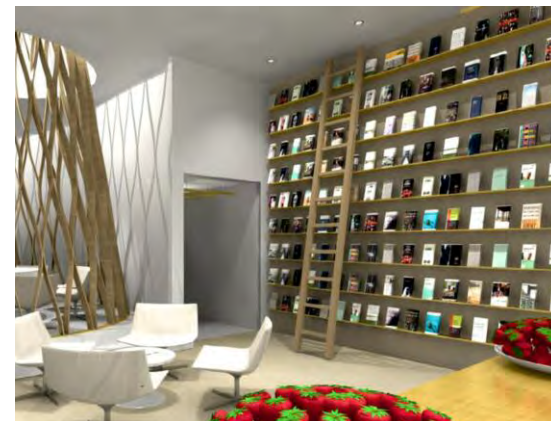
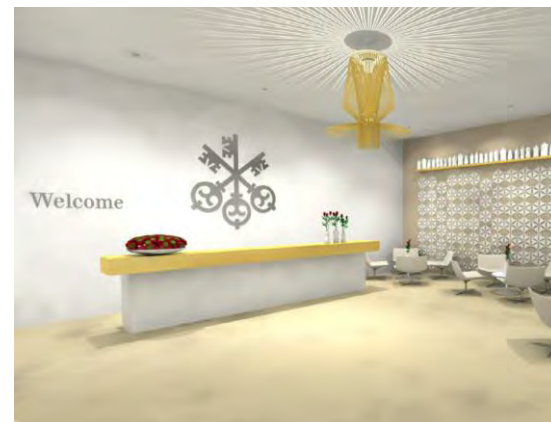
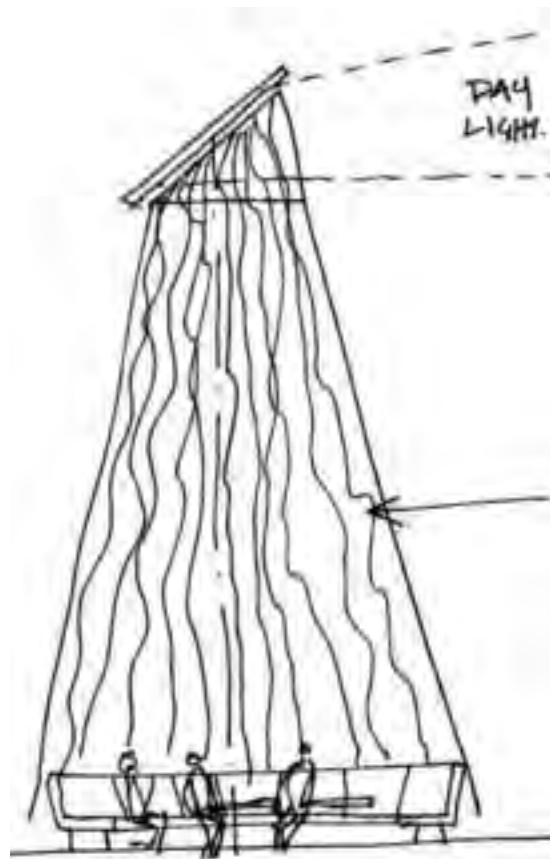






# UBS

**UBS VIP Lounge for Art Basel**  
**Designed for Andreas Messerli AG.**  
**UBS are the headline sponsor of the world's largest and most important Art fair, Art Basel.**  
**The VIP UBS lounge has been designed as a refined and elegant space for the banks most valued guests to relax, enjoy a meal or some drinks at the bar and maybe discuss their future financial plans.**  
**Designed for Andreas Messerli AG.**

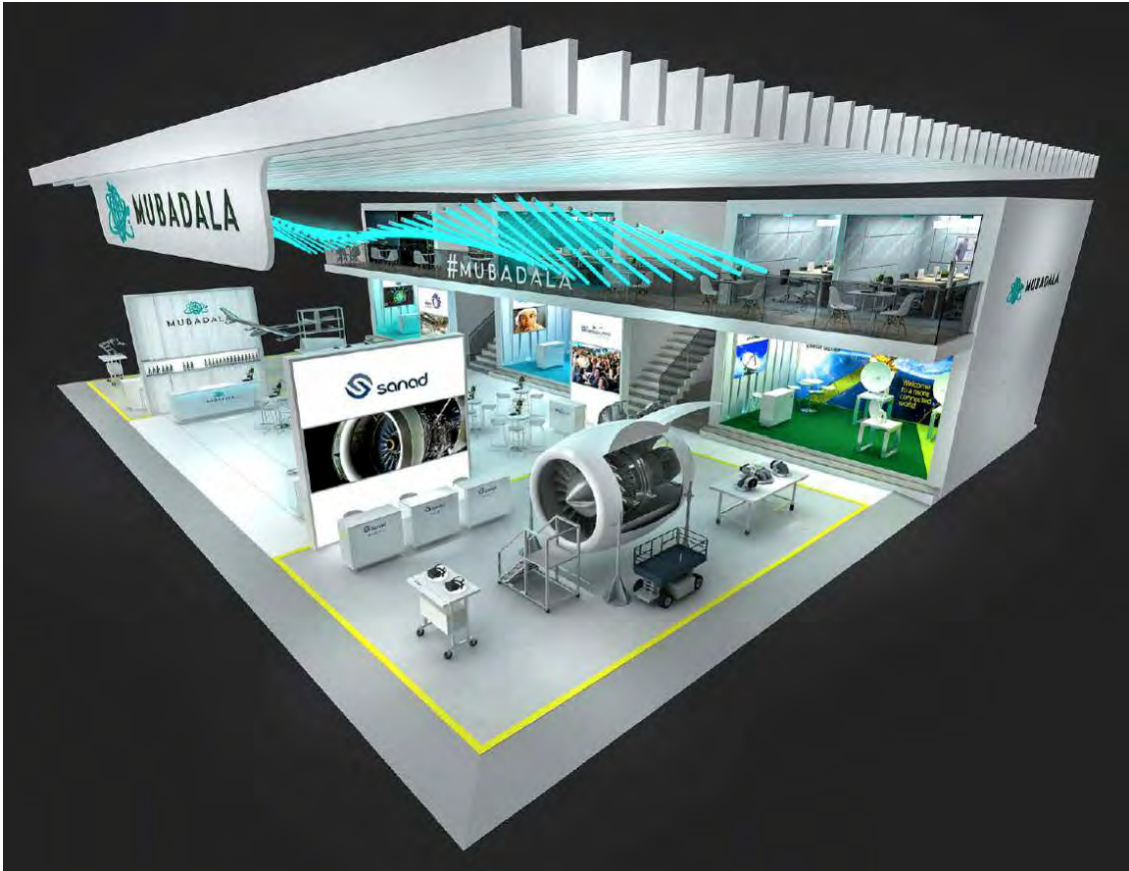
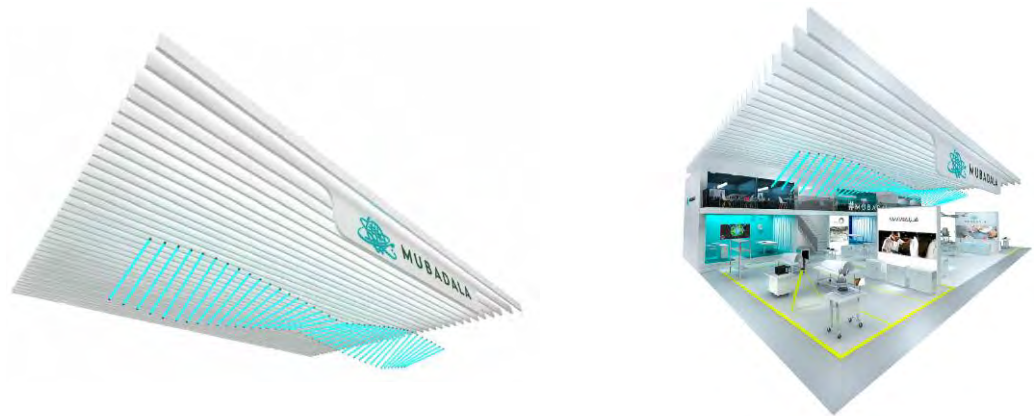


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# MUBADALA, DUBAI AIR SHOW

Mubadala holding at the Dubai Airshow 2017, exhibition stand 700 QM and external hospitality pavilion 600 QM For Projex UAE.



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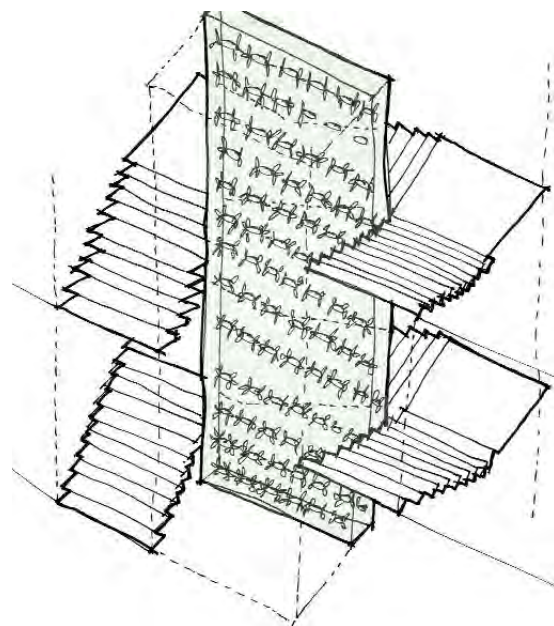
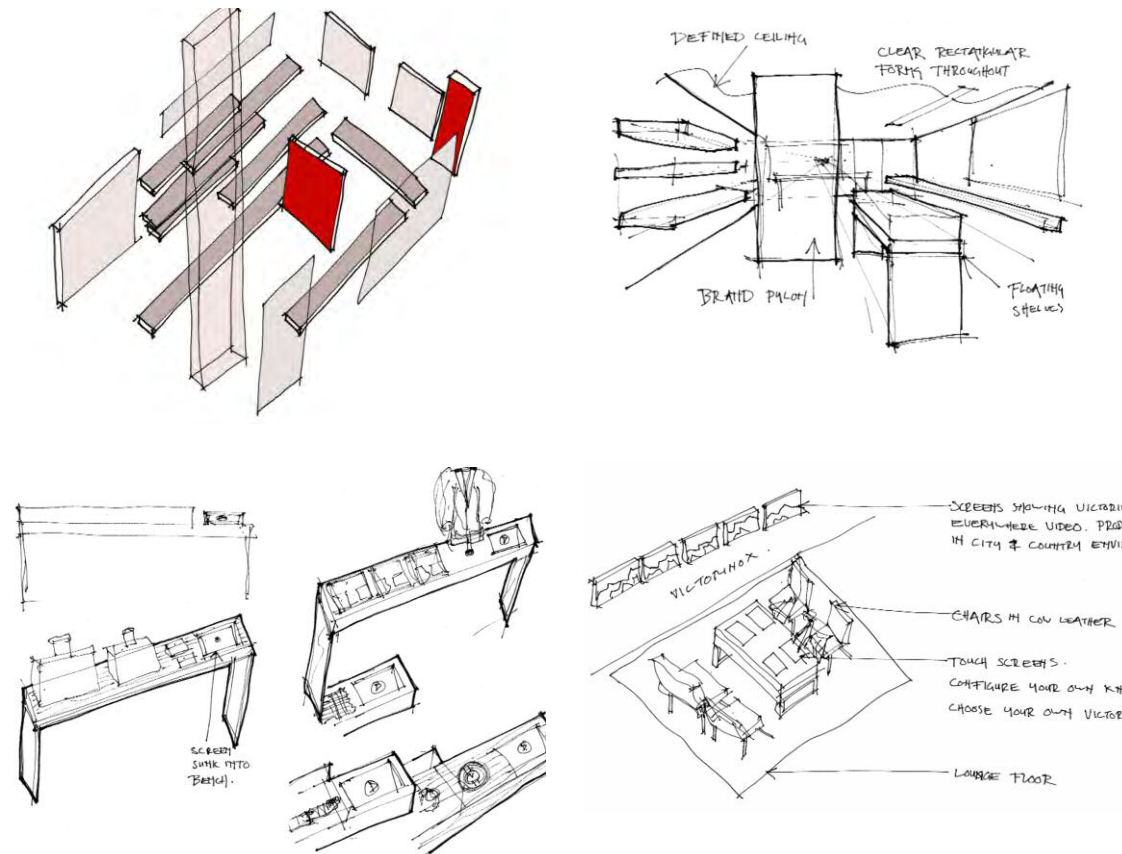




# VICTORINOX FLAGSHIP STORE

New Bond Street London 2008  
Designed for RetailPartners AG

Victorinox, famous for the iconic Swiss Army Knife are launching a major Flagship store in London's West End. The shop will primarily sell the apparel range, along with watches, travel gear, cooking knives, perfume and naturally the famous knives and multi tools. The shop includes special touch points where the products point of difference are celebrated. The central feature of the store is a huge glass case of Swiss Army knives, 10m high running through the stairwell.



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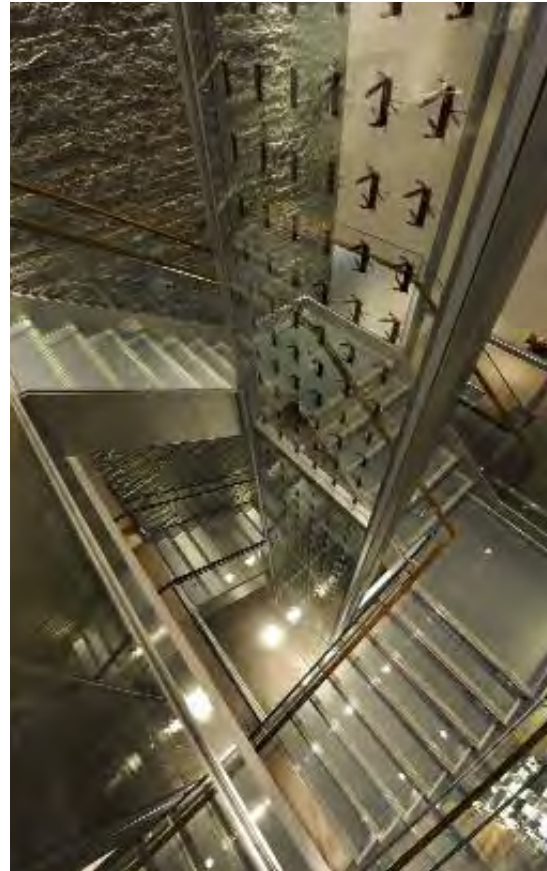




# VICTORINOX FLAGSHIP STORE

New Bond Street London 2008  
Designed for RetailPartners AG

The Victorinox, London Flagship store was opened on 7 November 2008. The project was managed and implemented by specialist retail company RetailPartners who are part of the Messerli group of companies.



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# CREDIT SUISSE

Stand alone Event Kit for smaller venues and gatherings for the Swiss financial company Credit Suisse. The design creates an intimate environment where advisors and clients can become closer.  
Designed for Andreas Messerli AG.



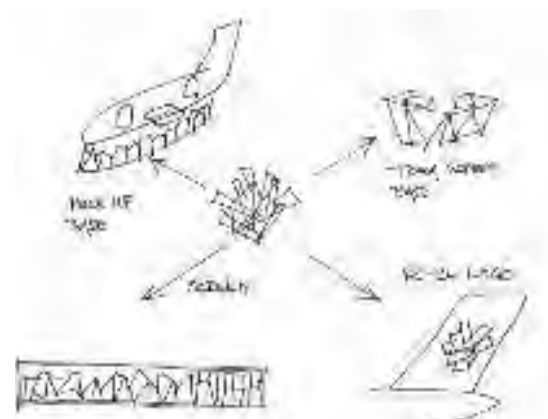
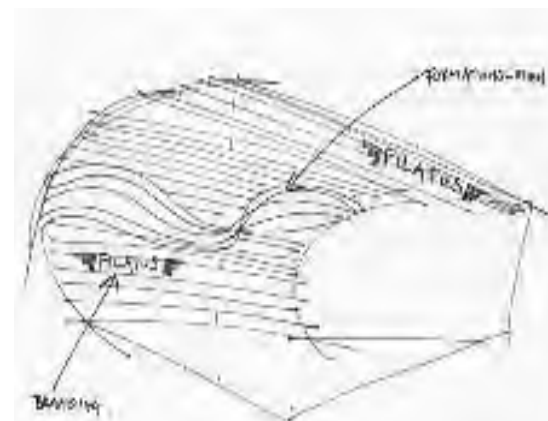
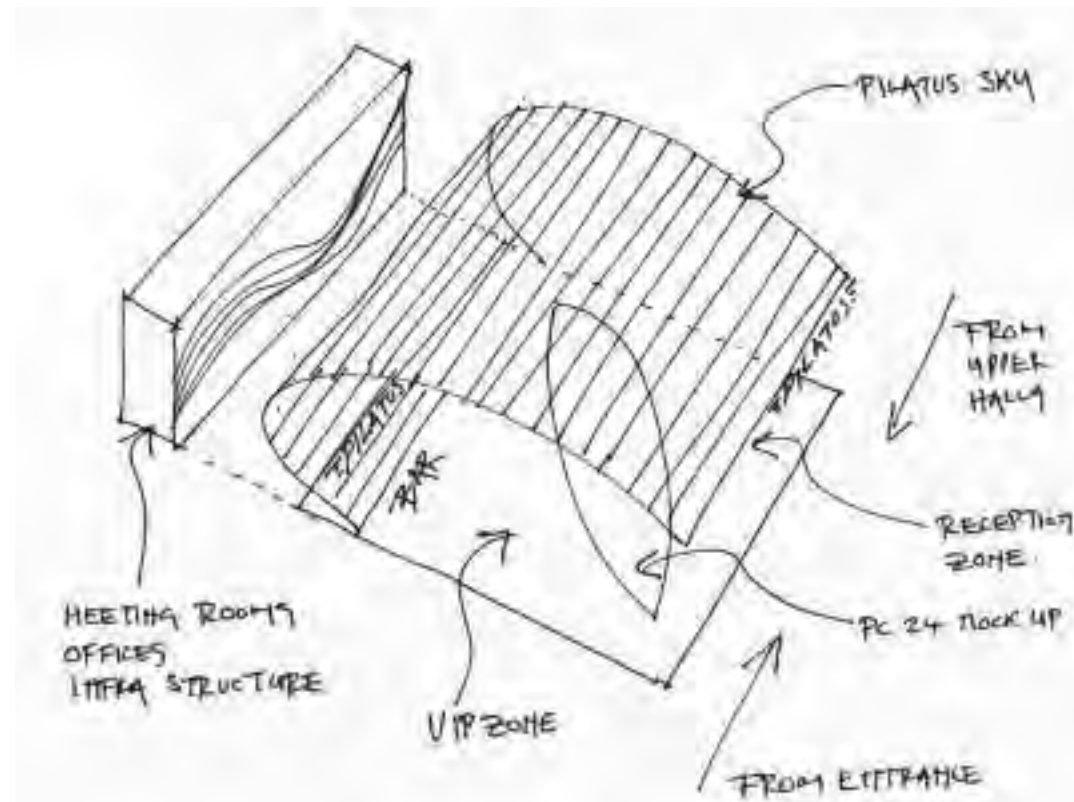
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# PILATUS

Stand for the launch of Pilatus PC 24  
Design for EBACE, Geneva  
Designed for Andreas Messerli AG.

Pilatus Aircraft launched their first ever jet aircraft at EBACE 2012. The creation of the stand was inspired by a visit to the Pilatus factory close in Stans. The laminate elements of the new assembly building were used as a visual reference in the stand design. A dramatic canopy in the form of a wave framed the aircraft on the stand, giving the aircraft the sense of being rolled out of a hanger and into the world.



