

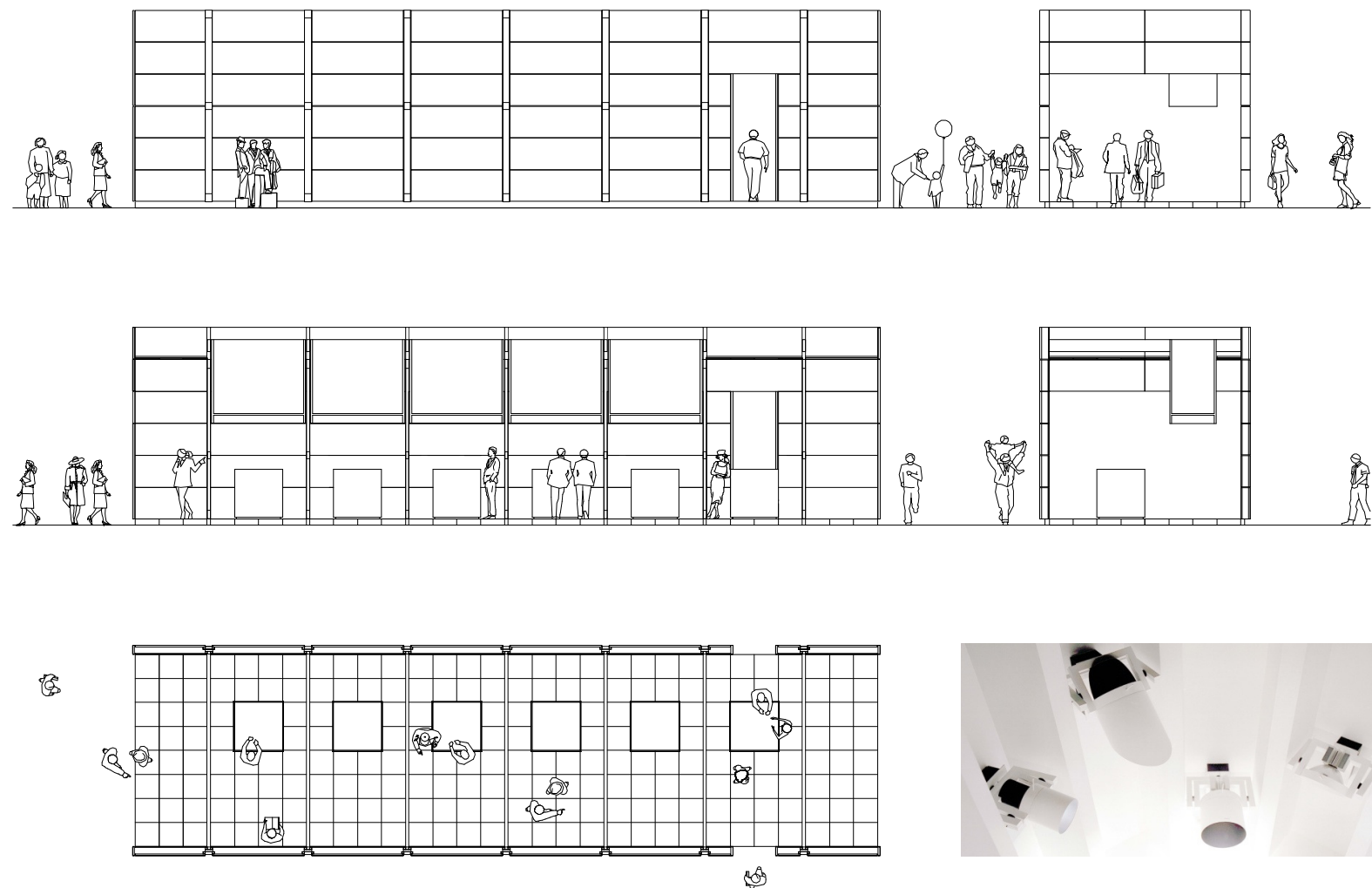
light+building
exhibition stand kreon 2004



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.



kreon 2004



structure: being limited in time and space, it is a complicated task to translate kreon's integration philosophy into an exhibition stand. 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. from the outside, the volume appears like a monolith, a massive black sculpture accentuated by minimal lines of light. inside, white volumes hang from the ceiling, gravity on display. 6 white metal cubes are installed on the floor below. being enormous in size, they oblige visitors to move between them, thus imposing close confrontation with the products displayed inside.

project	kreon 2004
function	light + building exhibition stand
city	frankfurt
country	germany
year	2004

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