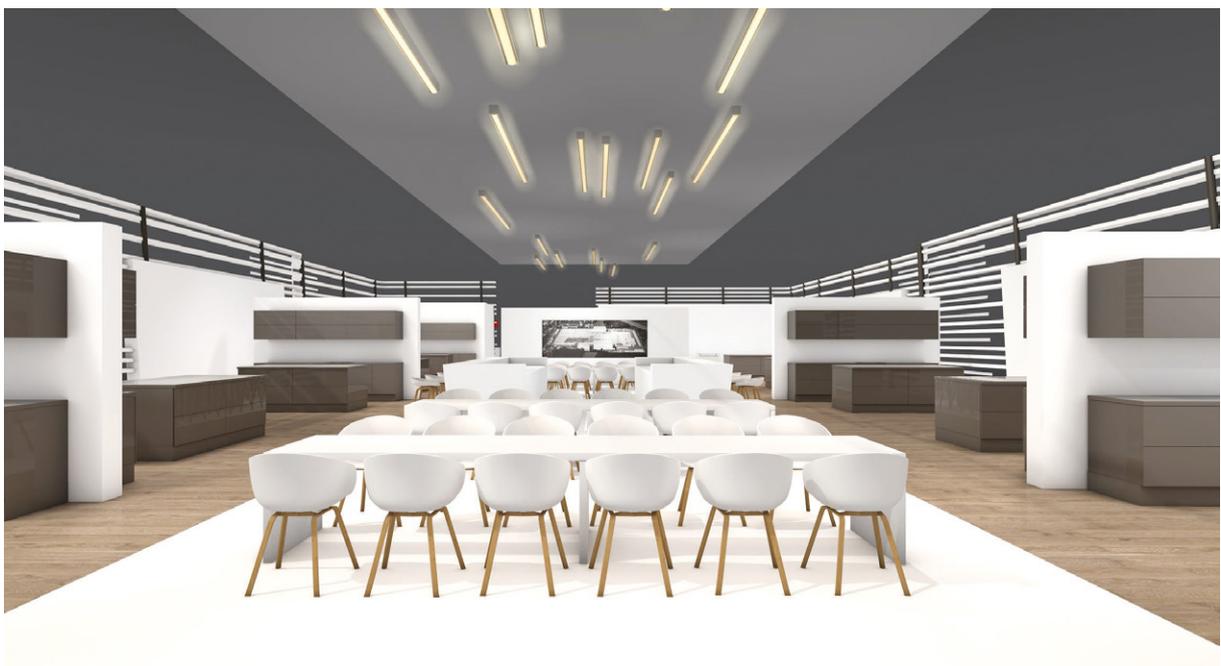
## Stringency

The characteristics of the new XL heights in the nobilia kitchens were to be found in the facade designs. The different heights and distances of the slats allowed a play with the contour lines, which we intensified by a change of light and shade. The X of the XL louvre stood out playfully in the red facade of the CI by means of LED strips. The contour lines and the dynamics were once again taken up in the hospitality area with LED linear luminaires on the outside surfaces of the counters and in the ceiling area of the catering.

## Design

The CI colours red and white from nobilia and black from noblessa were used in the inaugural area of the trade fair stand. Other elements in the facade design were also highlighted in red.





## 2. Realisation

### Scenography

In the dark hall, the exhibition stand produced an enormous amount of luminance. Clear lines and a simple interior design made the kitchens the focal point and thus the highlight of the presentation.

### Brand communication

LED illuminated logos of the brands nobilia and noblessa served as a clear differentiation in the appearance of the exhibition stand. In the hospitality area, on the other hand, the two brands merged to present their affiliation with one company. The authentic perception of the brands was ensured by the high quality of the materials used. The outer skin and the hospitality area in the CI colours embodied the brands, the rest of the stand was reserved for the products. Here we used different colours and materials to differentiate ourselves.

### Product integration

It was a kitchen manufacturer. The products spoke for themselves and required no additional media for presentation. Only at the entrance of the exhibition stand did 75" screens play the image films of the brands.

### Material and Logistics

The material was extremely light. The slats were pre-produced to ensure a fast assembling.