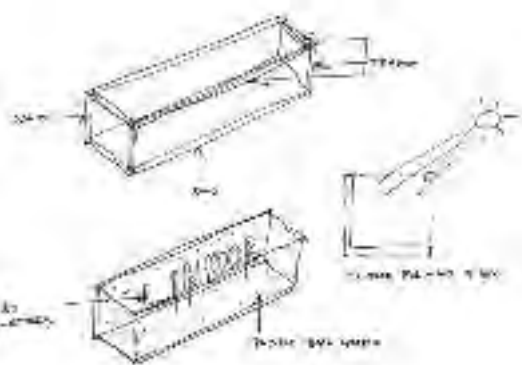
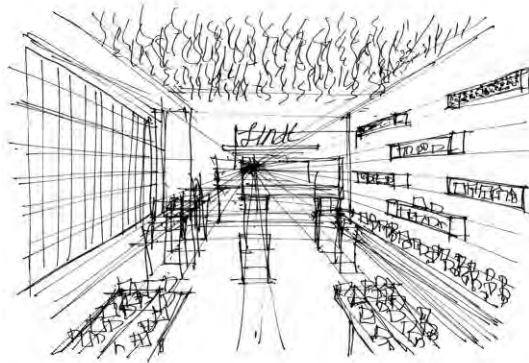
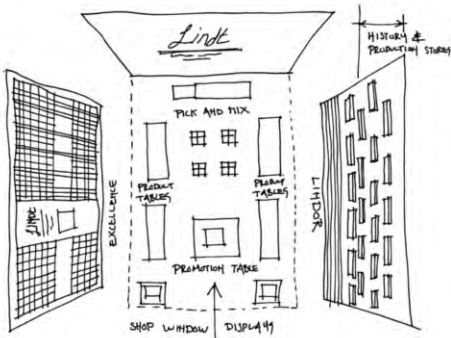
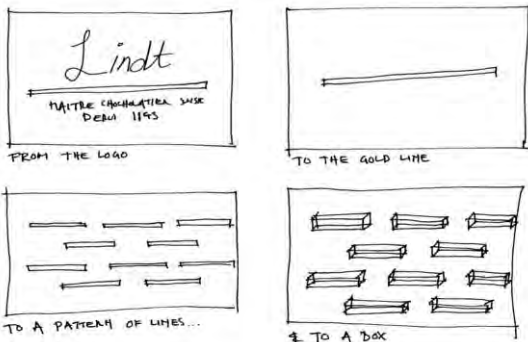
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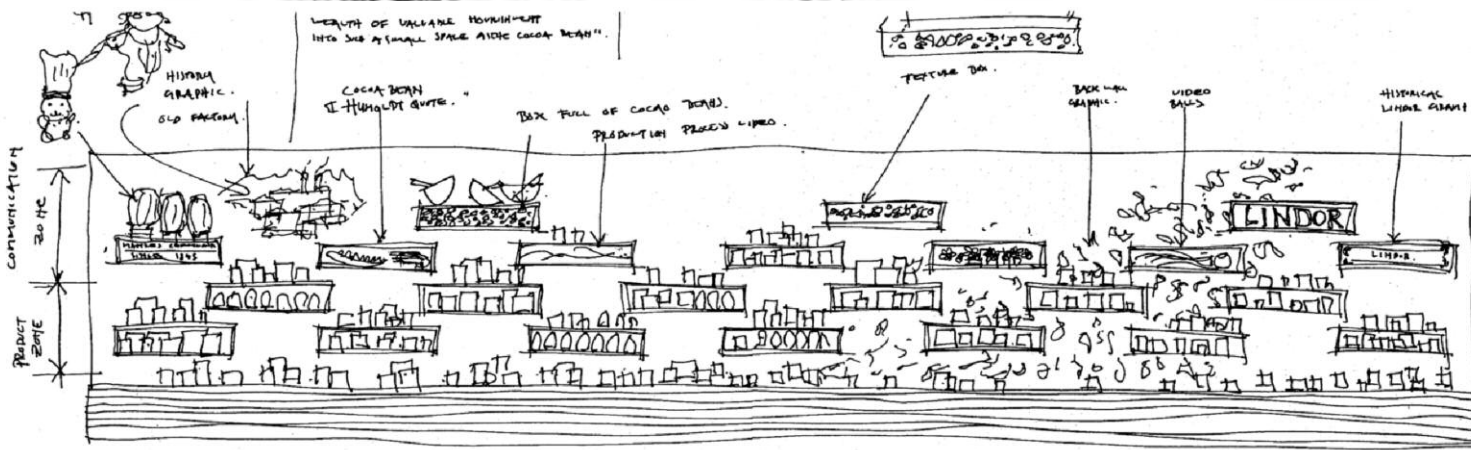
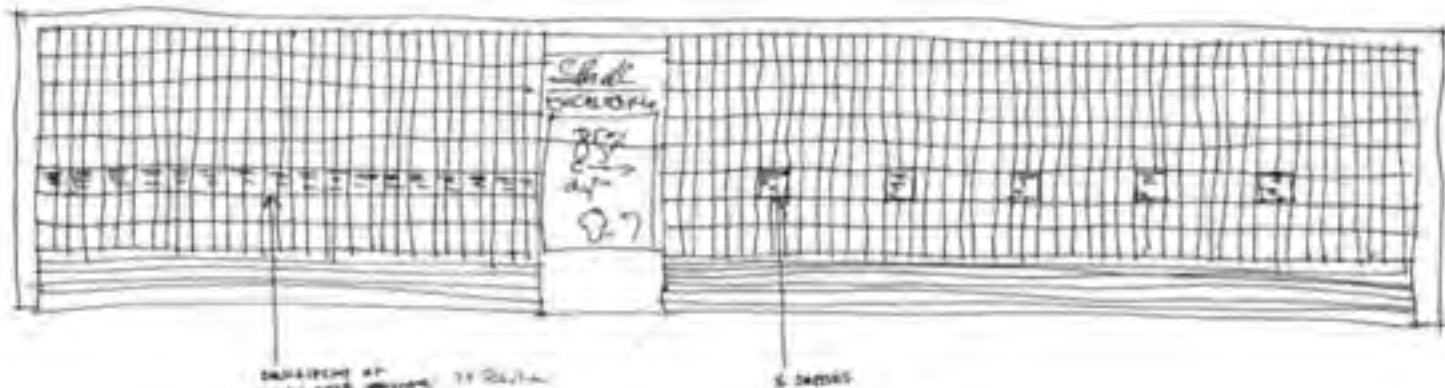
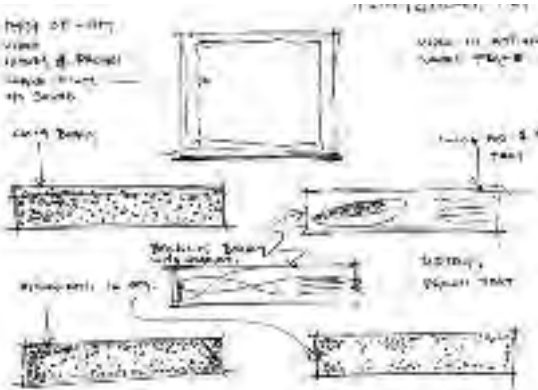
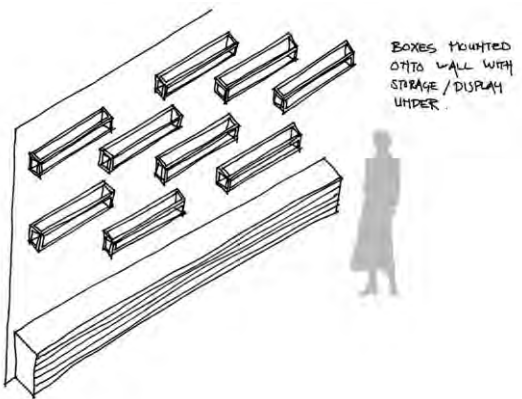
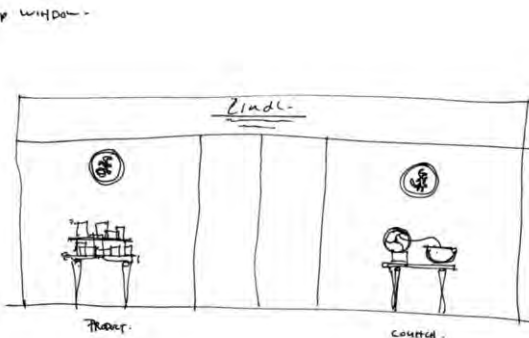
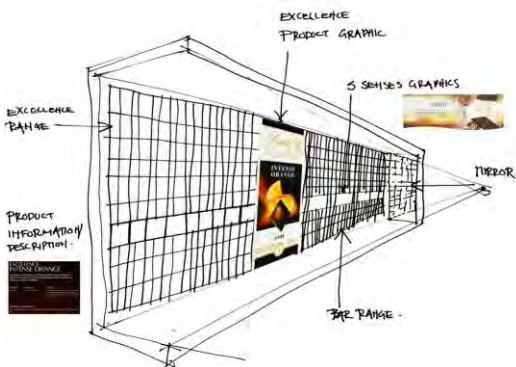
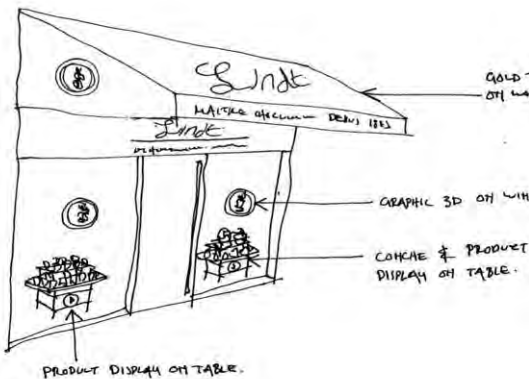
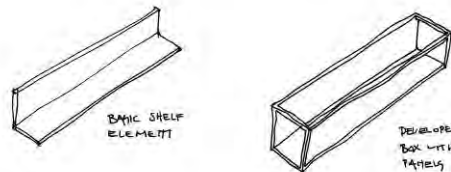
# LINDT

**Flagship store concept**  
Creative direction for a pitch to design the new Flagship store concept for Lindt chocolate shops. Development of a story telling environemnt that narrates the history of Lindt as well as the process of making chocolate.  
Designed for RetailPartners AG

LOGO TO WALL CONCEPT



BOX CONSTRUCTION

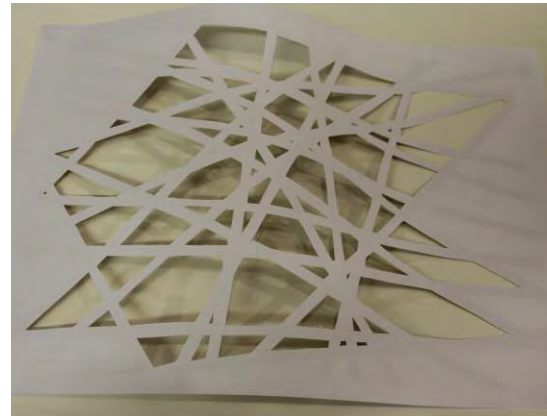


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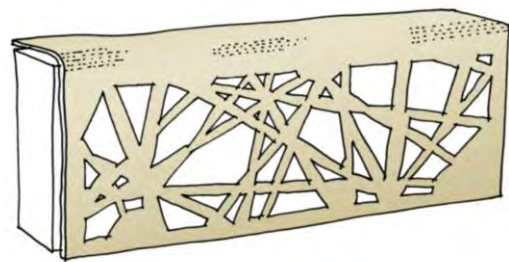
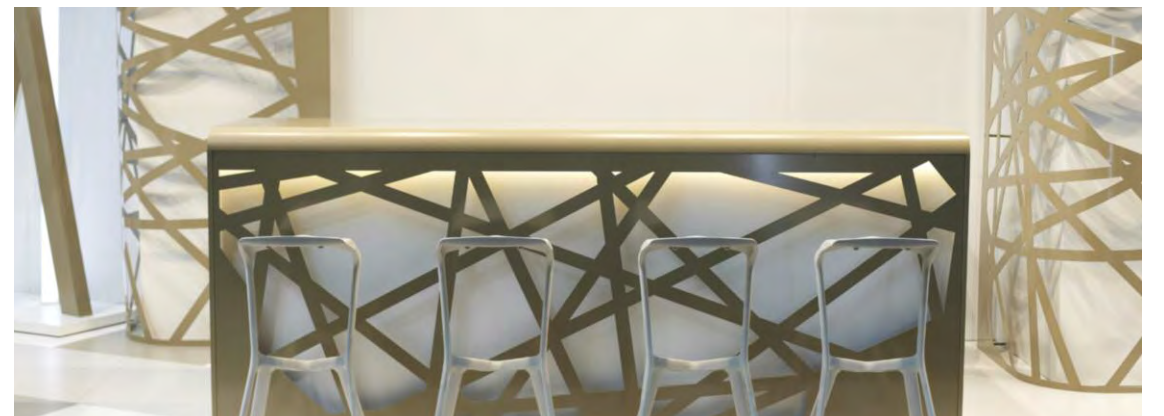
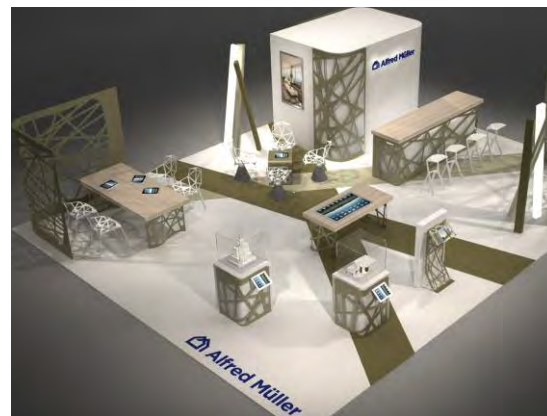


# ALFRED MULLER

Zugger Messe and various other regional exhibitions  
Designed for Andreas Messerli AG.



Alfred Muller, a property development company based in Zug, central Switzerland had evolved a new CI with Hotz Identity. We took the graphical elements of the identity and developed the design into a 3D collection of elements. The different elements could be configured together to make the elements of the stand.



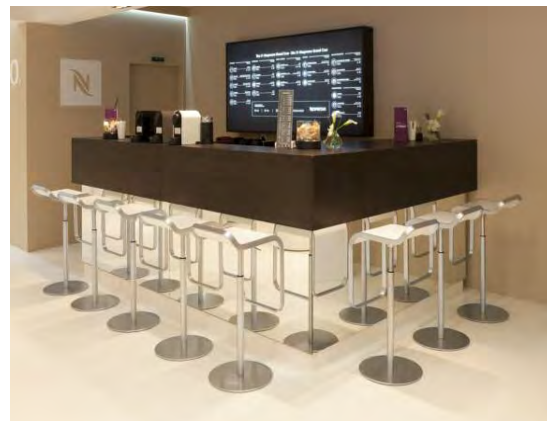
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# NESPRESSO

Nespresso at IFA, Berlin  
Designed for Andreas Messerli AG.

The Nespresso Stand at the IFA consumer electronic show in Berlin is both a B2B and a B2C environment. In the piazza at the front of the stand the public are invited to make a Nespresso coffee using one of the machines. While within the double height structure the B2C facilities such as lounge and meeting rooms are housed.

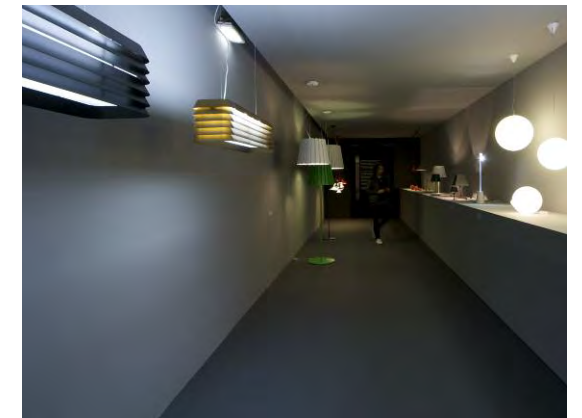
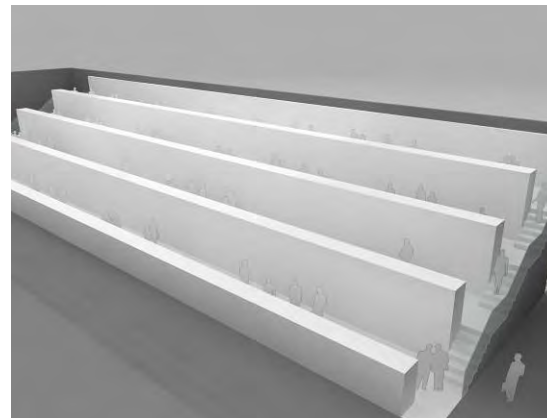


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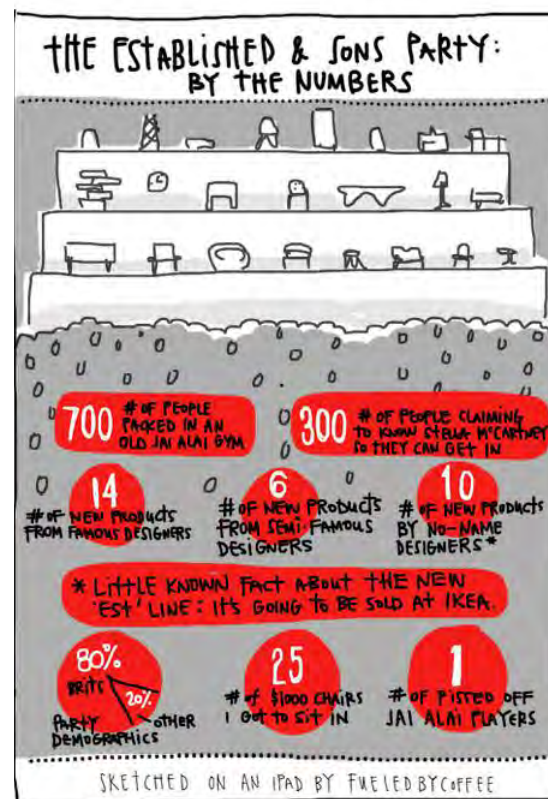
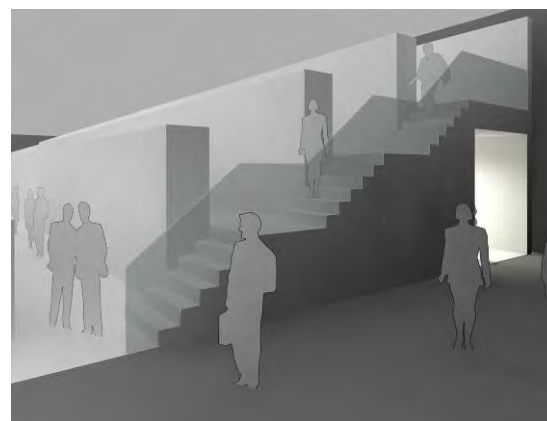


# ESTABLISHED & SONS

Milan Furniture Fair 2010  
Designed for Andreas Messerli AG.  
Designed with Seb Wrong and  
Alasdhair Willis



Established & Sons 2010 Installation  
was inspired by the idea of creating a  
terrace of long plinths onto which sit  
the products. This made reference to  
the idea of a production line belt pro-  
ducing very different items of furni-  
ture. The complete collection of furni-  
ture could easily be seen in a single  
panorama so it worked as a clear index  
to Established & Sons work



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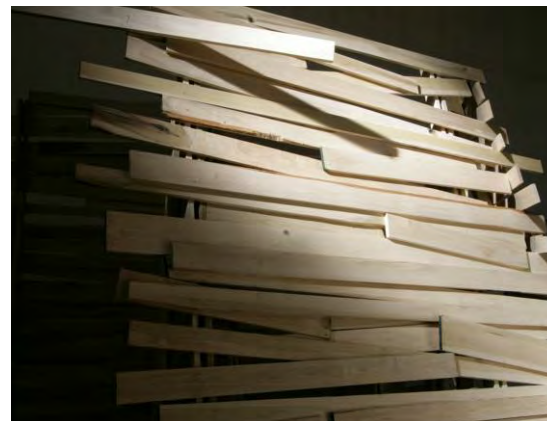
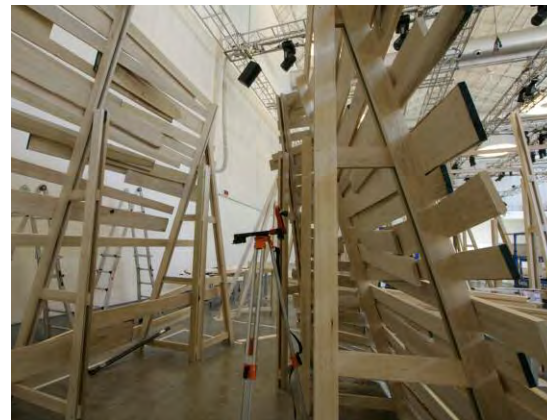




# ESTABLISHED & SONS

Milan Furniture Fair 2009  
Designed for Andreas Messerli AG.  
Designed with Seb Wrong and Alan Dempsey.

Established & Sons 2009 Installation was inspired by the irregular architecture of a favela, creating a labyrinth of spaces to explore. The material used was 30 mm American Tulip Wood. The total amount was around 2000 QM. This was screwed to triangular supporting frames. The inclined walls were a logical approach to solving the problem of only having structure on one side. The wood was fixed on site with reference to a scale model.



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# ESTABLISHED & SONS

Milan Furniture Fair 2008  
Designed for Andreas Messerli AG.

Our aim with this project was to create a neutral architectural canvas which would act as a platform for the many richly contrasting design languages and exciting use of colour, form and scale that have become the hallmark of the Established & Sons brand.

Working within the Pelota hall in Milan we essentially created a house within a house, albeit on a large scale. The structure, which is 25m long, 6m high, 10m deep, open-plan, semi-transparent is of a breathtaking scale but in complete sympathy with the proportions of the building that contains it. The project is entitled 4, because of its cubic design and also in recognition of the company's fourth consecutive year in Milan.

As always we sought to reduce the visual noise of the structure in order to focus on the real stars of the project, the furniture. We worked with a standard Andreas Messerli double deck steel structure, reduced to the bare elements and painted in dark grey. All flooring, walling and ceiling elements are from white panels. This created a clear and concisely articulated language of two elements, the grey structure and the white panels.

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# ESTABLISHED & SONS

Milan Furniture Fair 2007  
Designed for Andreas Messerli AG.

Established and Sons are a London based design and Manufacturing company who have created in a short time a powerful identity closely connected to a specific graphic style. We choose to build an architecture from cardboard boxes, with each box individually printed using our flat bed print technology. This was a low cost solution to give identity to the space as well as to create "rooms" for furniture to exhibited in their key show in Milan.



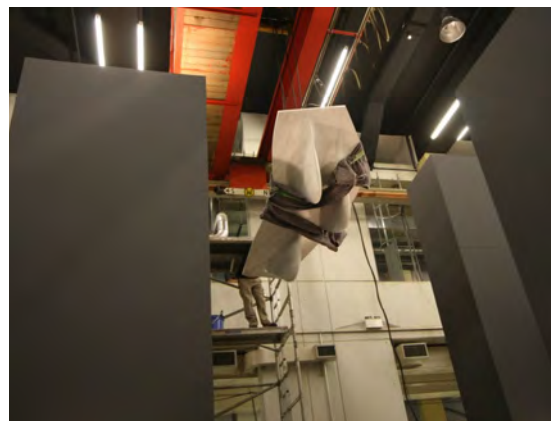
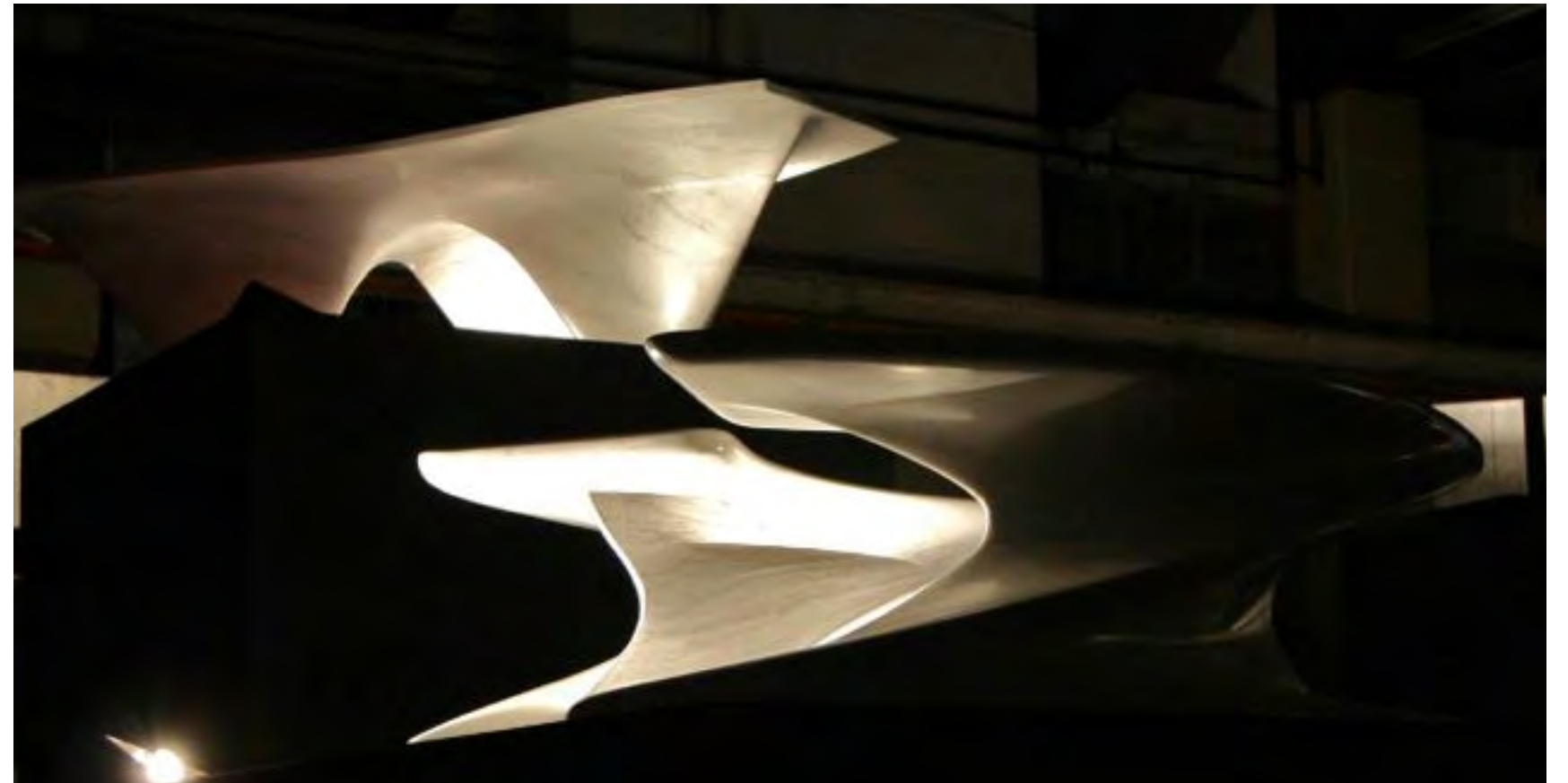
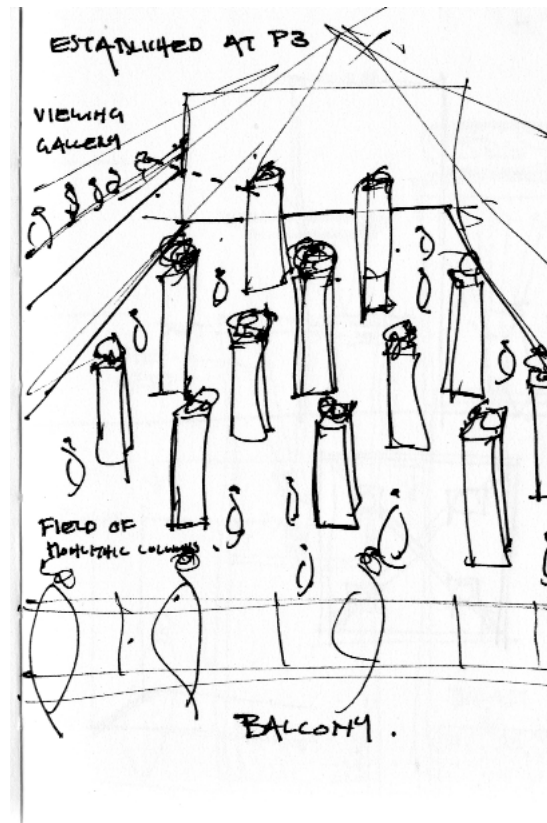
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# ESTABLISHED & SONS

P3, London Design Festival F2007  
Designed for Andreas Messerli AG.

This project was developed through a close working relationship with the team at Established and Sons. The desire was to create an exhibition that provoked a debate on the nature of Design Art pieces, typically limited edition furniture pieces which command very high prices and blur the line between art and product. The manifestation of this desire was a series of twelve monument plinths upon which sat twelve iconic pieces, which as special one-offs had been carved in marble.

