



The Belgian lighting manufacturer Kreon has a long tradition of exhibiting its products to potential buyers. Usually, the setting up of the exhibition stand and arranging the products into the desired installation is a time-consuming task. To tackle this very problem, the EER Design team have designed an easy to transport, eye-catching "push the button" pavilion, which is but a 40' ISO container. This mobile showcase container unit can easily be transported from one exhibition site to the next by truck.

When on site, the container is jacked up by four 5m-high (16.4 ft) computer-controlled hydraulic cylinders, which are integrated into the container. The container is lifted from the truck and deposited onto the exhibition floor, where the container base is released from its body. This body is subsequently lifted to its final height of 5m (16.4 ft).

The container is packed with exhibition cabinets, which, when taken out, double the volume of the original container, so that a rather small initial volume is converted into a spectacular architecture. This container-machine has been designed and manufactured in the contemporary tradition, where small media explore great horizons.

The container's exterior is a robust protective shell of welded steel beams and folded plate, with visible mechanisms showing muscle. The interior is the opposite, an exquisite atmosphere of polished stainless steel and white leather.



