

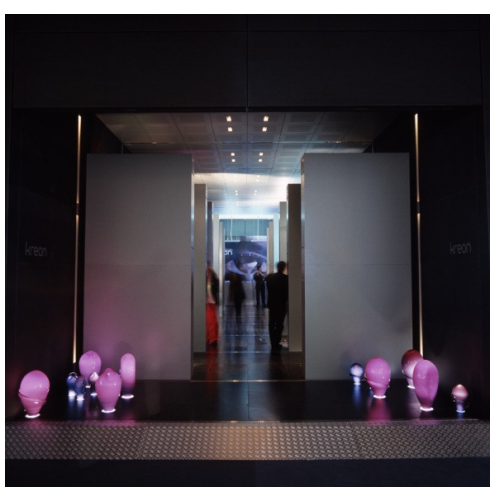
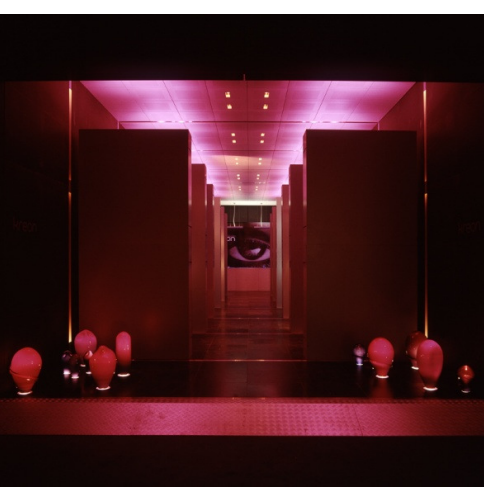
installation

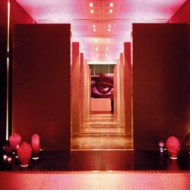
eer

kreon 2001

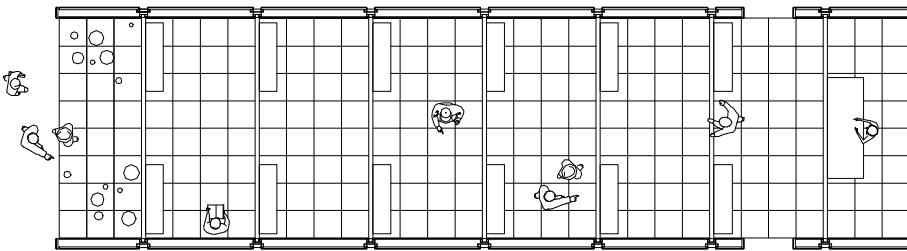
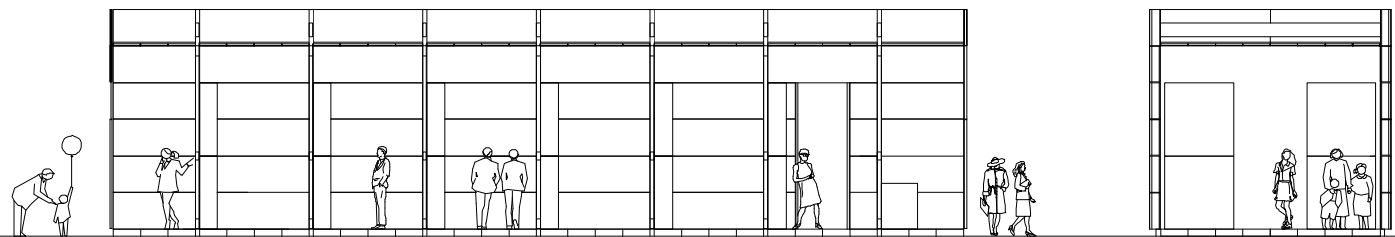
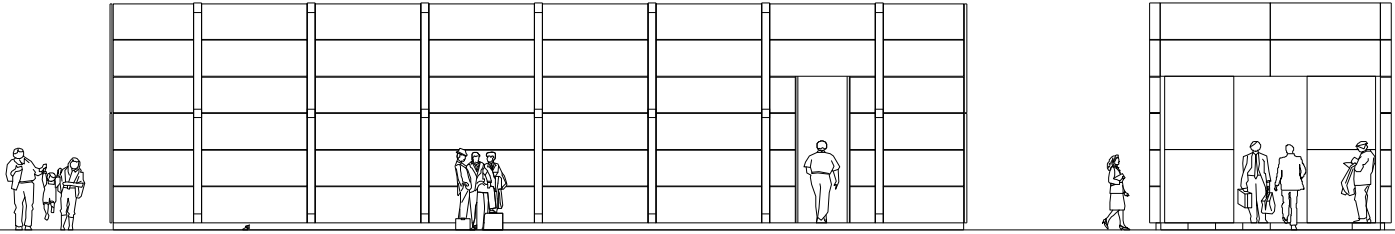
euroluce
exhibition stand

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.



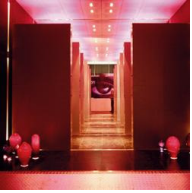


kreon 2001



kreon

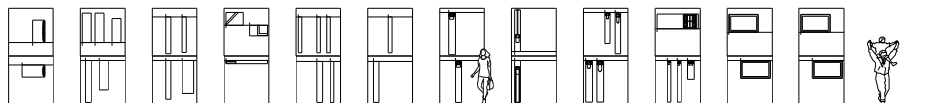
structure: being limited in time and space, it is a complicated task to translate kreon's integration philosophy into an exhibition stand. therefore, kreon created a semi-prefabricated stand: the "black box". the aluminium structure clad with black zinc panels, is lightweight, flexible and easy to use: 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.



kreon 2001



black box: from the outside, the volume appears like a monolith, a massive black sculpture accentuated by minimal lines of light. inside, 12 walls disguise small rooms where the visitor discovers the products. the perception of this static display is nevertheless very dynamic thanks to the constantly changing general lighting: deep purple light moves up and down, making the entity resemble a strange out-of-space organism.



project kreon 2001
function euroluce
 exhibition stand
city milan
country italy
year 2001

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