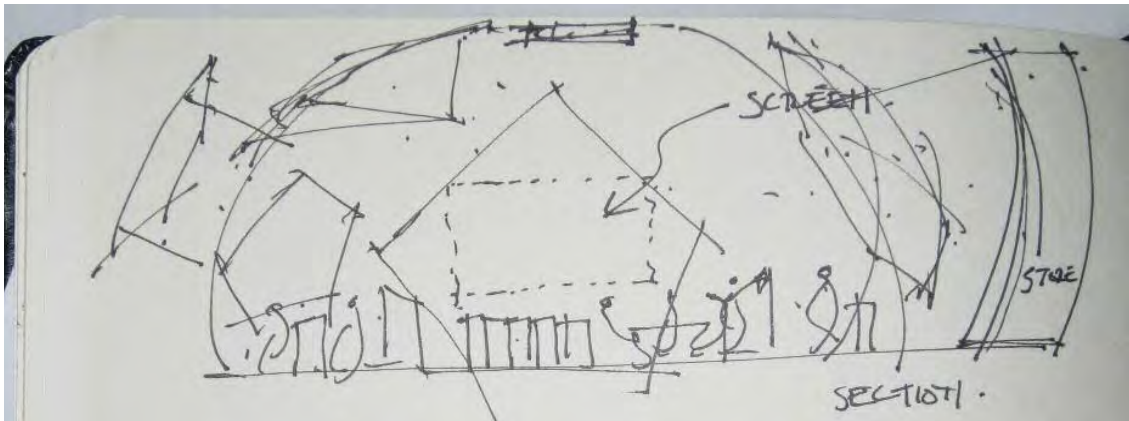


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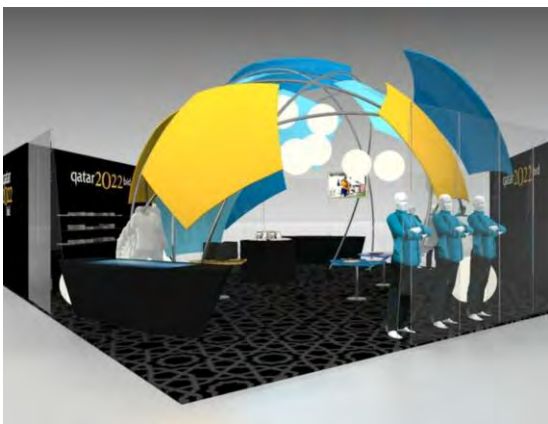
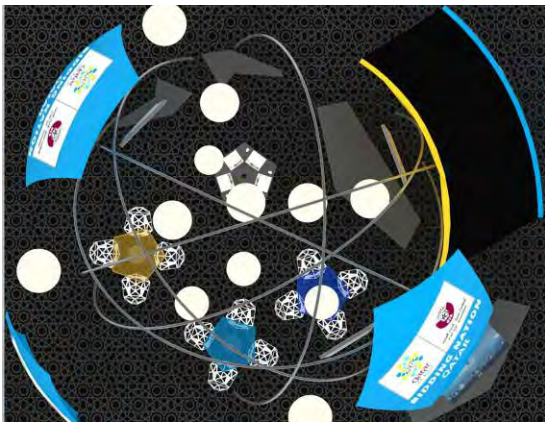
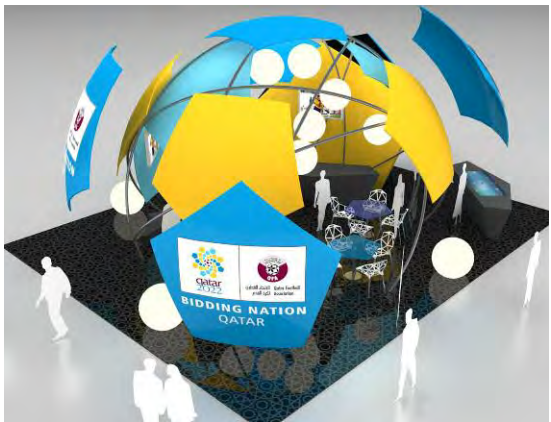


# QATAR BID 2022

Soccerex, South Africa 2009  
Designed for Andreas Messerli AG.



The design for the Qatar World Cup Bid 2022 had as its inspiration the swoosh of Pentagons that made up part of the brand identity. The bold and dynamic structure was placed onto a floor printed with a traditional mosaic design, representing the traditional values underpinning Qatari life. In addition to the eye catching structure a special touch screen table and multi screen video was developed as part of the communication package.



The Design for the Stand in South Africa was subsequently adapted for use in Manchester (far left). The structure was also reused as a retail environment (left).

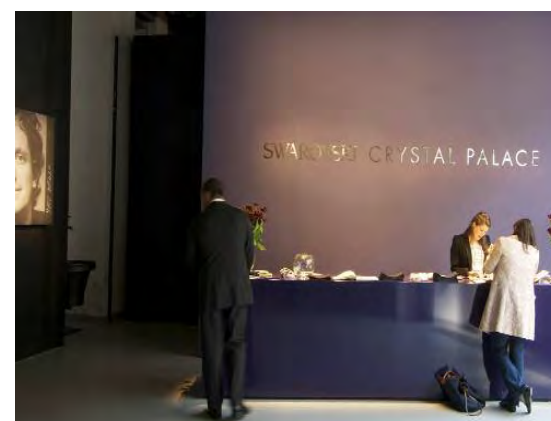
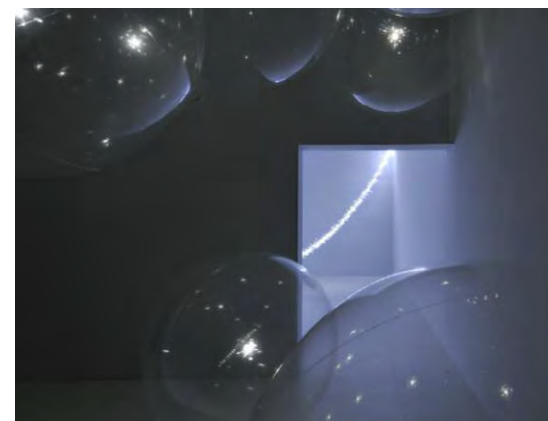
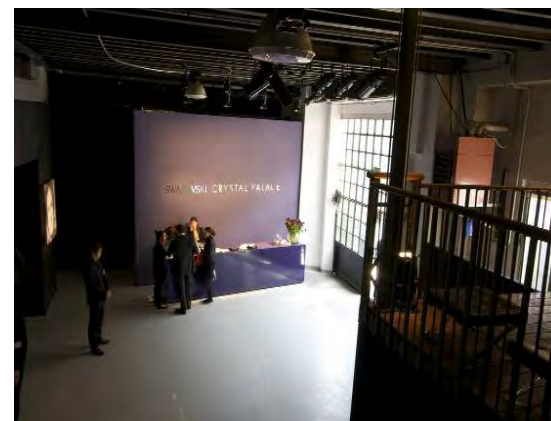
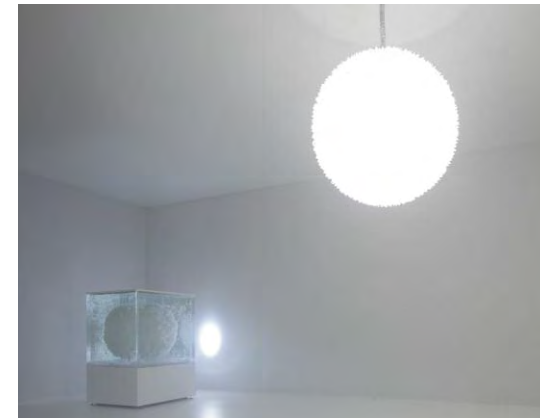
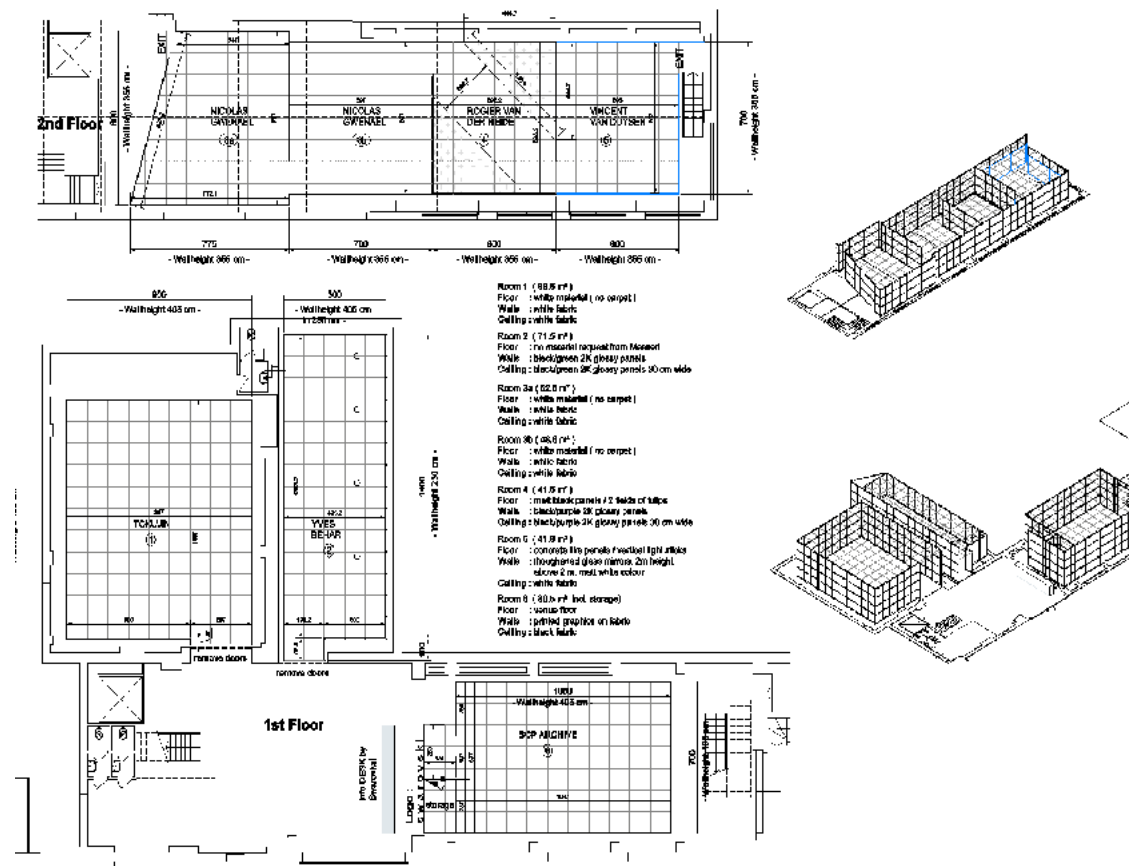
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# SWAROVSKI

**Milan Furniture Fair 2010**  
**Designed for Andreas Messerli AG, with**  
**Dr Jules Wright acting as lead creative**  
**and Curator. Responsible for client and**  
**technical coordination.**

**The Installation was built in an old**  
**industrial building at Torneria Via**  
**Tortona 32, Milan.**  
**The Installation consists of the creation**  
**of several rooms from fabric or solid**  
**panel walling, flooring and ceilings.**  
**Each room displays an Art Design piece**  
**of lighting from some world famous**  
**designs including Tokujiin**  
**Yves Behar, Nicolas Gwenaël, Roger**  
**Van Der Heide and Vincent Van Duysen.**



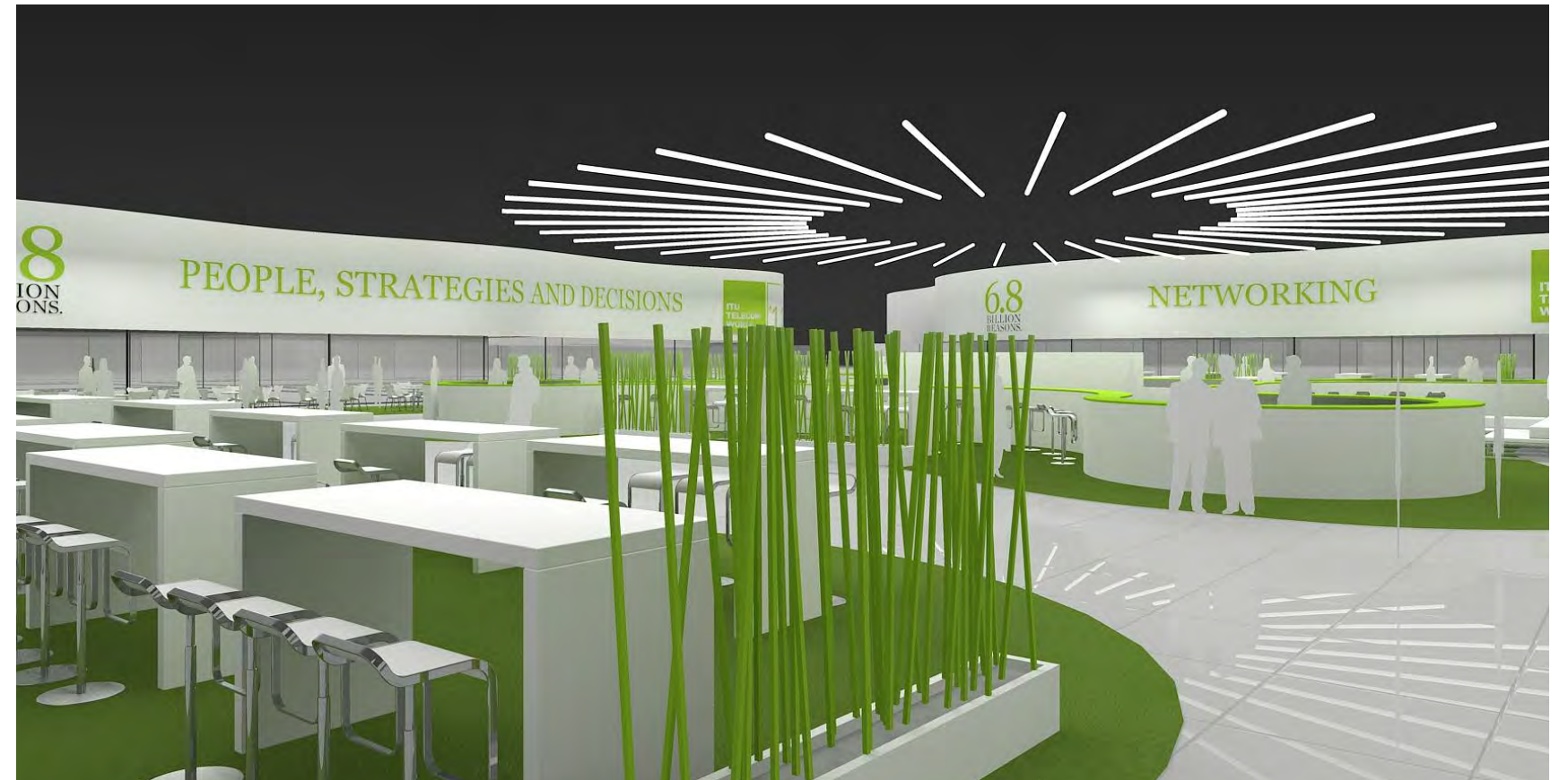
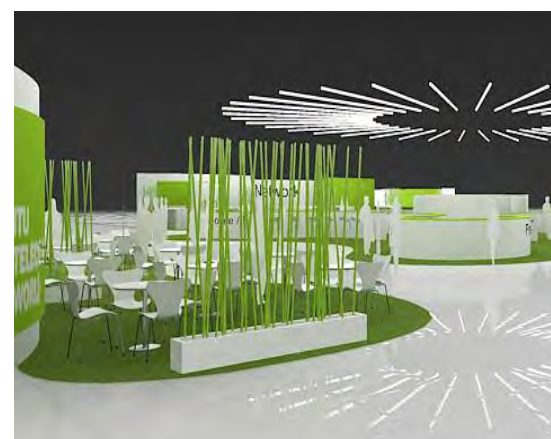
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# ITU WORLD TELECOM 2011

ITU World telecom, Geneva 2011  
Designed for Andreas Messerli AG.

Design for the entire international  
Telecom Union 2011 show floor. Areas  
designed include the reception areas,  
the circulation system, the meeting  
areas and the show layout.  
Implementation of the Brand identity  
and look into a coherent three dimen-  
sional environment.



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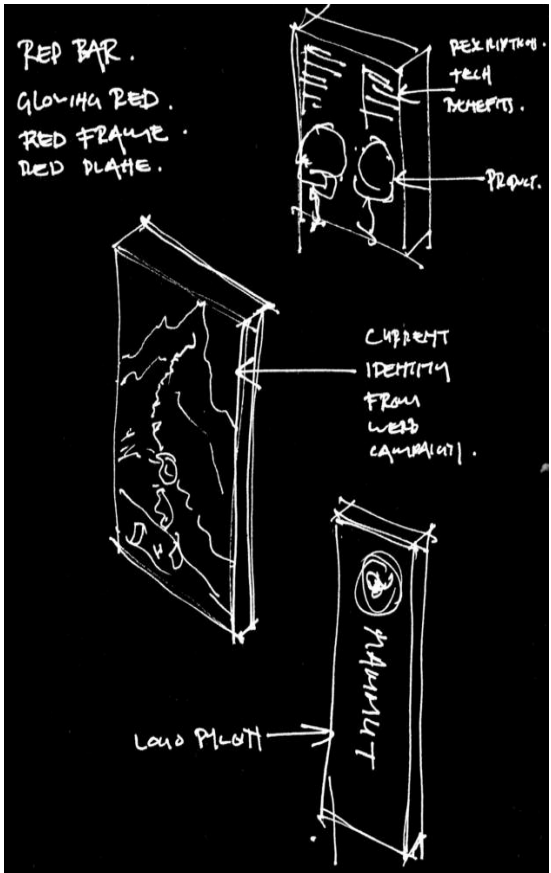
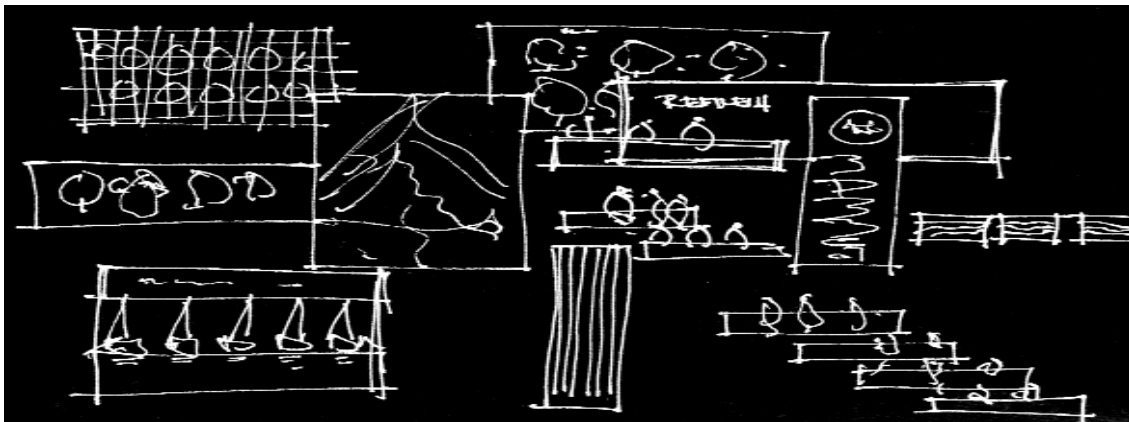
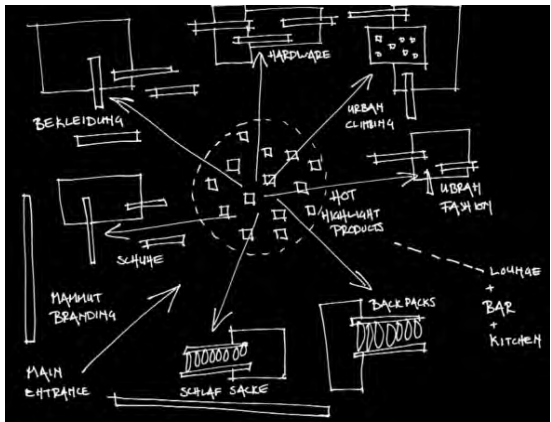
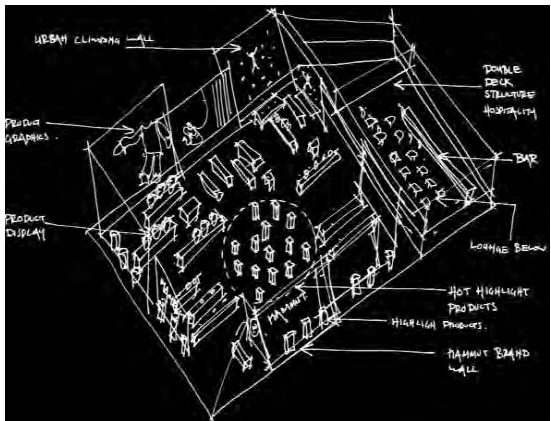


# MAMMUT

Mummut 2010  
Design for ISPO and Outdoor Exhibitions  
Designed for Andreas Messerli AG.

The design for the Mammut stand focused on the key graphics showing the mountain landscapes, usually with climbers wearing Mammut products in the iconic Mammut red. These key visual elements were enlarged as big as the stand regulations would allow to create the visual context for the brand. Black was the used as the background colour with the products which were very colourful being picked out by lighting, thus creating a vibrant display. Key branding was delivered by over-sized 3D cut out lettering and the subtle use of black matt on black gloss logo printing.

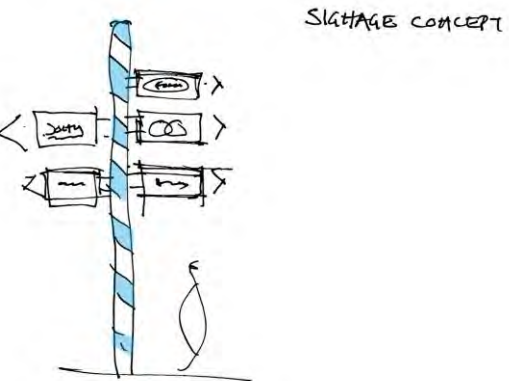
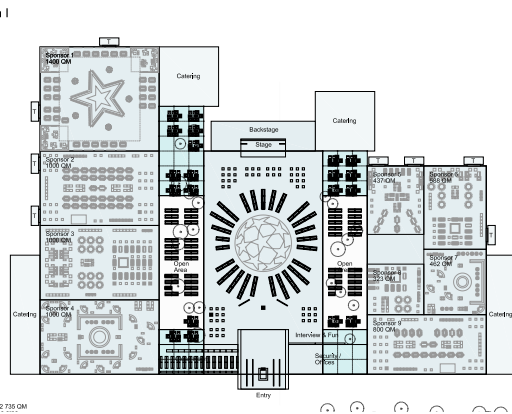
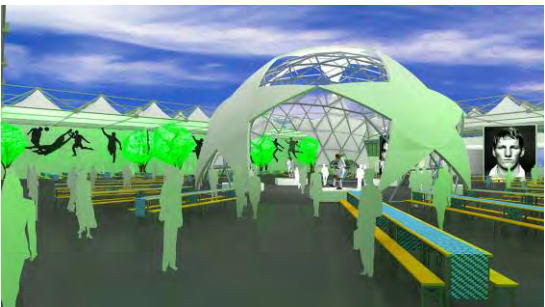
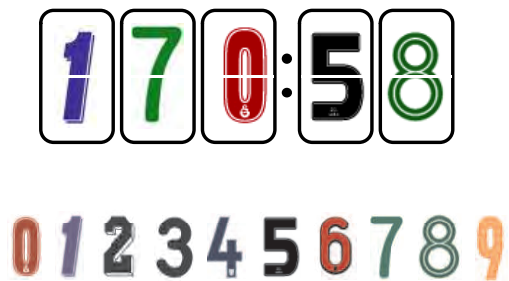
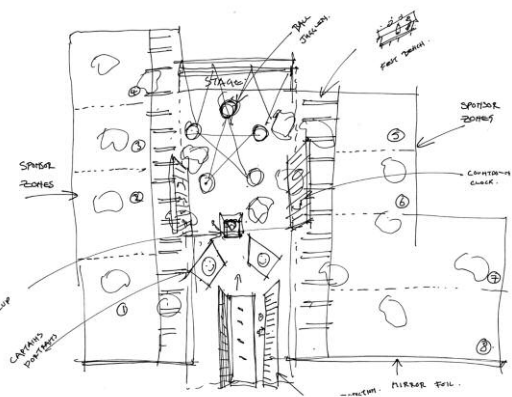
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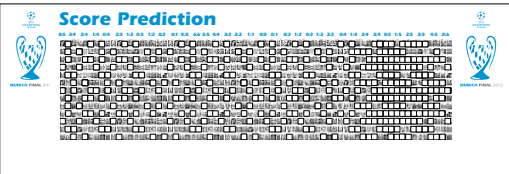


# CHAMPIONS LEAGUE FINAL

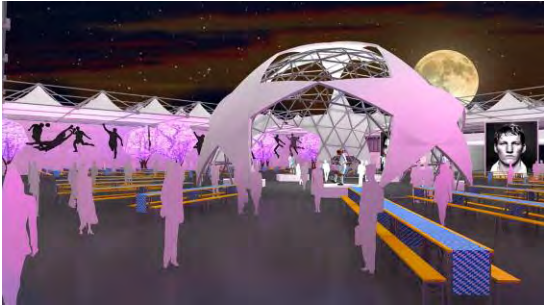
VIP Hospitality Village  
Champion's league Final Munich  
15.000 square meter state-of-the-art  
Sponsors Hospitality Village for the  
Champions League Finals in Munich.  
The "Champions Village" hosted  
around 6.000 VIP guests of UEFA's  
sponsors. It was one of the largest tem-  
porary hospitality facilities in Europe  
for an annual sports event in 2012  
Designed for Andreas Messerli AG.