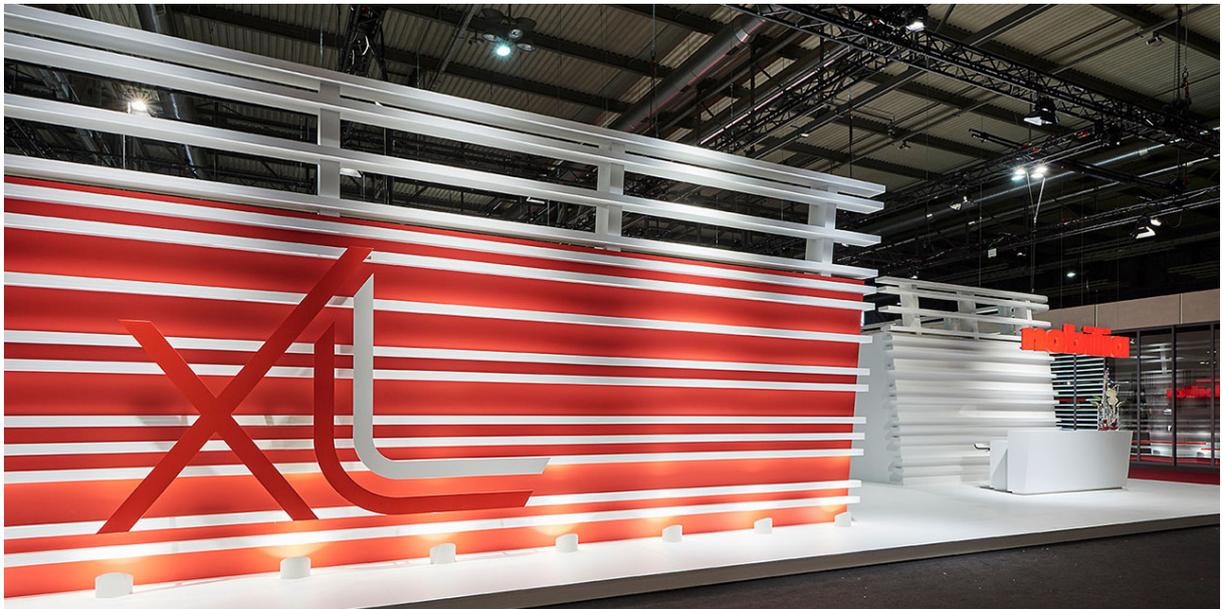
### Accompanying measures

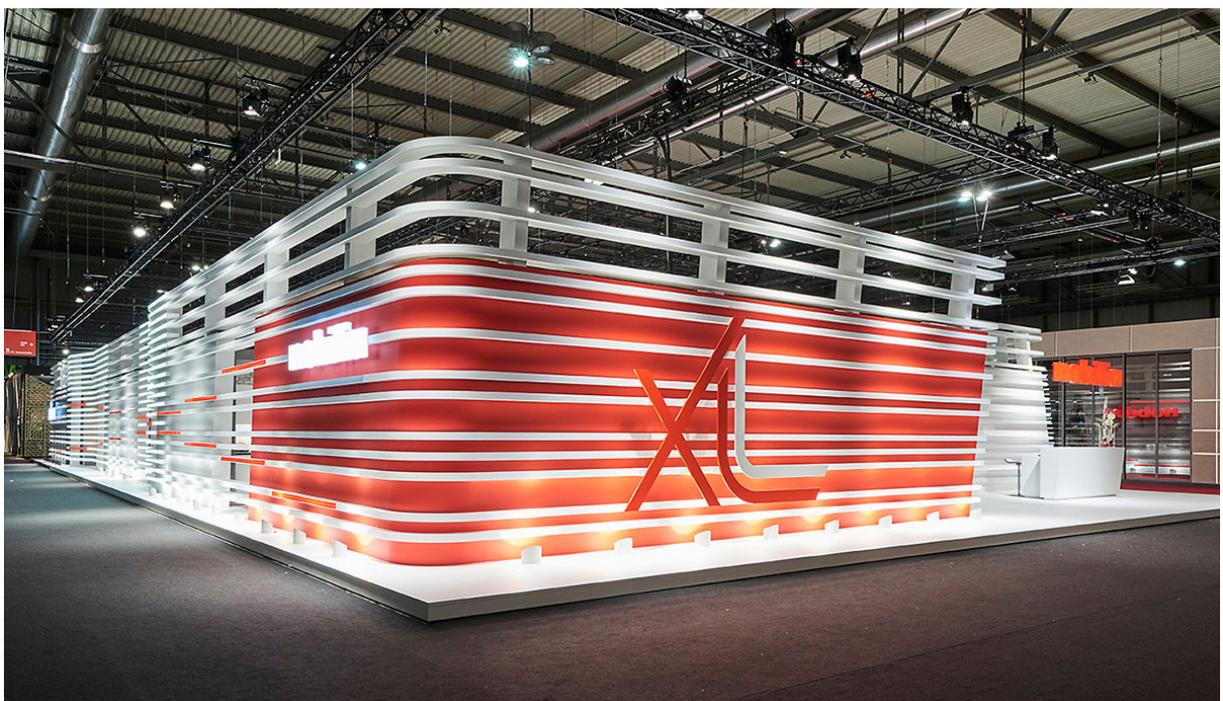
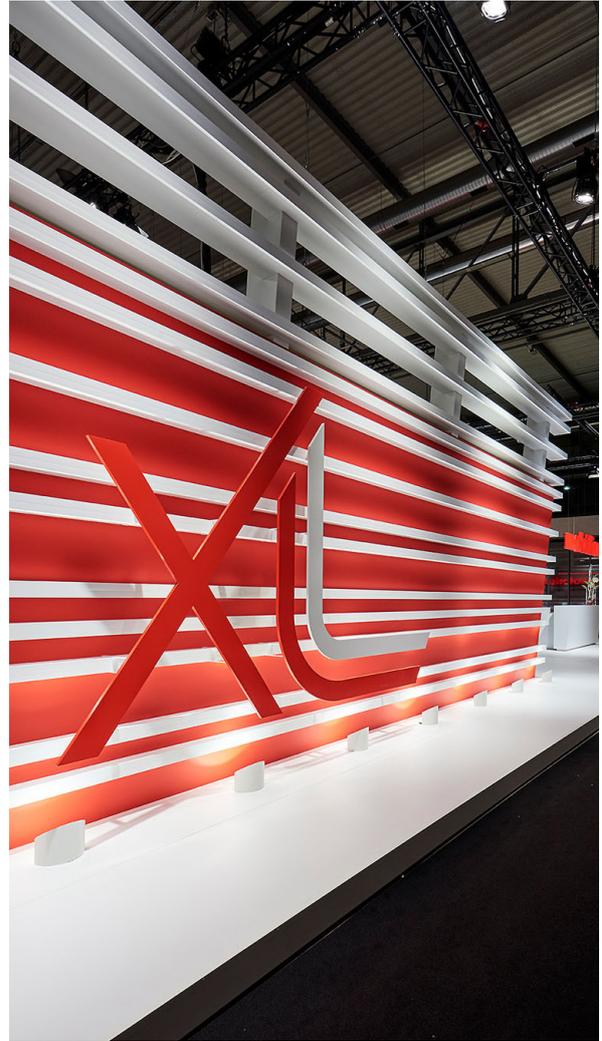
Accompanying measures were not part of our scope of services.

### Target achievement

We received very positive feedback from all the impressed visitors, which was in turn conveyed to us by the customer.











### 3. Sustainability

#### Social

One trainee was involved in the project. We also hired employees with physical disabilities. It was important for us to maintain a community spirit throughout the whole process and especially during the assembly of the trade fair stand. There were regular break times during which the team sat together and all employees and fitters received tasty and nutritious food. For these purposes we hired a caterer.

#### Economical

The customer has been commissioning us since 2014. With consistent contact partners on both sides, we have always been able to further optimise processes. In our company, these processes are exclusively digital. We are a paperless office. Meetings were held via telephone or videoconferencing.

#### Ecological

100 percent of the substructure used (a lifting floor made of steel and wood) can be reused. This ensures very good use of natural resources. The high-quality covering was carefully packed during dismantling so that it could be used again at a subsequent event without any problems. The illumination of the exhibition stand was mainly done with LED spotlights and stripes. In addition, the slats of the facade were made of combined material panels (incl. hollow chamber honeycombs). This allowed us to save a lot of material and weight, which in turn meant saving on transports.