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Black Box

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As a major manufacturer of lighting products, Kreeon has always been in favour of participating in exhibitions and trade shows. 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. Being limited in time and space, it is a complicated task to translate this concept into an exhibition stand. Over a period of twenty years of participating in exhibitions, Kreeon has acquired an enormous amount of experience in the field of stand construction. With this "Black Box", Kreeon introduced a semi-prefabricated stand at exhibition grounds. It consists of an aluminum structure clad with black zinc panels. Each component can be carried by a single person, and the complete stand, which measures 20 meters in length, 6 meters in width and 5 meters in height, can be erected by four men in as little as four days.

From the outside, the volume appears like a monolith, a simple black massive sculpture only accentuated by minimalistic lines of light. Once inside, one discovers white volumes hanging from the ceiling, echoed by their reflections in the black mirrored seating. Light, shadow and all its reflections are entangled with the architecture, creating a mysterious atmosphere in which light becomes a palpable substance. Light as the quintessential building material.

Photographs: Contributed by eer