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Polaroid images  
of the Guests  
next to their  
score predictions



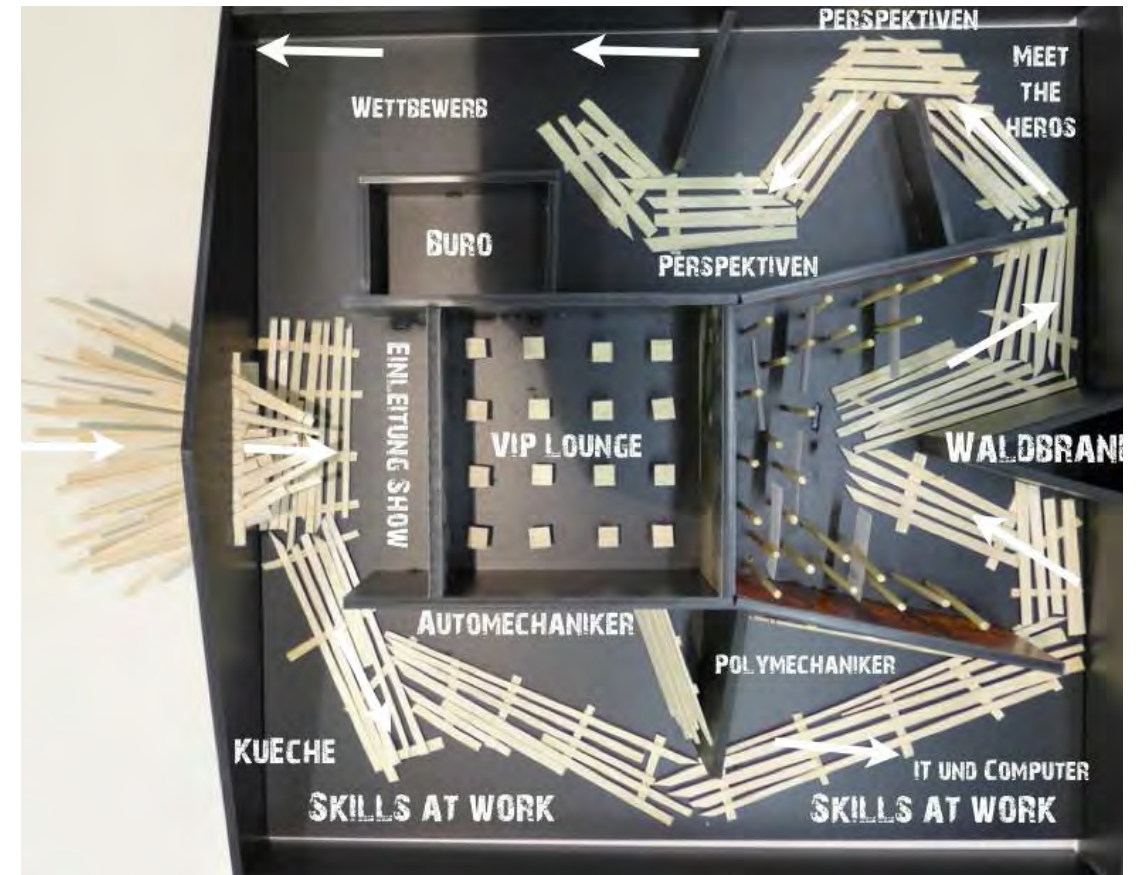
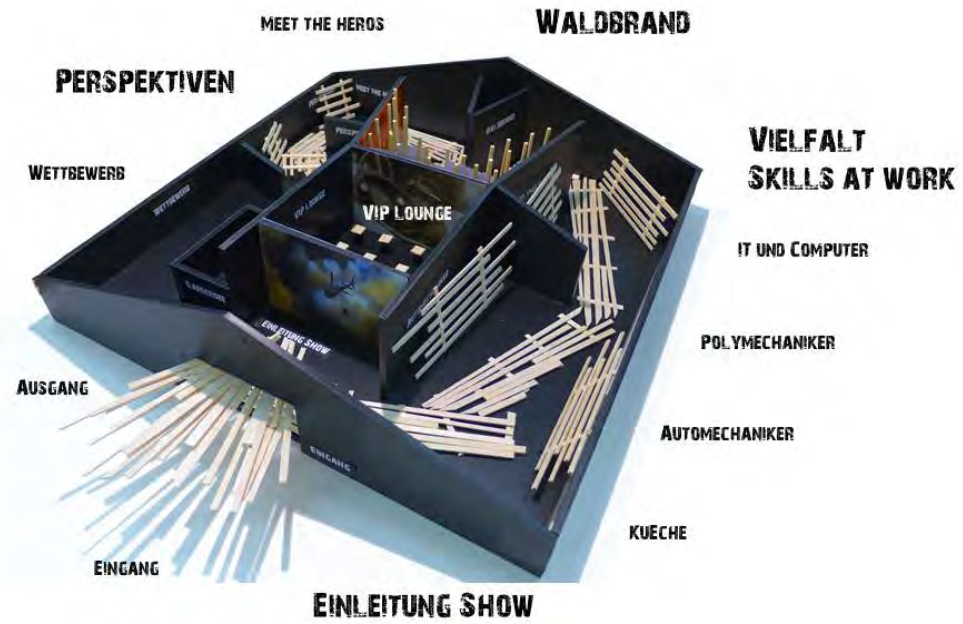


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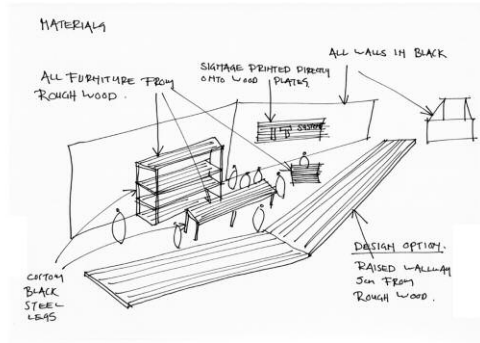
**Swiss Army installation for AIR 14 festival in Payerne. Focus on role played by the Swiss Army in Swiss civil society as well as the skill training offered by an Army career.**



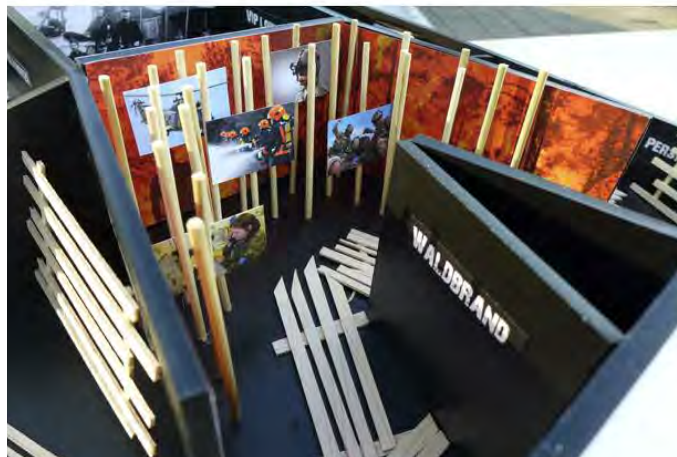
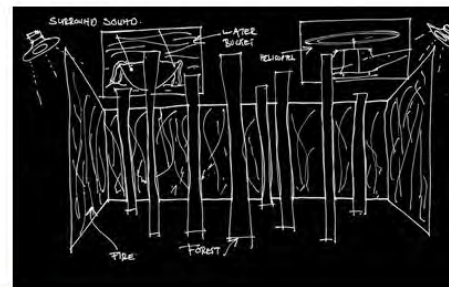
## KONZEPT



## BAUSTOFFE



**WALDBRAND  
DYNAMIC PRESENTATION SHOWING HOW  
CIVILIAN AND ARMY FORCES WORK TOGETHER**



## WALDBRAND



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# PAMASOL

**Pamasol Stand at Interpack**  
**Agency: Hotz Brand consultants**  
**Designed for Andreas Messerli AG.**



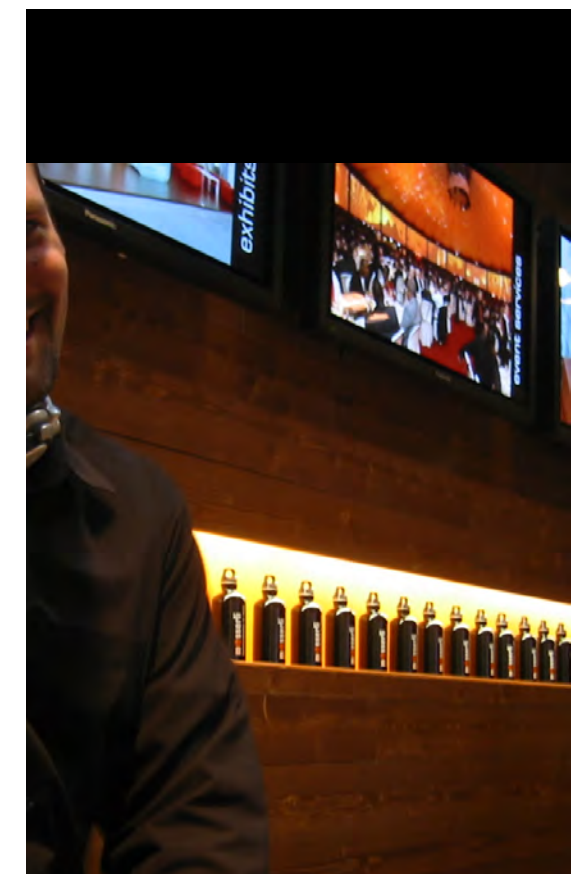
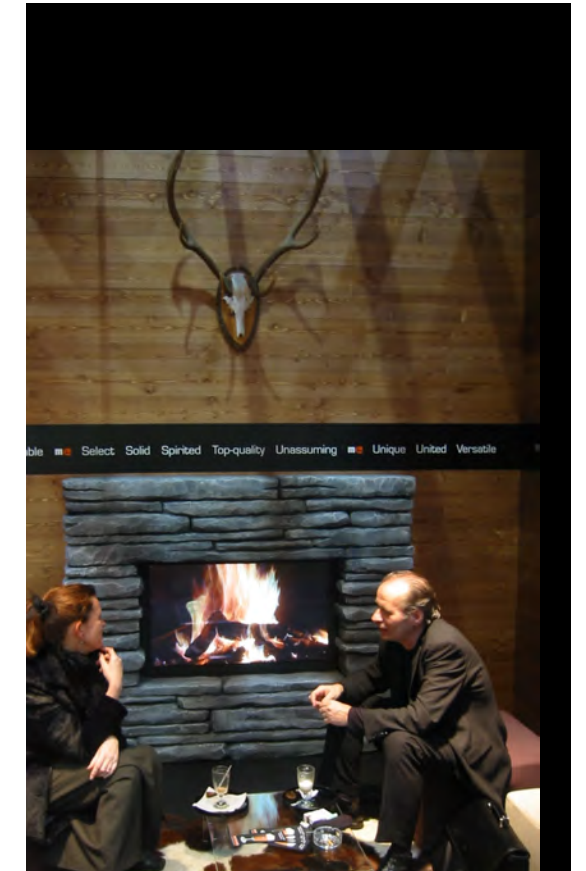
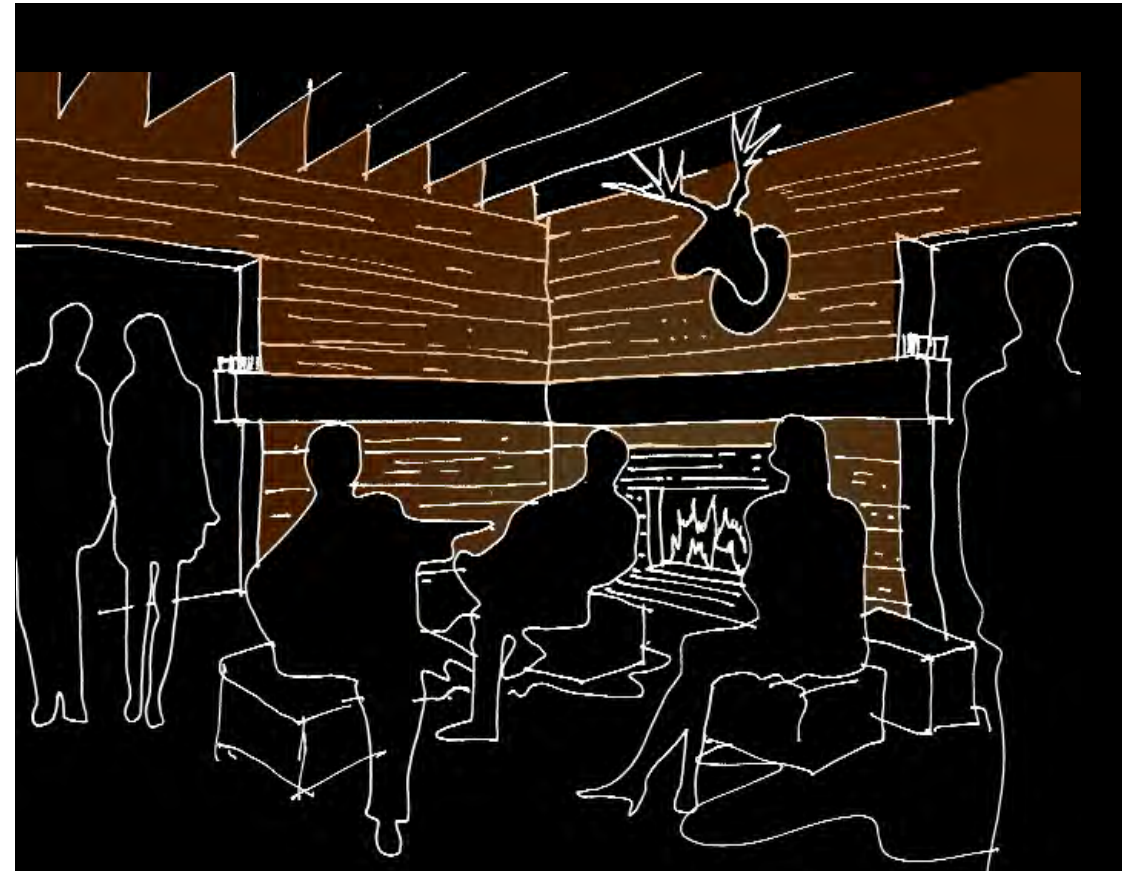
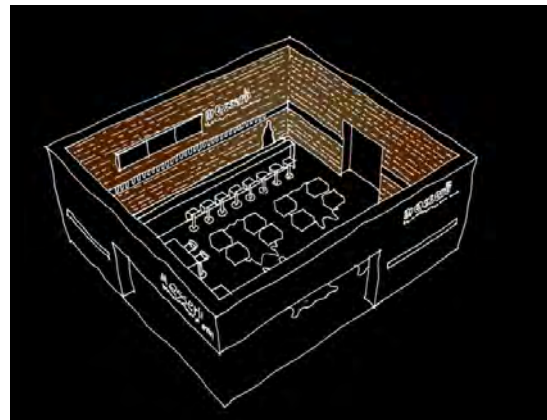
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# MESSERLI STAND

Euroshop Dusseldorf 2005  
Designed for Andreas Messerli AG.

We choose to present Messerli through an environment rather than using pictures of projects. The stand was based on the idea of the modern Swiss ski chalet, complete with cow hide and an open fire. The building was the message. This project was extensively published and award winning.



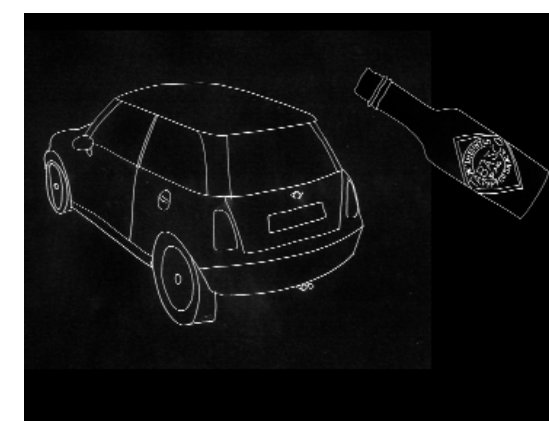
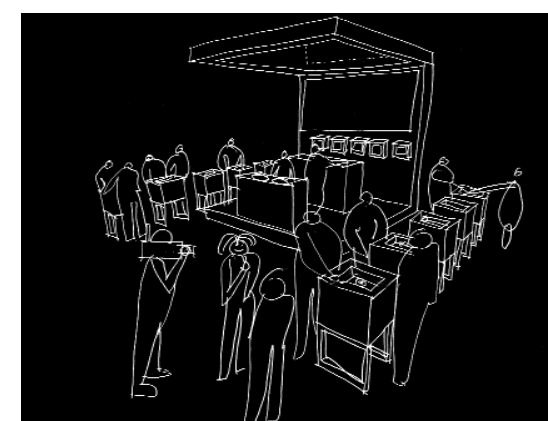
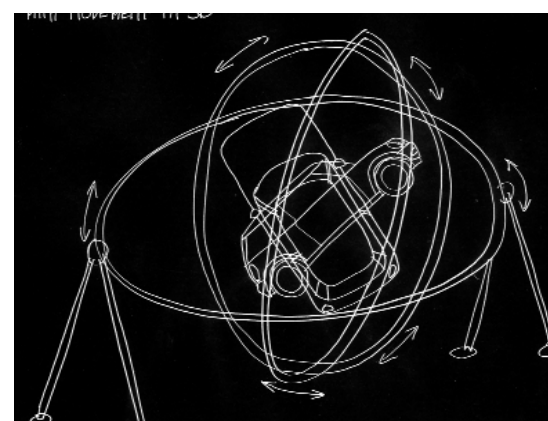
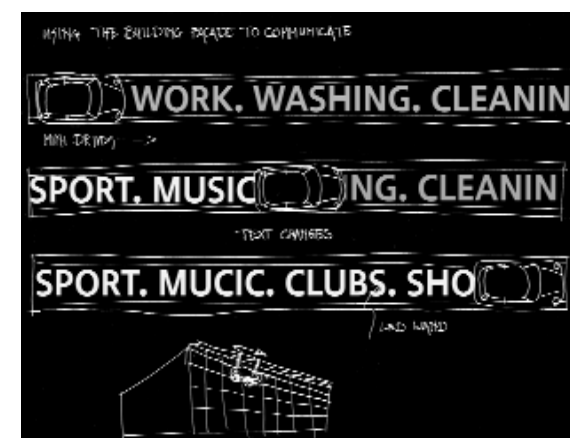
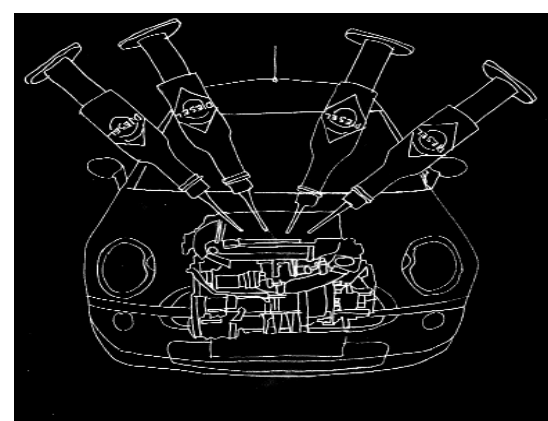
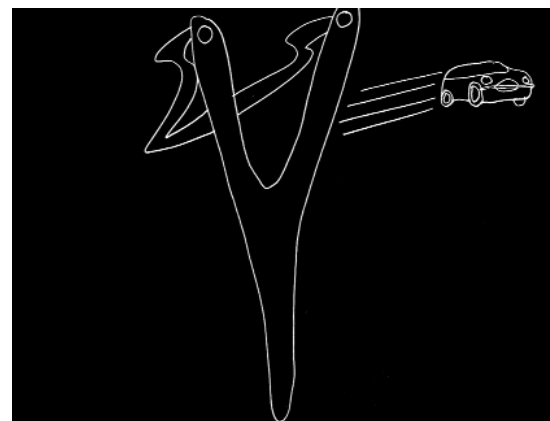
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# MINI

Geneva Motorshow 2003  
Designed for Interbrand, Zurich

This project transforms the very strong MINI identity from 2D into 3D. The graphical elements that work so well suddenly become 3D, the colourful frames, the black background and the MINI logotype. As with all MINI communication the tone was hip, cool and fun.

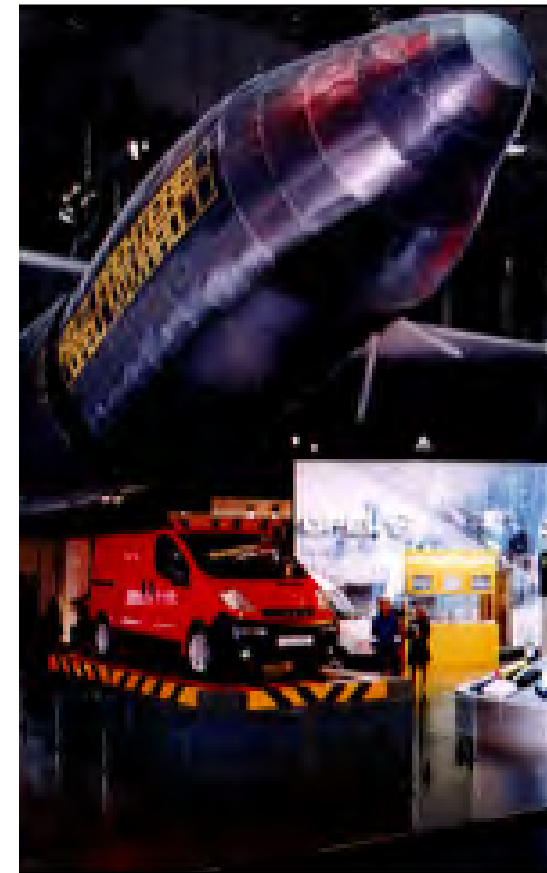
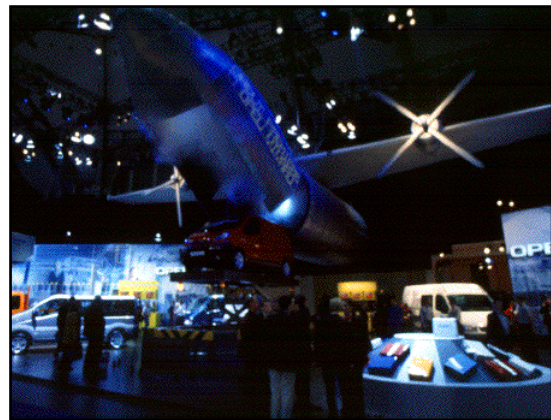


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# OPEL LKV

Frankfurt 2001  
Designed for Bellprat, Zurich



Frankfurt has mainland Europe's biggest airport and so we choose to set Opel's commercial vehicle exhibition within an airport themed environment. The star product emerged from a giant 35 m long transport aircraft, the vehicle colour range was shown on a baggage carousel and the info desks became check in desks. There was a control tower and windsocks to check the wind direction!

