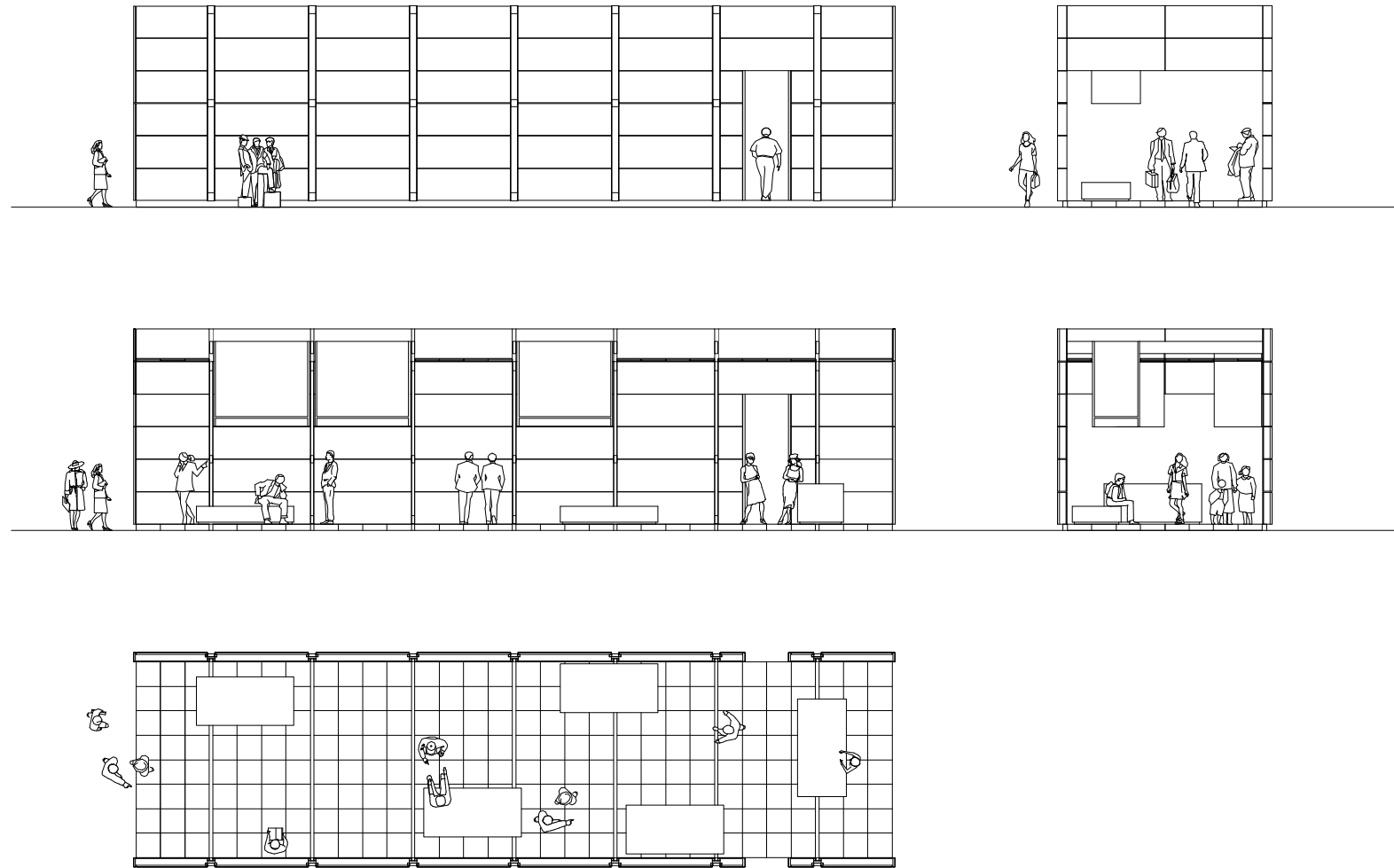


euroluce  
exhibition stand  
kreon 2003



**project:** as a major manufacturer of lighting products, kreon has always been keen on participating in exhibitions. it is a way to enable a wide professional and international public to become acquainted with its products. exhibitions are the ultimate tool for propagating the company philosophy: lighting integrated in the surrounding architecture. therefore, kreon created a semi-prefabricated stand: the "black box". the aluminium structure clad with black zinc panels, is lightweight, flexible and easy to use: each component can be carried by a single person and the complete stand (measuring 20 metres in length, 6 metres in width and 5 metres in height) can be erected by 4 men in as little as 4 days.



# kreon 2003



**black box:** from the outside, the volume appears like a monolith, a massive black sculpture accentuated by minimal lines of light. inside, white volumes hanging from the ceiling are reflected in the black mirrored benches below. the game of light, shadow, reflections and architecture is supported by a golden wall, creating a mysterious oriental atmosphere.

<b>project</b>	kreon 2003
<b>function</b>	euroluce exhibition stand
<b>city</b>	milan
<b>country</b>	italy
<b>year</b>	2003

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