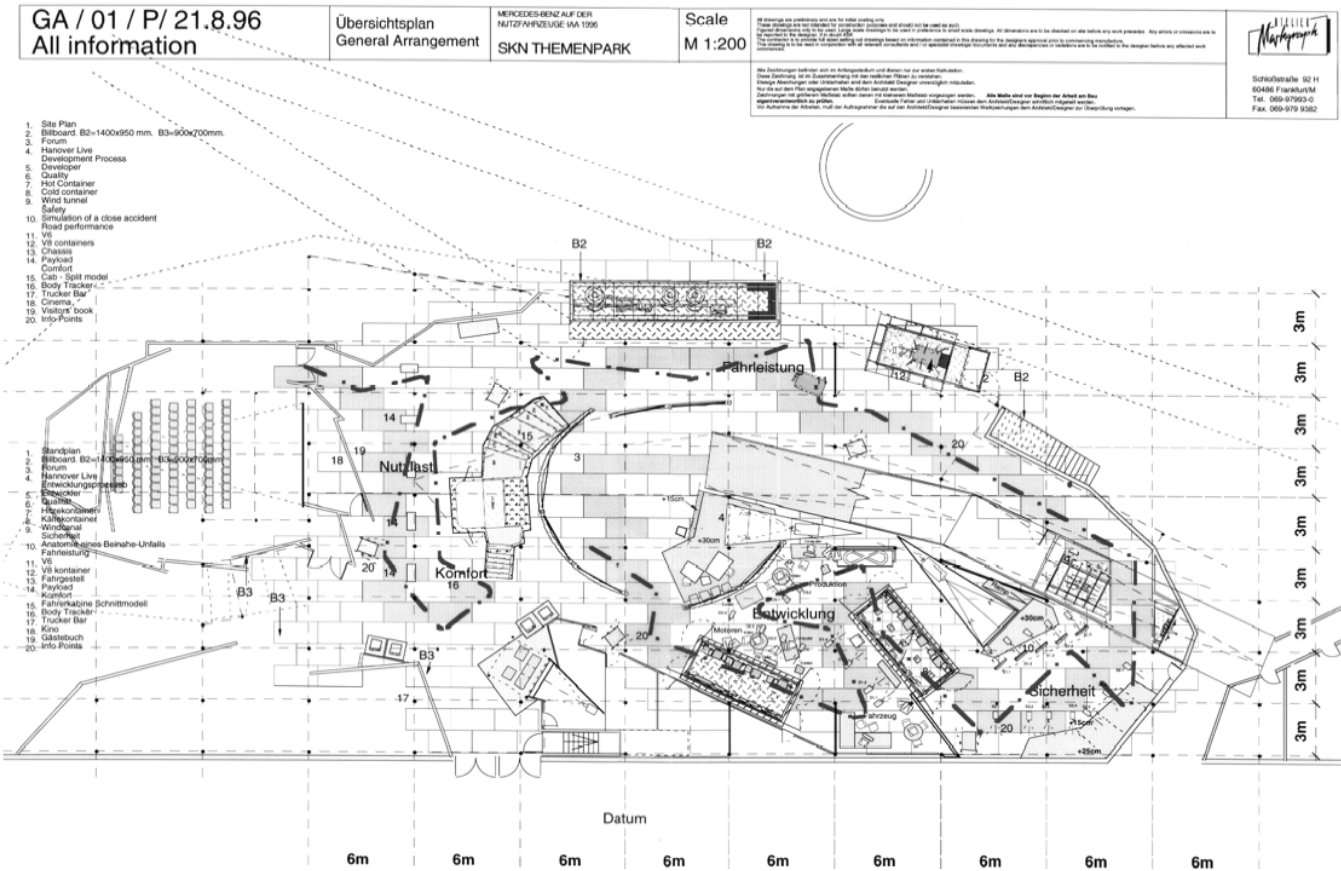
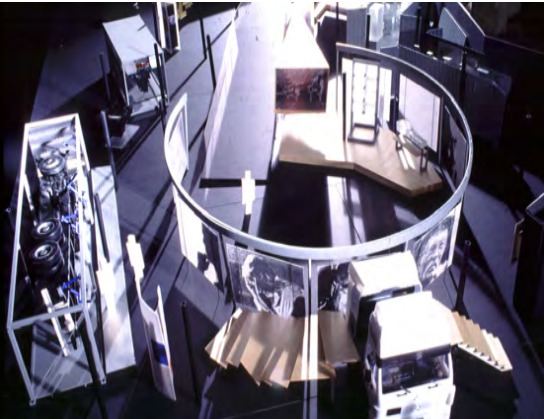


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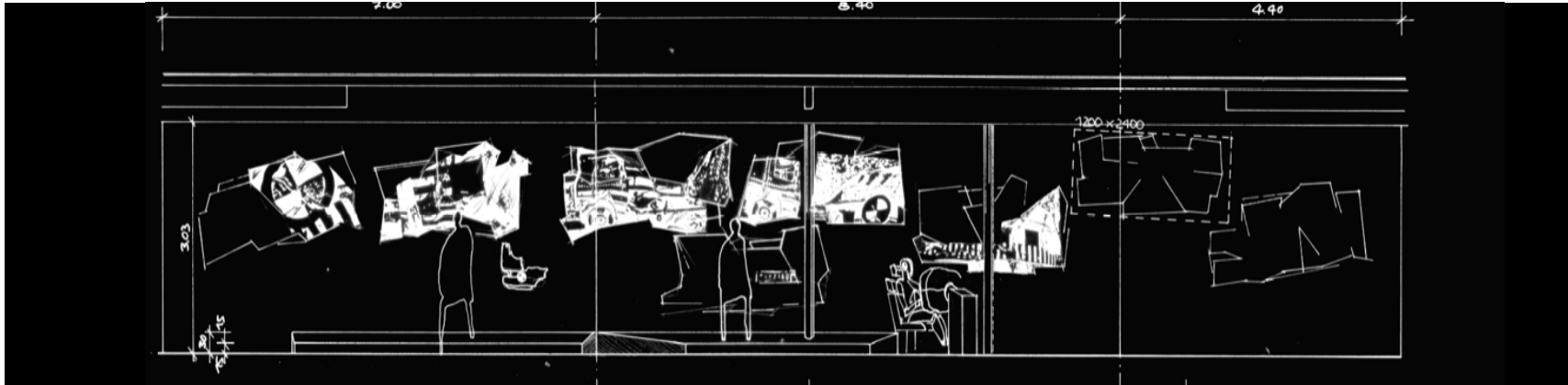
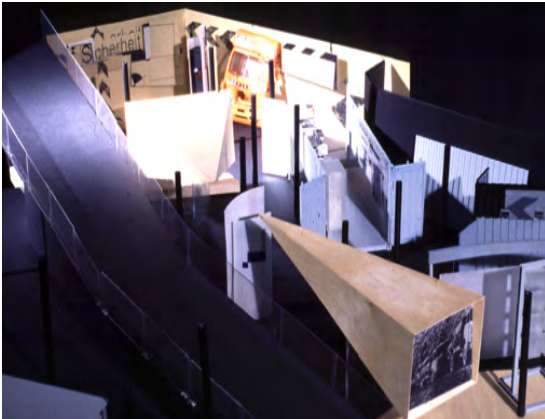


# ACTROS THEME PARK

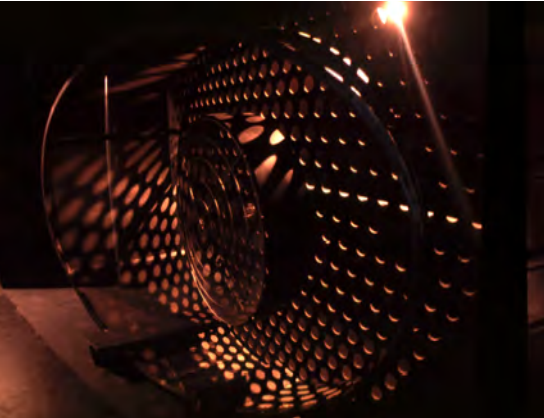
Hanover 1996  
Designed for Atelier Markgraph



Most drivers of Mercedes Actros trucks are also the owners so for this launch exhibition we wanted communicate as many benefits for the driver / owner as possible. The centre piece was a live link up to a test track that enabled a TV presenter to communicate directly with a truck driver on a test track, live TV done this way is a fantastic hit. Other exhibits included a safety film and hot and cold containers which contained the test components from extreme climate testing.



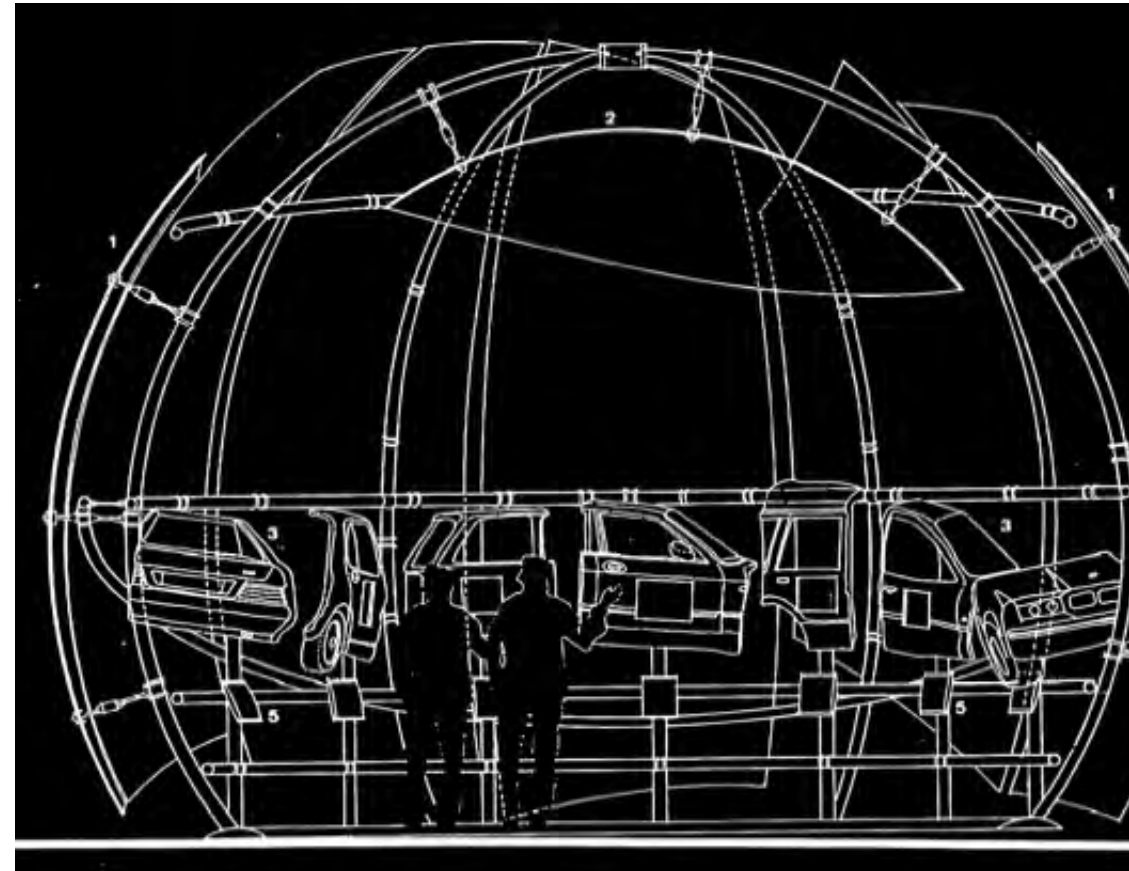
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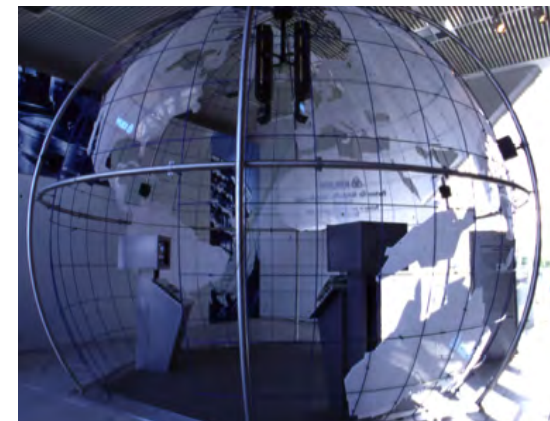
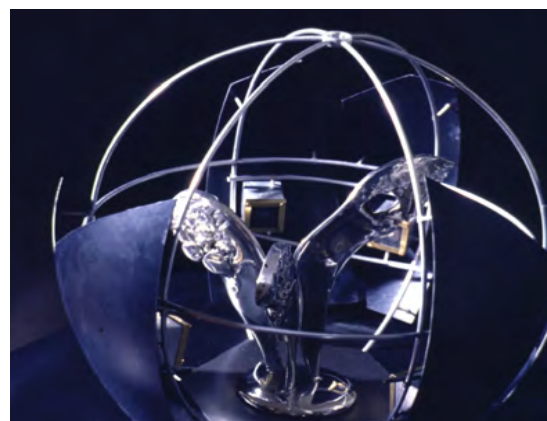


# KRUPP

German Industrial Fair, Hanover 1994  
Designed for Park Avenue Productions



Krupp, the major German Steel produce has several different values they would like to show, and so we choose to represent literally spheres of activity. Special steels, automotive steels, logistics were all given their own spheres. The skin of the spheres was made from specially shaped plexi glass sheets.

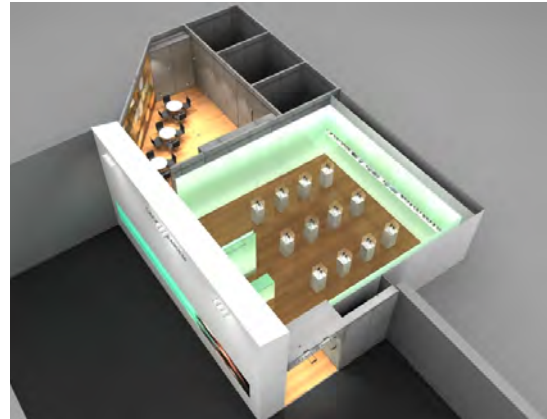


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# GEORG JENSEN

Baselworld Watch Fair 2007  
Designed for Andreas Messerli AG.



Georg Jensen, the Danish luxury goods manufacturer wanted to create a powerful yet simple statement to mark their return to Baselworld after a number of years not exhibiting. We worked a solution that used back lit printed glass to create a minimal environment in which to display their watches and jewellery. The private meeting room space featured a large 3 x 5m inkjet image onto glass. For the additional elements we choose to use a concrete effect to create an urban feel to the stand.



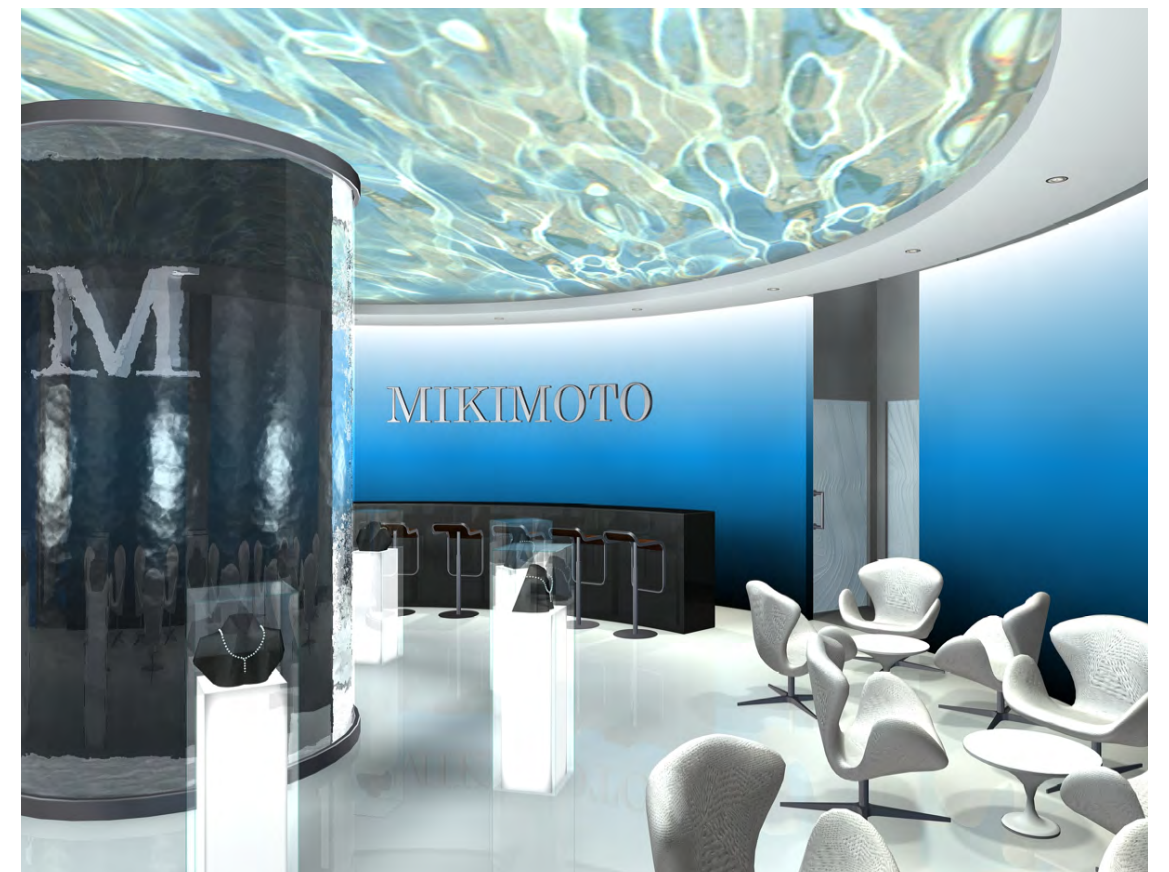
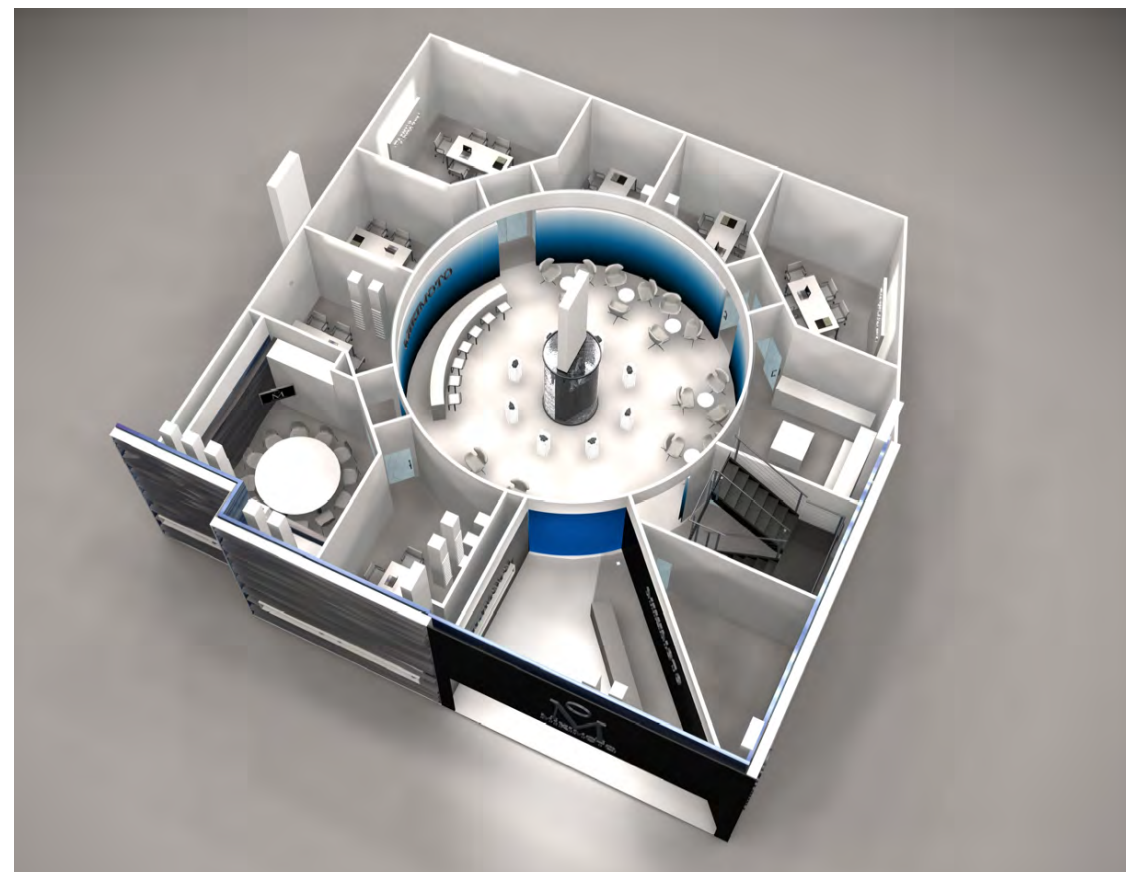
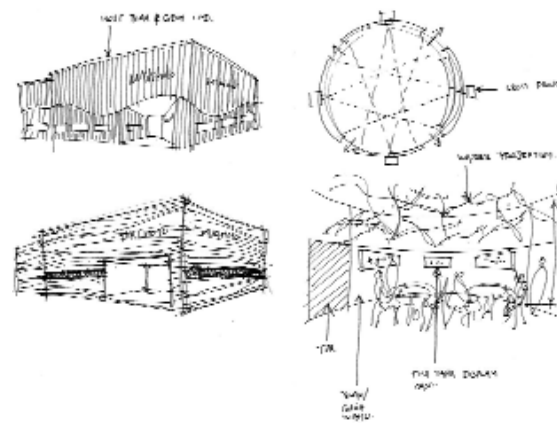
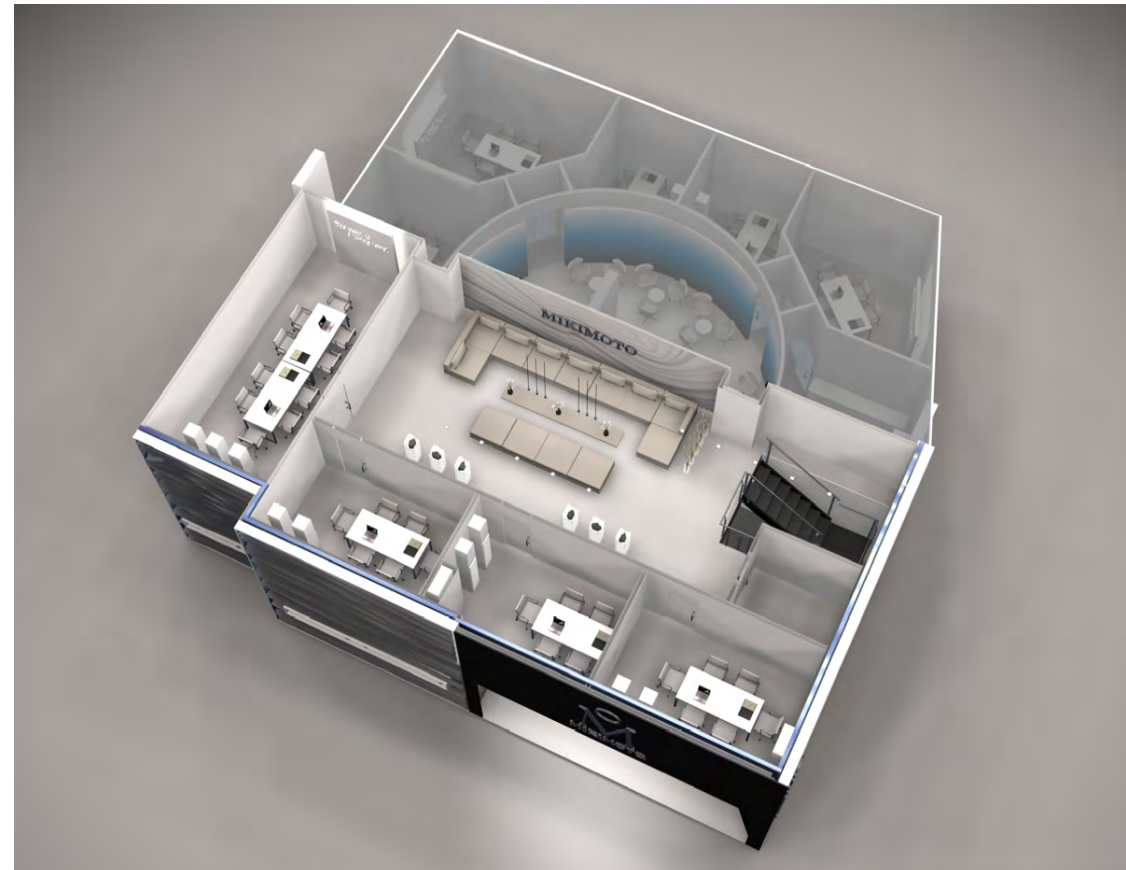
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# MIKIMOTO

Baselworld Watch Fair 2006  
Designed for Andreas Messerli AG.

Mikimoto are famous for producing pearls, and so we choose to develop the theme of the ocean. The exterior of the stand was treated to resemble the surface of the ocean with waves of stainless steel covering a facade printed with the surface of the sea. To enter the stand is to dive for pearls. Once inside the visitor is below the surface of the ocean, in an under water world, with the waves overhead



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# MESSERLI LOUNGE

X Event, Zurich 2004  
Designed for Andreas Messerli AG.

Fresh was the theme fore this vibrant stand featuring a number of companies in the event marketing sector. The architectural facade of the stand was inspired by a Paco Raban dress design. To emphasise the Freshness of our ideas we kept all the literature for the companies in large refrigerators.



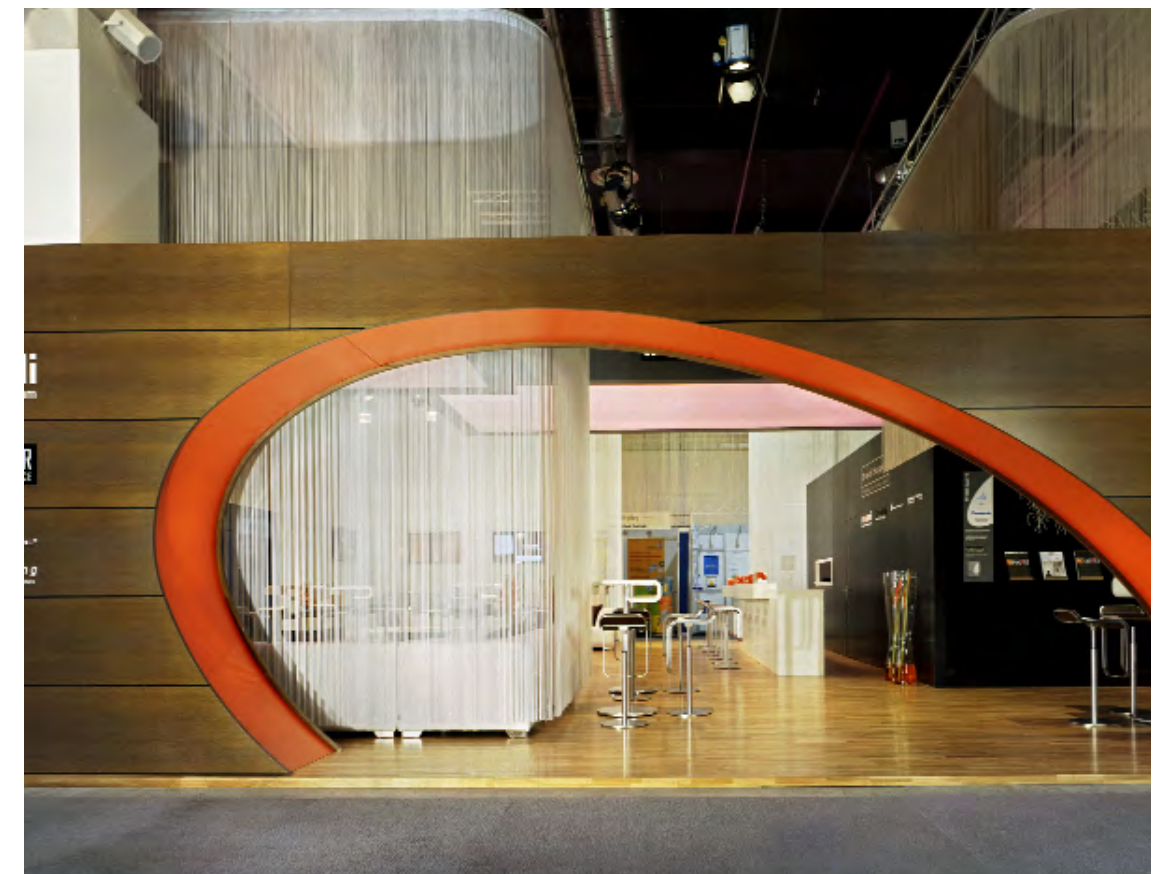
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# MESSERLI LOUNGE

X Event, Zurich 2006  
Designed for Andreas Messerli AG.

This stand for a group of companies involved in event marketing makes a nod to the 1970s for its inspiration. The feel is very Lounge complete with cream sofas. A large wooden wall with an elliptical orange cut out that was back lit marks a positive entrance to the stand. The space within the stand was divided into different areas by the use of hanging curtains in white and beige.



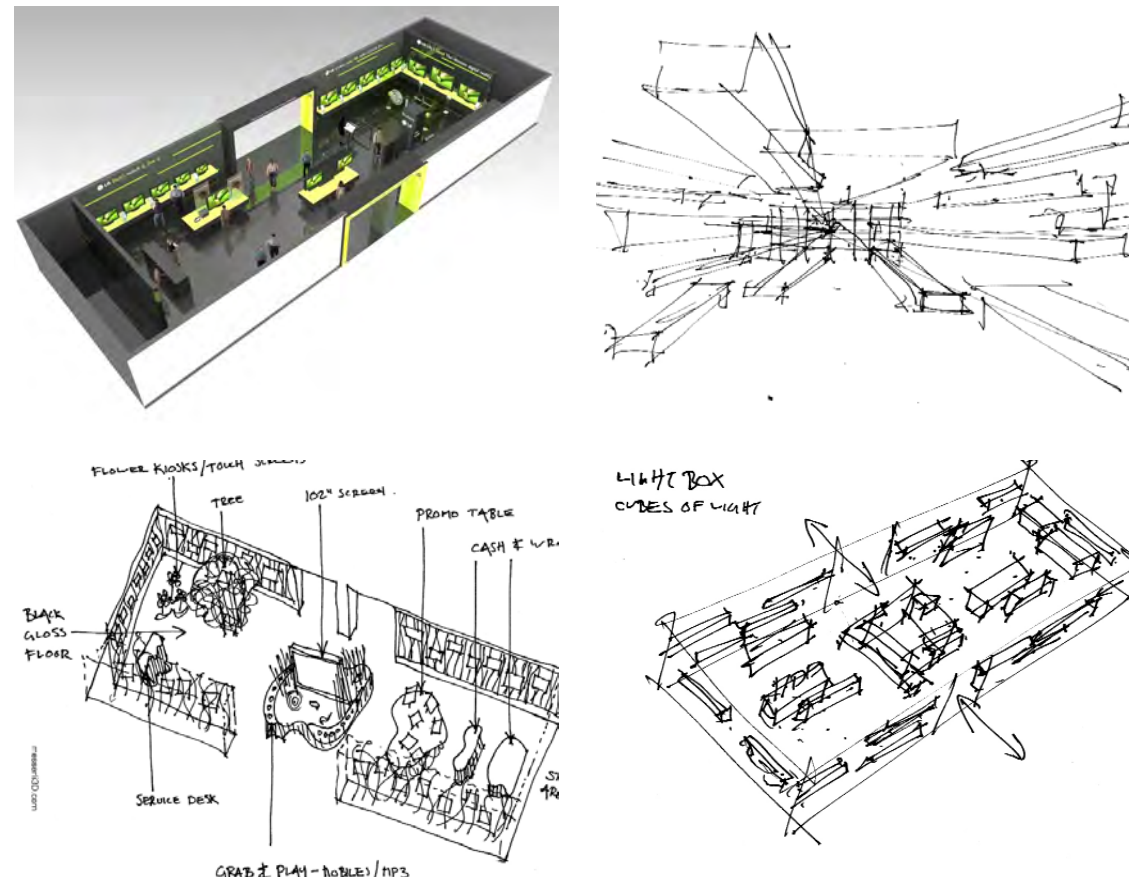
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# LG BRAND STORE

Harrods, London 2007  
Designed for Andreas Messerli AG.

Two different options for the flagship LG Brand Store located at Harrods, London. Both options shared the same basic idea of having a colour change environment, lit by LED lighting. One option was based around having rectangular light boxes, the second option was a much more organic option with Squiggles on the walls which held the various flat screens.



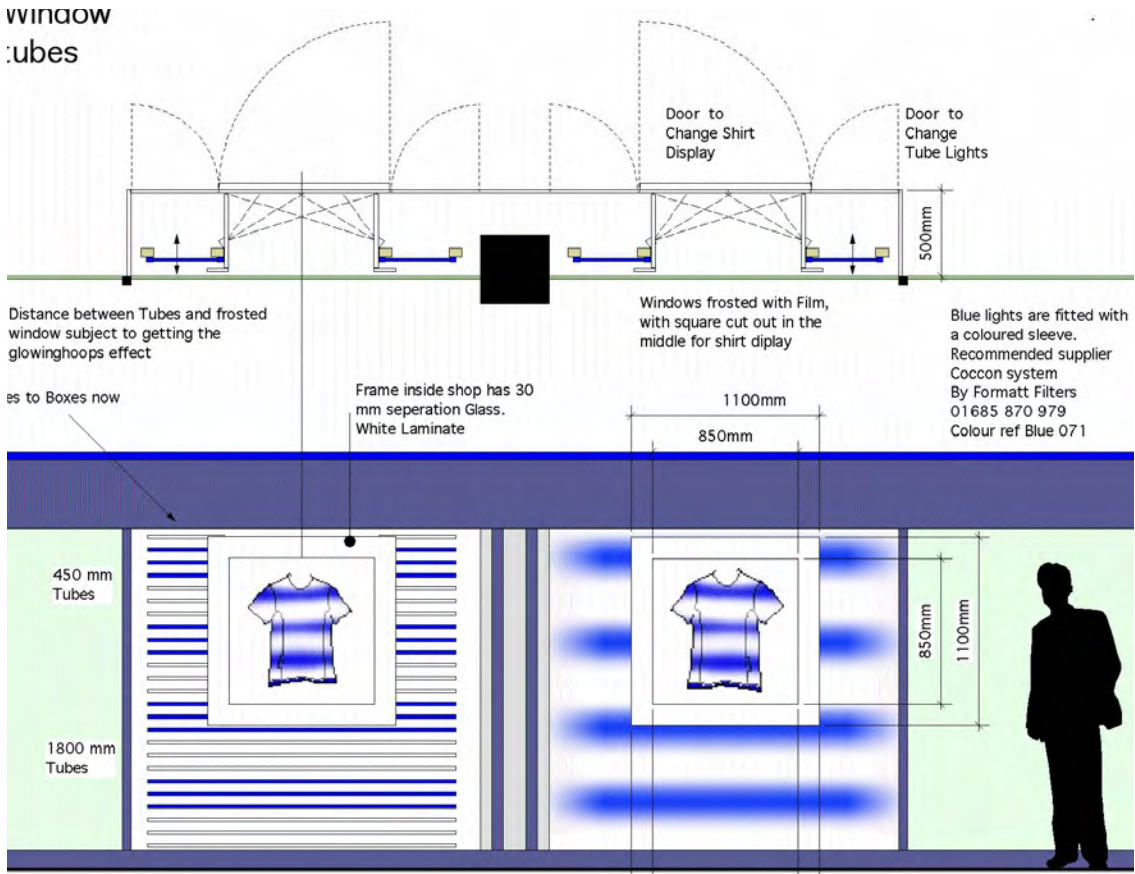
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# QPR CLUB SHOP

London W12, 2003  
Designed for the Rangers

Being a lifelong fan of QPR I felt it my duty to do what I could to help the club and so I redesigned the club shop which sells a mix of replica sporting apparel as well as QPR branded items. The big idea was to have a glowing blue and white shop window with the home and away kits framed within lit boxes. Inside we reworked the interior using a bright white colour scheme with green astroturf flooring.

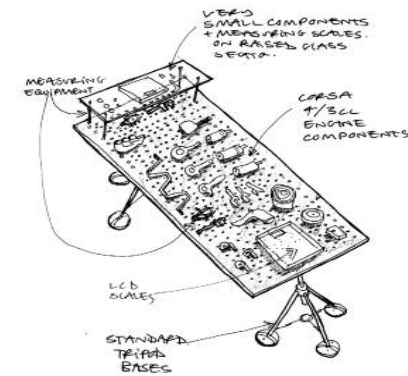


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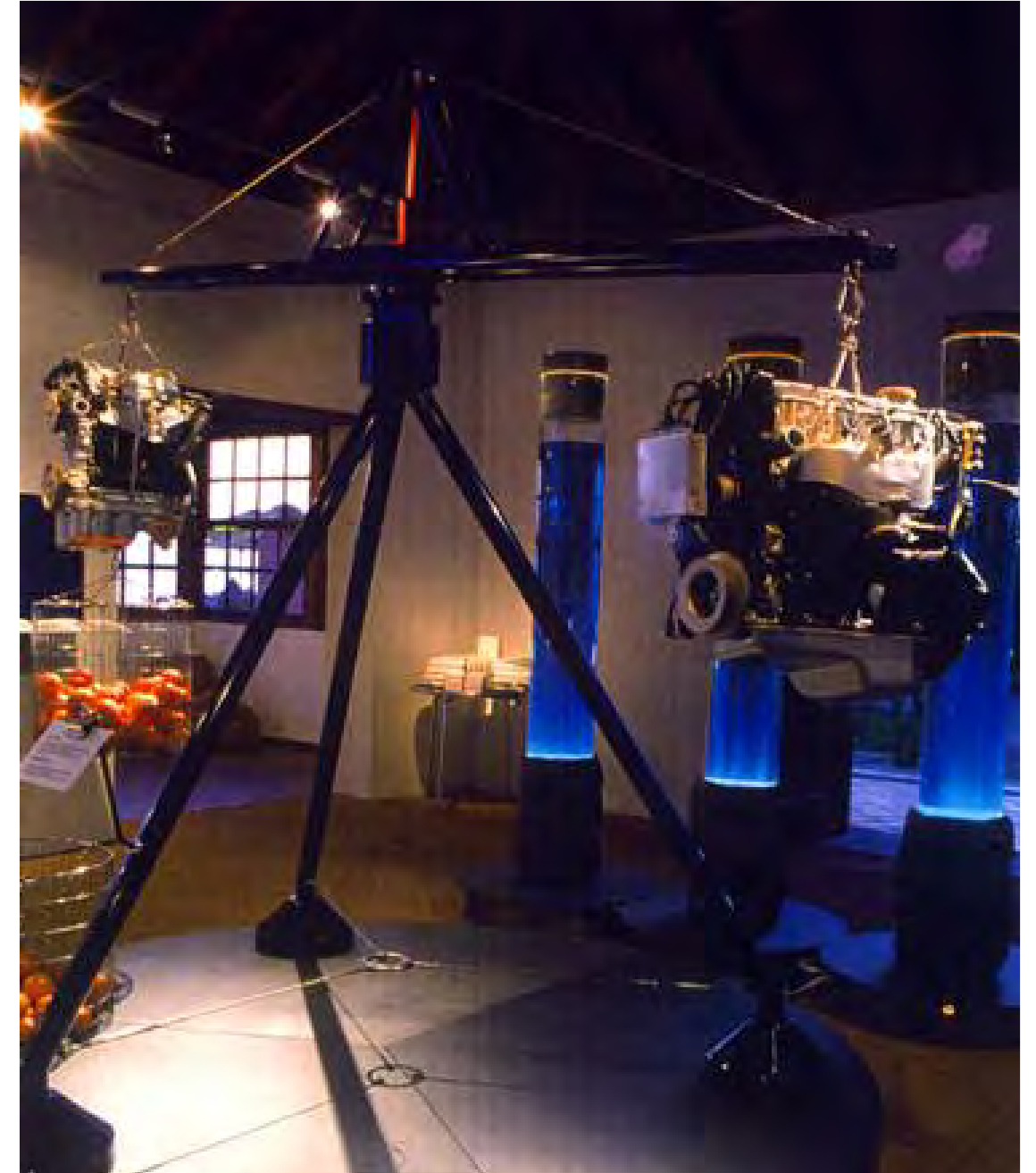
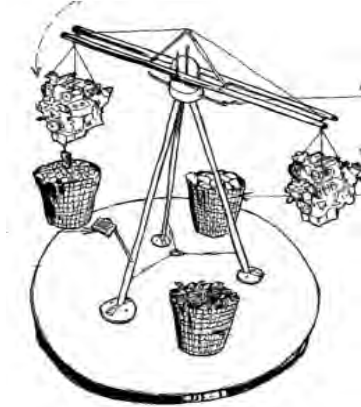
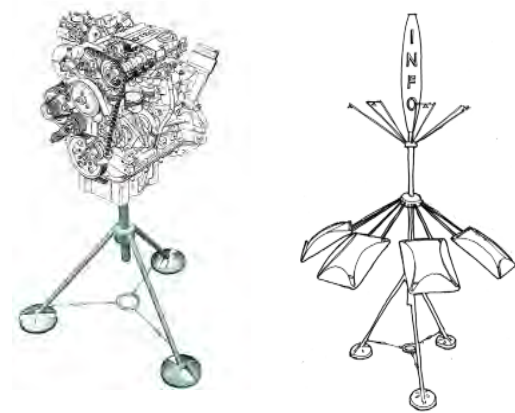


# OPEL CORSA

International Press Launch  
Tenerife 1997  
Designed for HP:ICM



Three cylinder engine Press launch for Opel Corsa. We developed a set of exhibits around the theme of three. Firstly there three test tubes, then an engine balance on a tripod base showing the weight difference measured by 20 kg of Oranges. A specially developed light weight component table complete with scales. Sand blasted 30mm glass to house some of the smallest components.



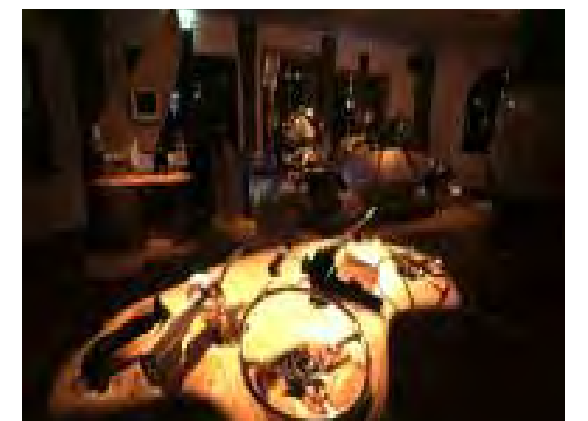
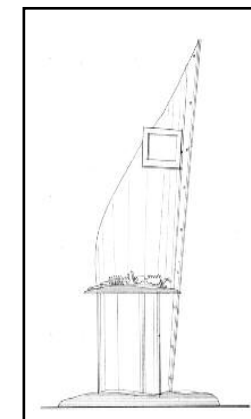
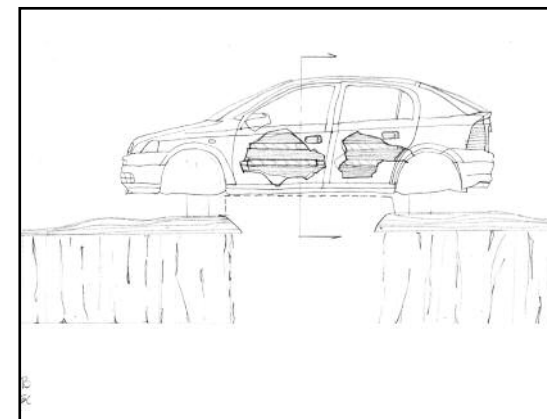
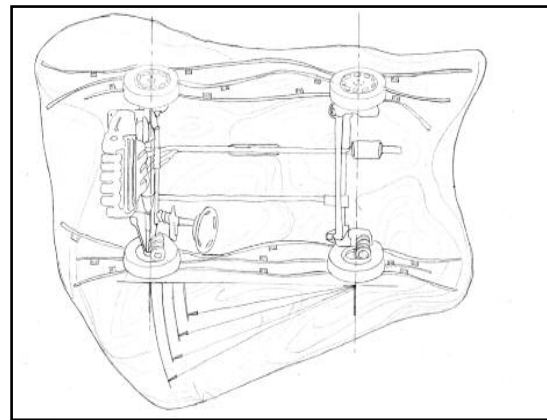
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# OPEL ASTRA

International Press Launch  
Bad Blaumau, Austria February 1998  
Designed for HP:ICM

The Opel Astra Press launch in Austria took place in a Spa hotel complex. Therefore given the water theme we choose to develop the design using the flow of water (shaped steel elements) and stones washed and shaped by water (thick shaped ply wood elements). These two materials formed the basis for all the individual exhibits.



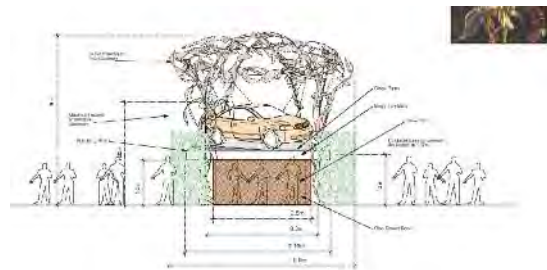
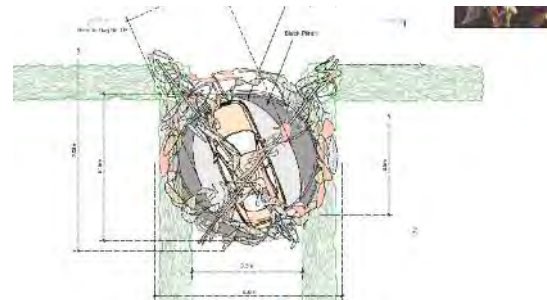
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# OPEL ASTRA COUPE

Car Display Plinth Frankfurt 1999  
Designed for HP:ICM

The Press Launch of the Opel Astra Coupe was held within the grounds of a baroque historical manor. This design formed a decorative background for the display car, making a link through to the architecture of the environment.

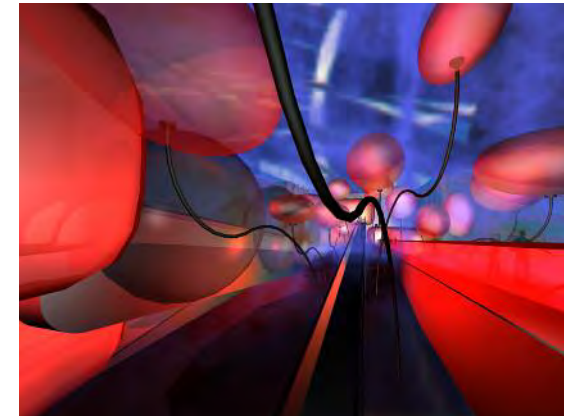
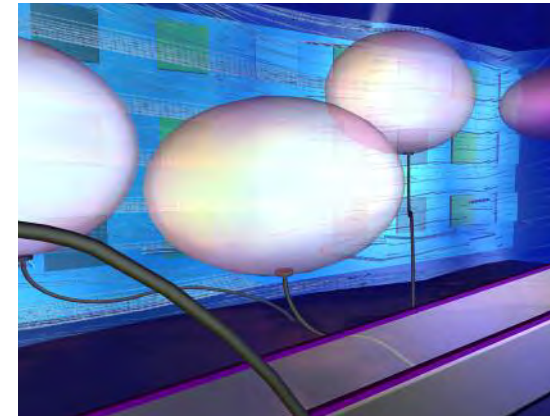
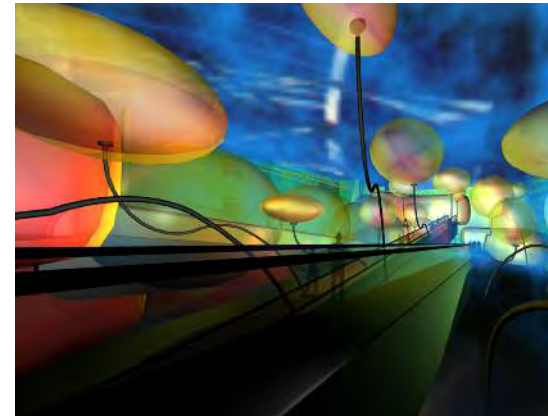
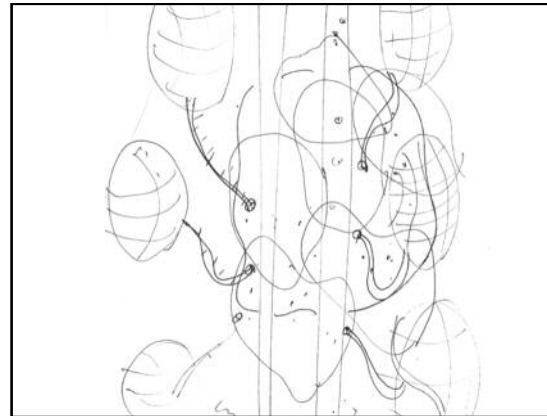


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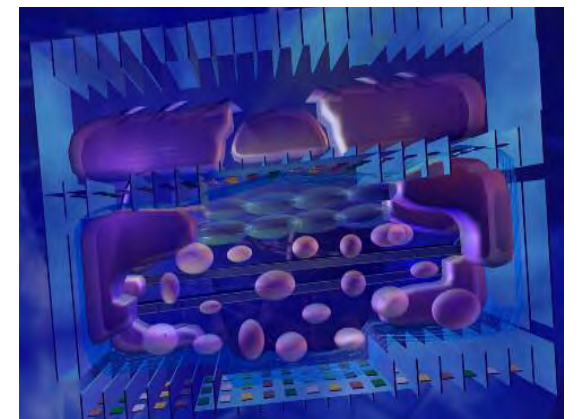
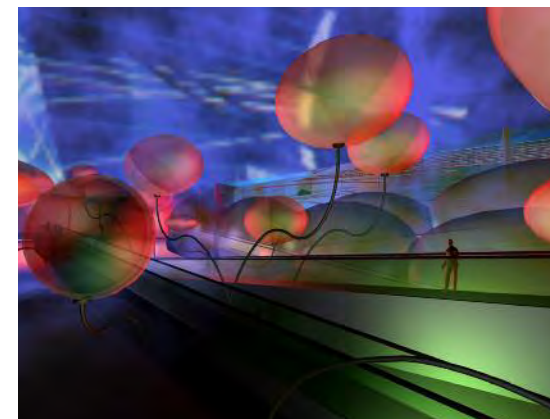
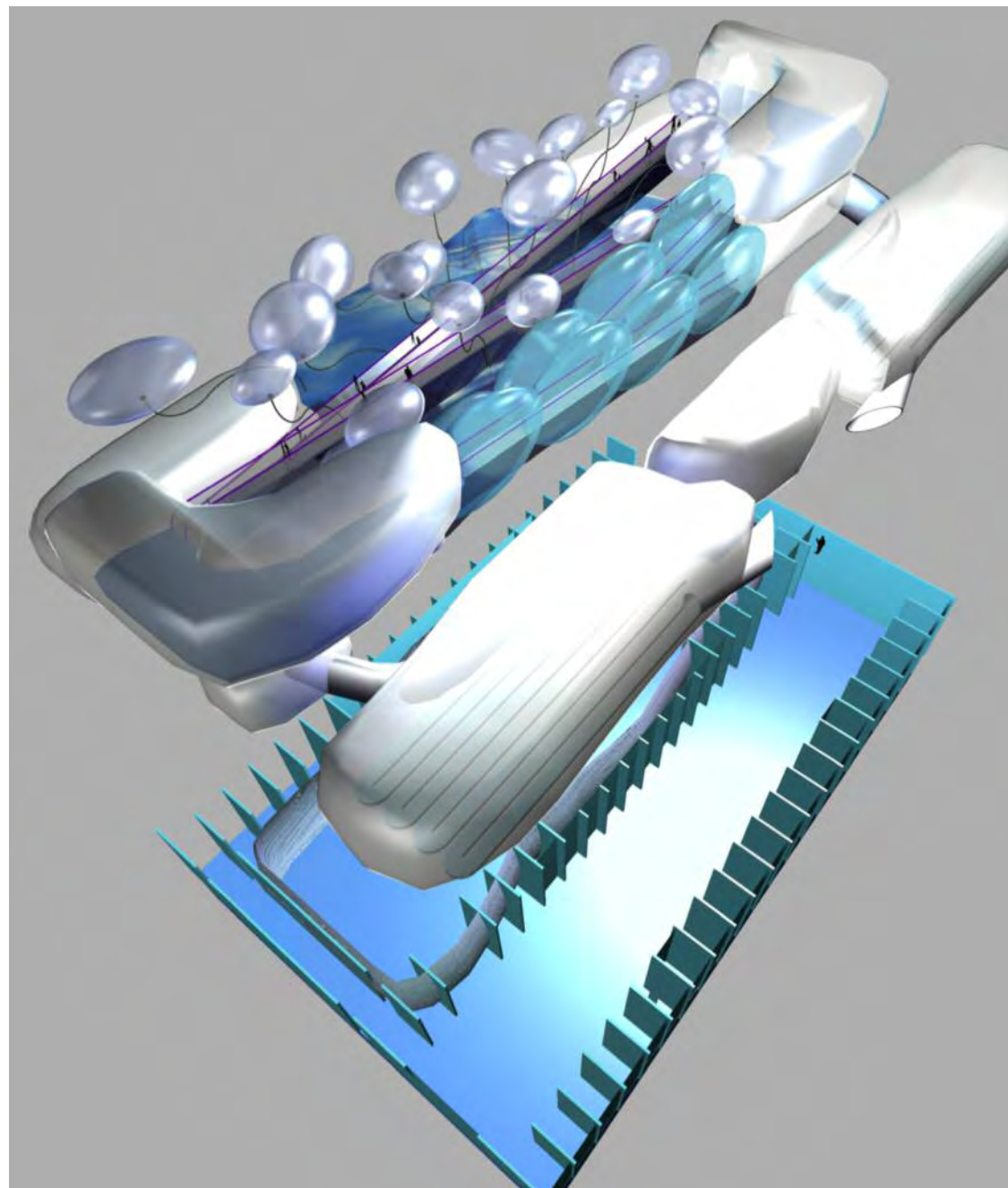


# GERMAN PAVILION, WORLD EXPO

Hanover 2000  
Designed for Martin Aichele



German Pavilion for World Expo  
Hanover 2000. Our concept was to create a vast hall of 3D objects held within 3D Bubbles which could be projected or internally lit so they dissolved into air.



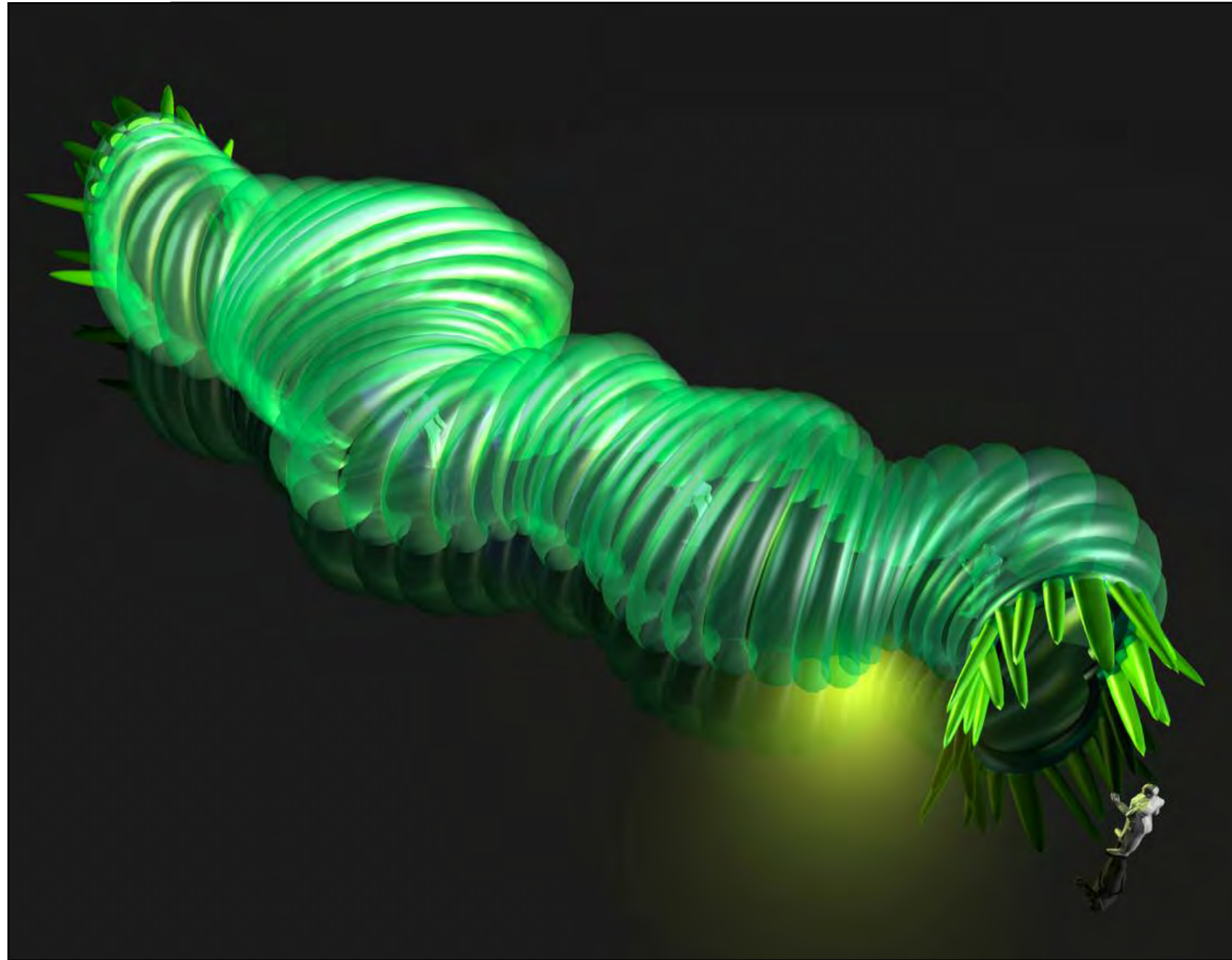
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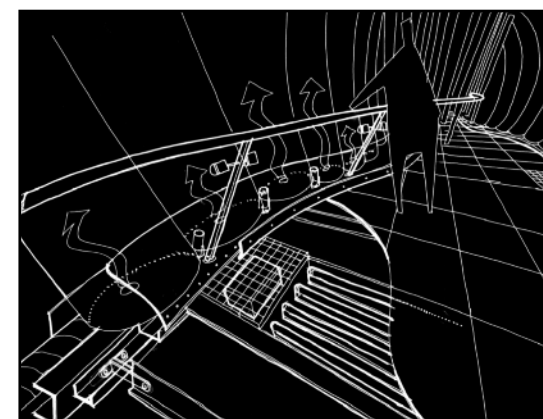
# AUTOSTADT

**Ambient Pre Ride Space 2002**  
**Designed for Bellprat Associates**

The function of this project was to act as a queeing system for a special safety film. We created a soft fog filled environment with the aid of an inflatable structure which varied in shape along its length. The end effect was an entry into the unknown.



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# CHEVROLET STAND

Frankfurt Motorshow 2001  
Designed for Bellprat Associates

Chevrolet's US car range was presented at the Frankfurt motorshow being implicitly American in spirit. To get this communication across we choose to work with massive neon text that was hung at high level giving a strong identity to the stand as well as a neon glow to the whole environment including the cars.



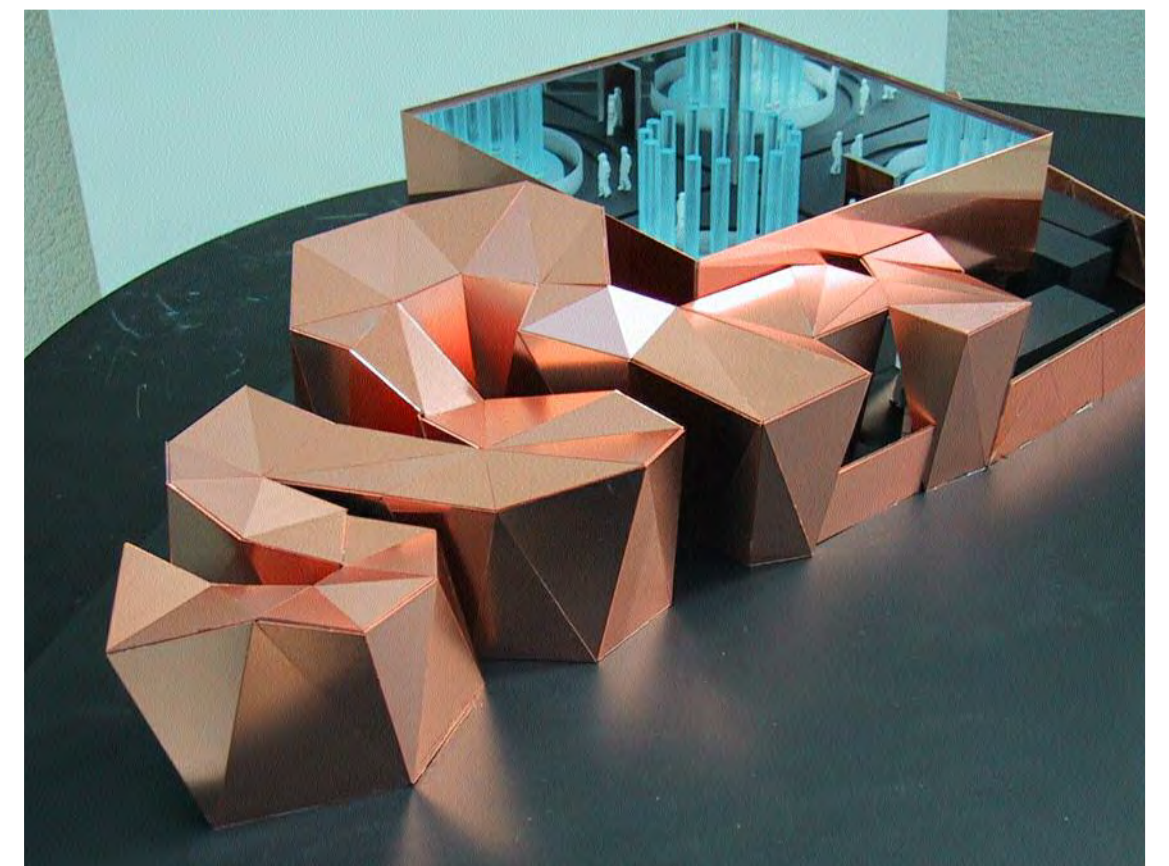
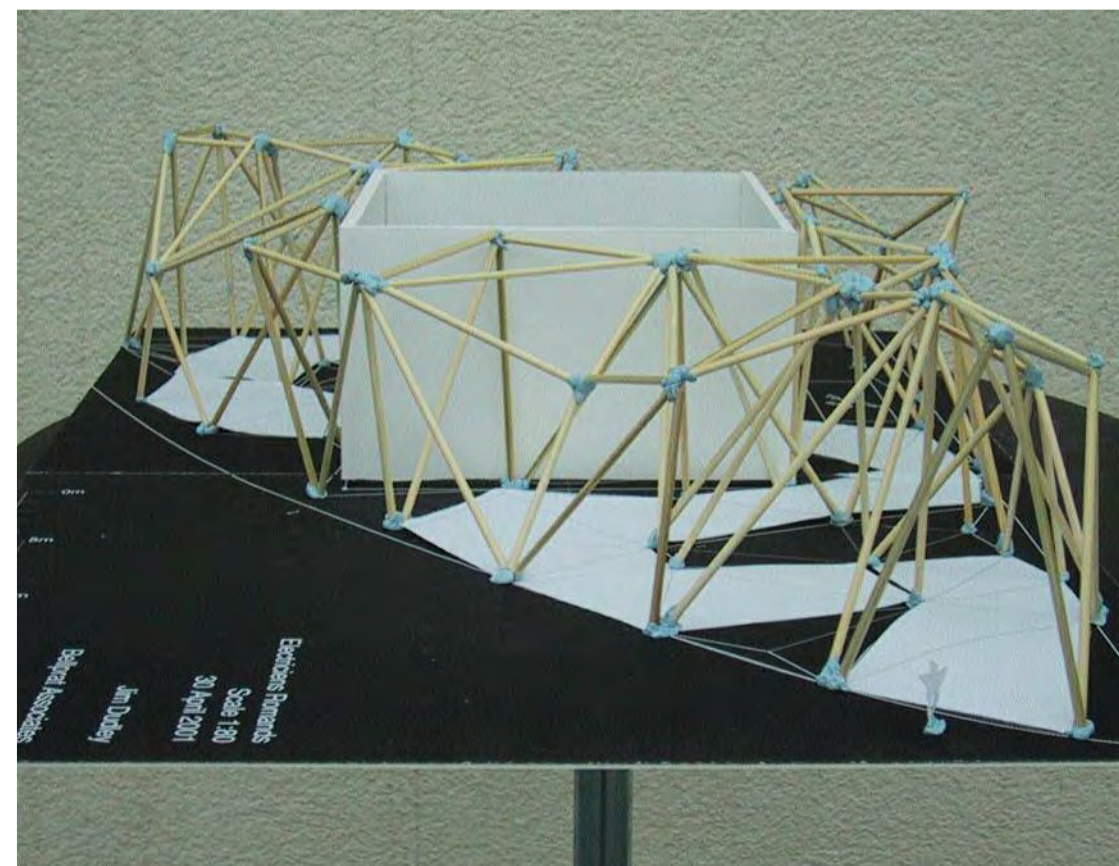
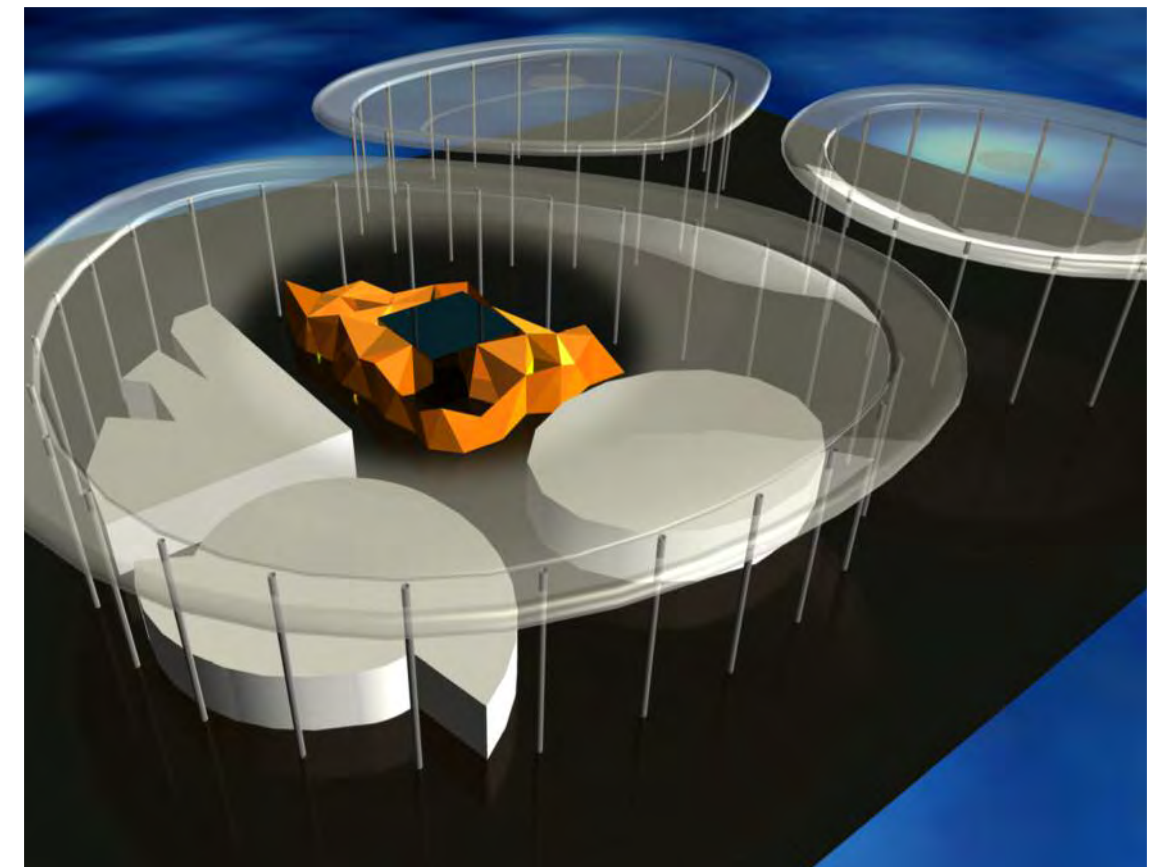
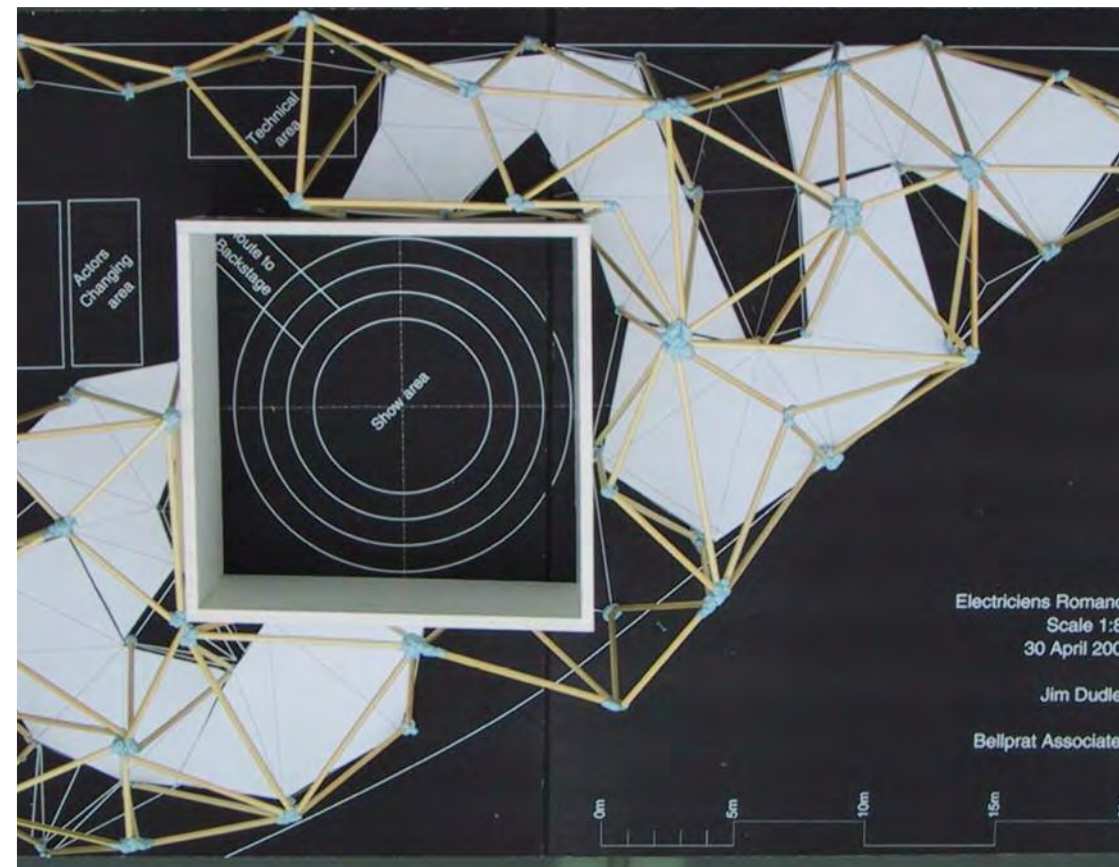
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# ELECTRICIENS ROMANDS

Swiss Expo 2002  
Designed for Bellprat Associates

The Theme of this project for a hydro electric company was transformation. The ER transform water tumbling down a mountain into electricity. We choose to develop a scheme which showed the three stages of this process, firstly Water, secondly Transformation, and thirdly the product, electricity, in use. To do this we needed to create three spaces within a structure.



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# ELECTRICIENS ROMANDS

Swiss Expo 2002  
Designed for Bellprat Associates

We choose to use Copper as the cladding material for the structure because it has a well known surface transformation quality, from shiny copper to green and secondly because of its wide spread use in conducting electricity.



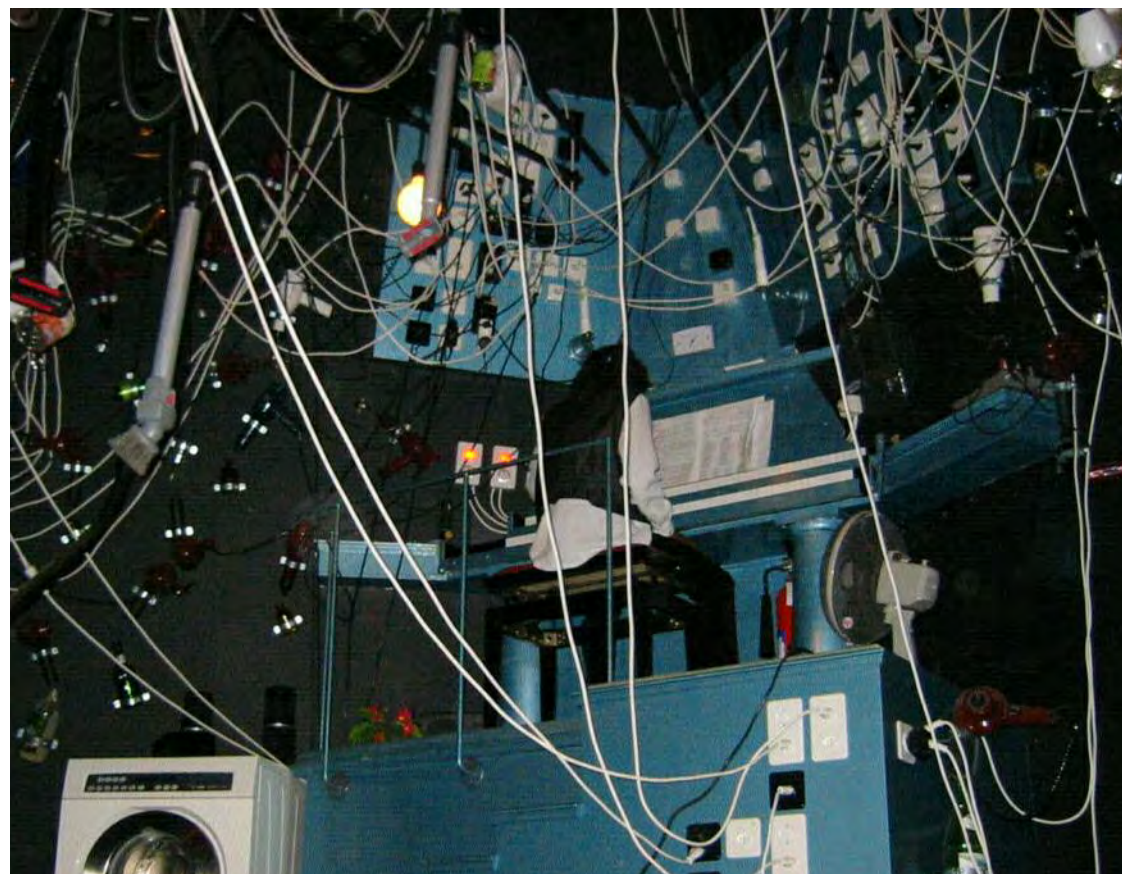
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# ELECTRICIENS ROMANDS

Swiss Expo 2002  
Designed for Bellprat Associates

The three stages of the visitor experience are firstly the noise and sight of a real waterfall, one can feel the energy contained in a large amount of water cascading. Secondly the magic of transformation, an actor performs the act of changing the form of energy from moving water into electricity. Thirdly a musician plays an organ that controls a huge selection of everyday house hold object. Spencer Tunick used the Pavilion as the background for one his "naked installation photos".



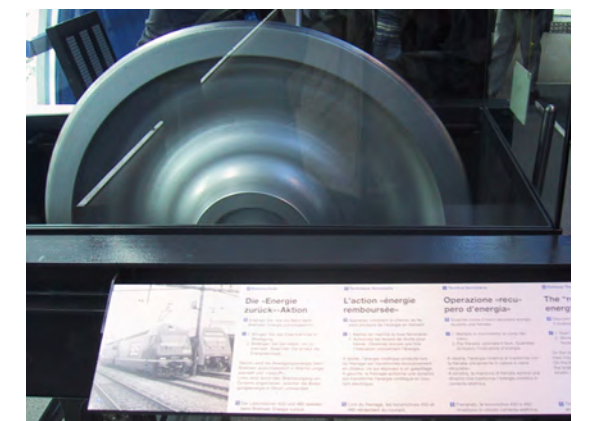
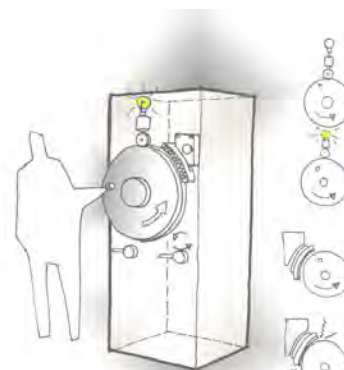
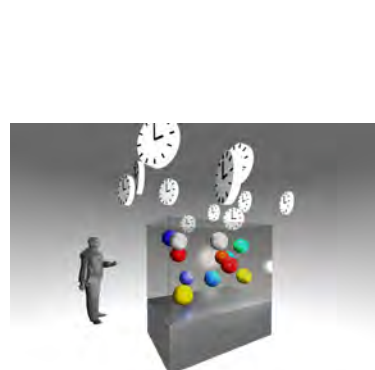
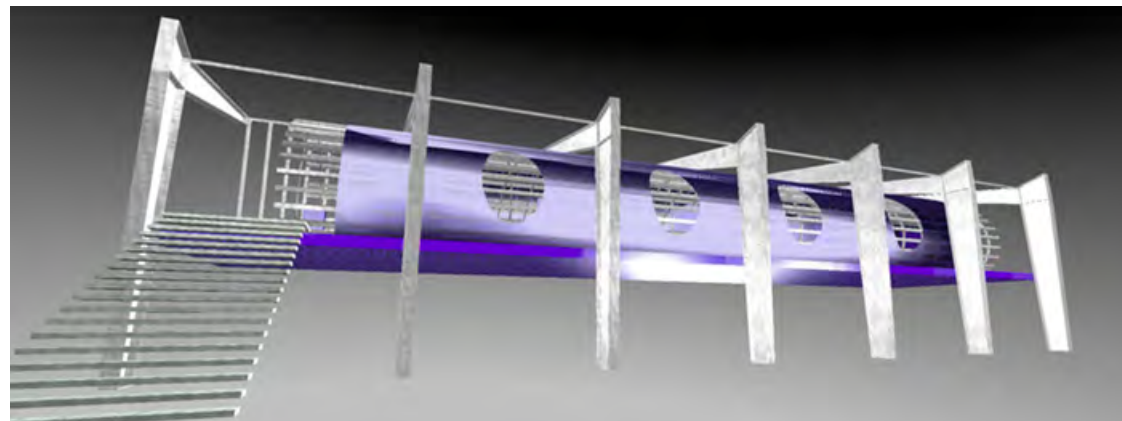
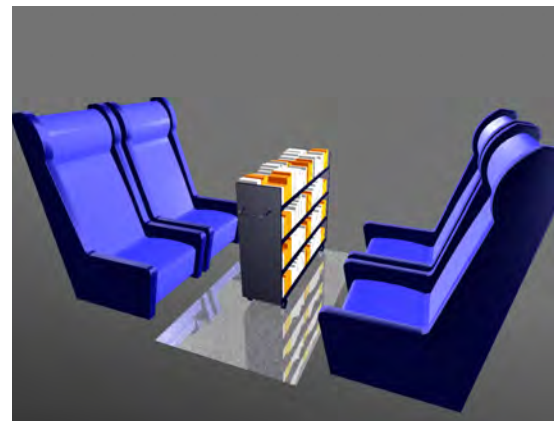
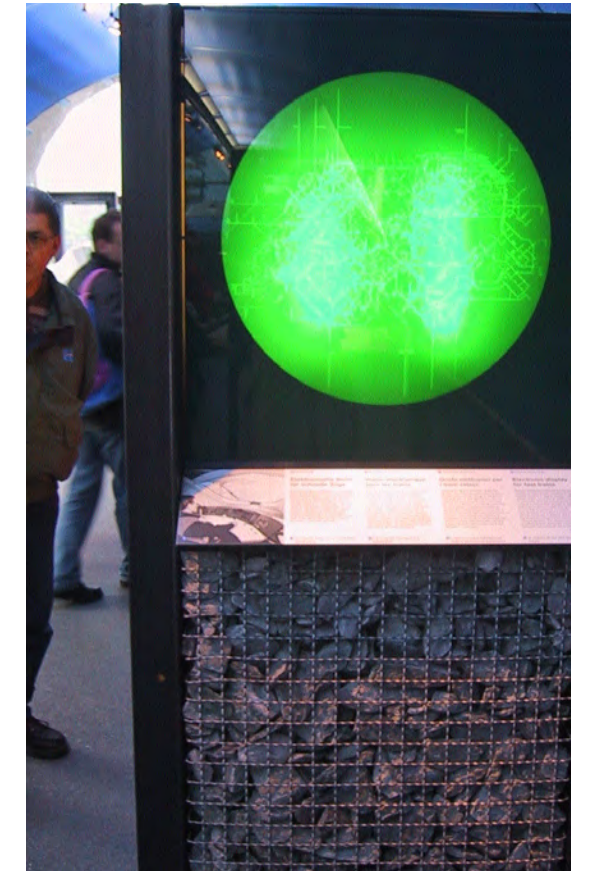
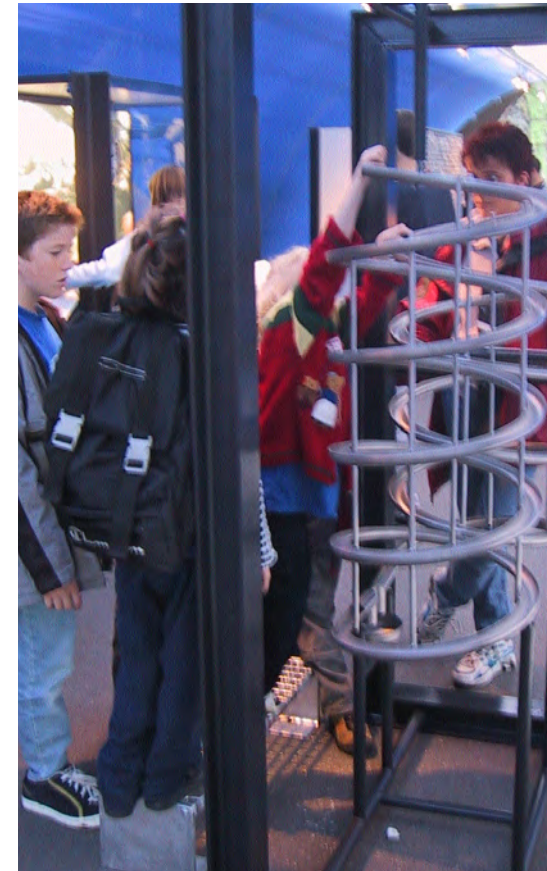
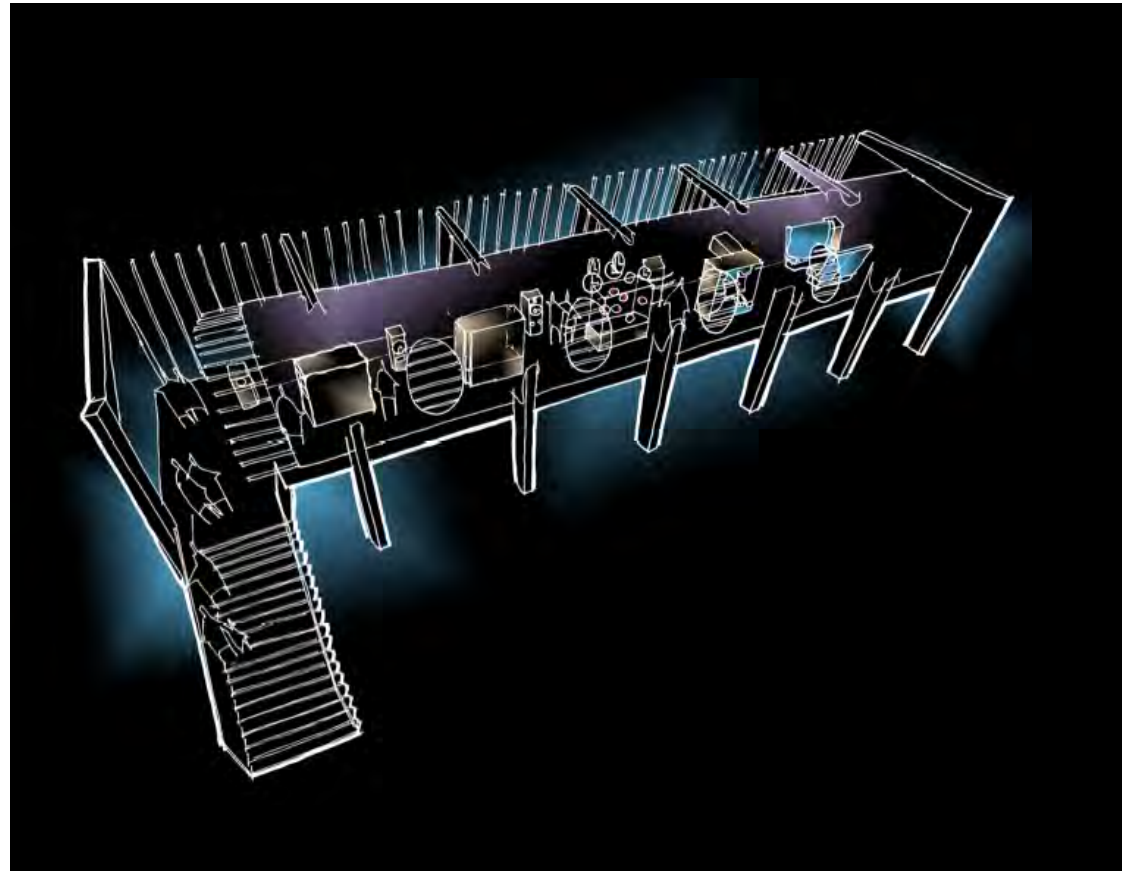
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# VERKEHRSHAUS LUZERN

Rock and Rail Exhibition 2002  
Designed for Bellprat, Zurich

This is the story of Rock and Rail. A major program of tunnel building within the Swiss rail network is explained through a mix of technical exhibits and tangible end user benefits. Each individual exhibit is set within a curved tunnel like structure creating a distinct identity within the Museum.



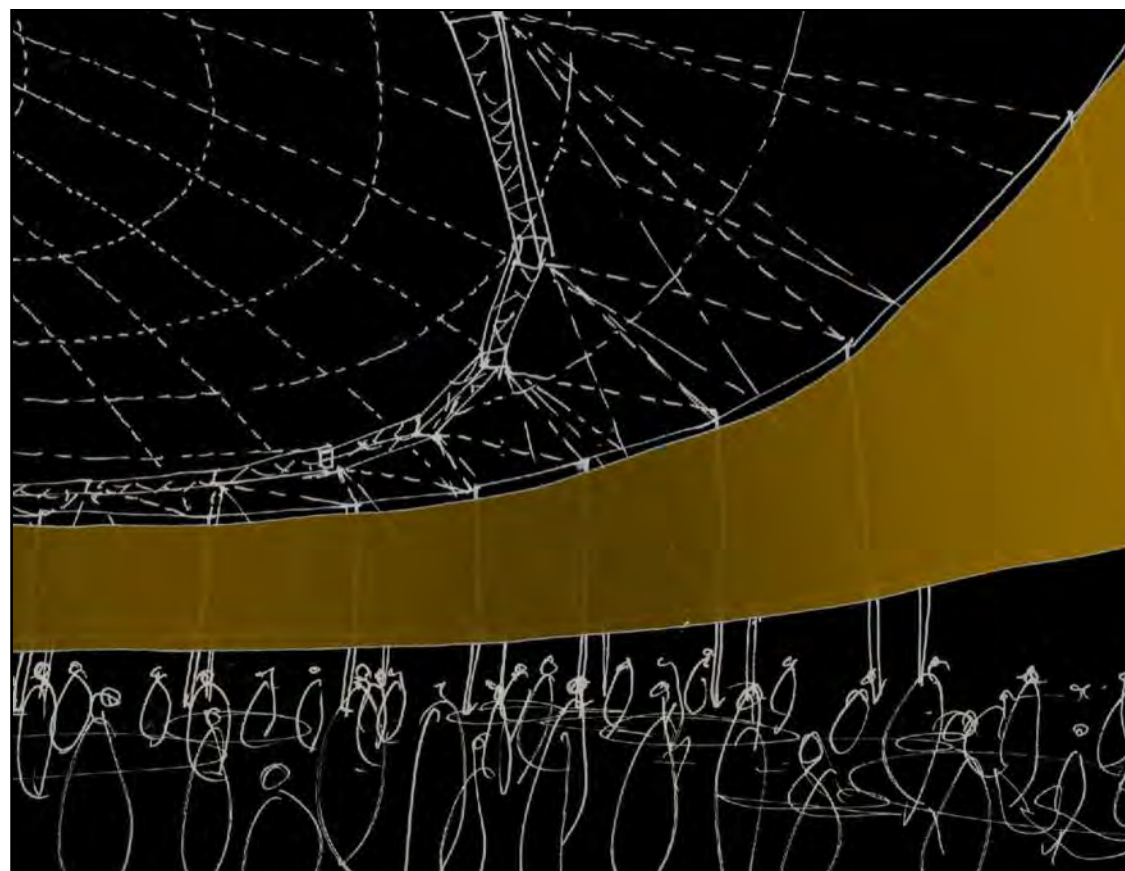
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# 100 YEARS FIFA & WORLD PLAYER OF THE YEAR

Zurich 2004  
Designed for Andreas Messerli AG

FIFA, 100 years birthday event. Held to coincide with the World Player of the year event. The theme was celebration and we cross projected within a 50 m diameter tent an image in the round which explored celebration across global cultures. At intervals the projection screens lifted to reveal small stages that contained acts from the Chinese state circus with the evenings finale being a concert.



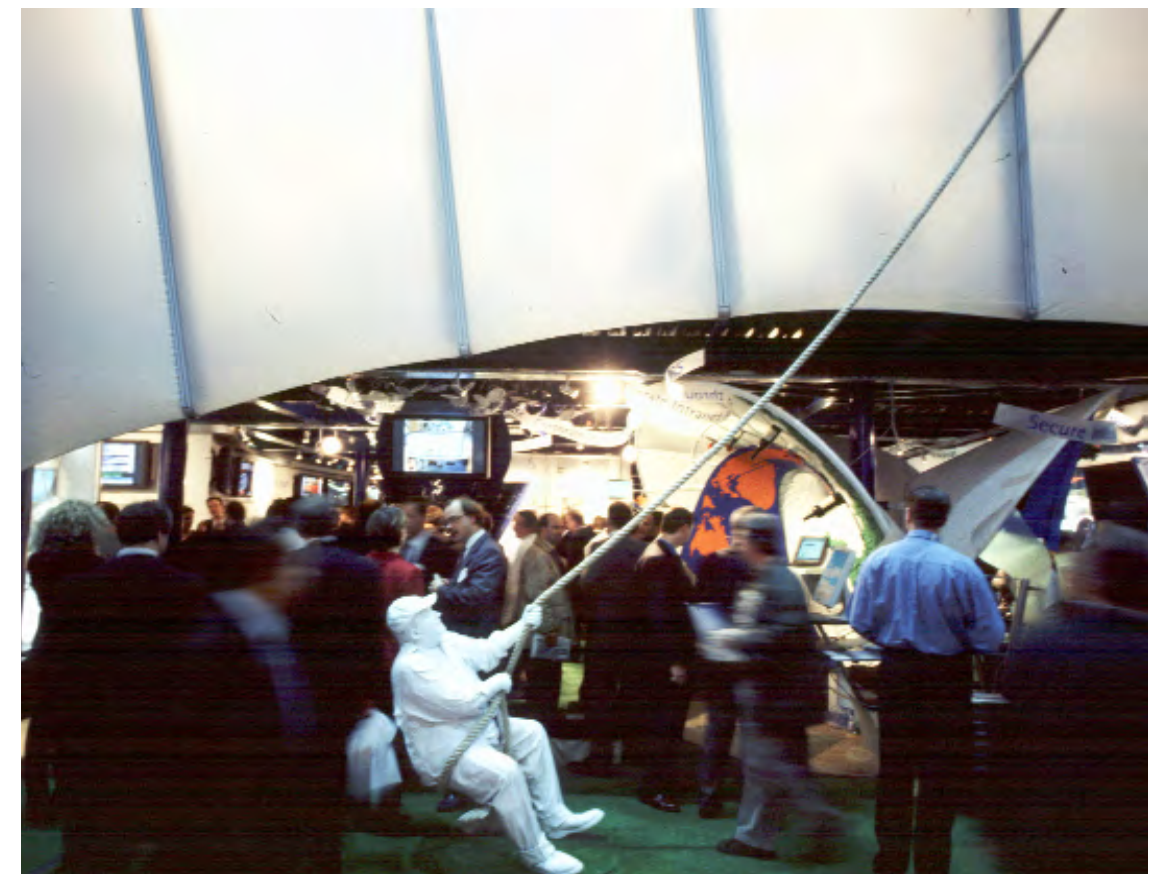
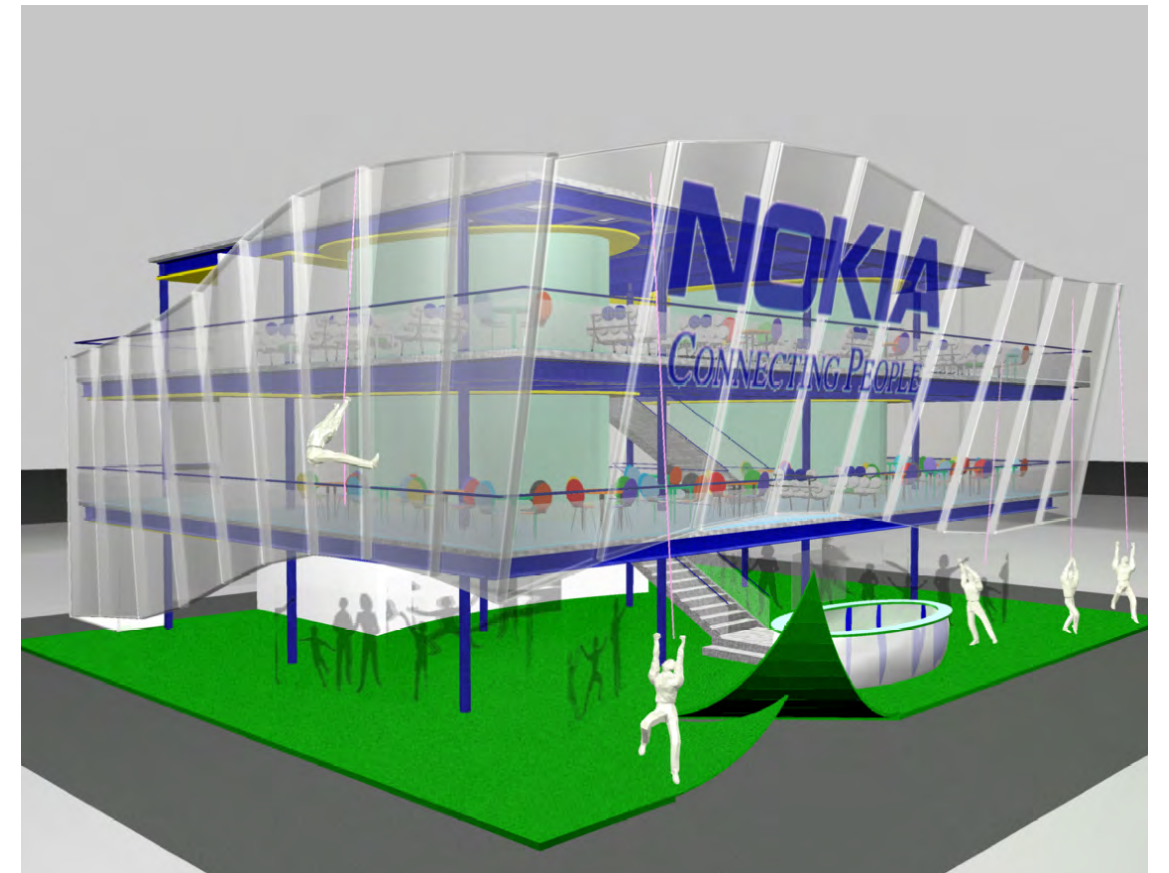
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# NOKIA

Geneva WorldTelecom 1999  
Designed for HP:ICM

The Nokia pavilion for World Telecom had to have the simple message that Nokia was a company taking off, and to show this literally we used an inflatable facade held in place by figures desperate to stop the building floating off.



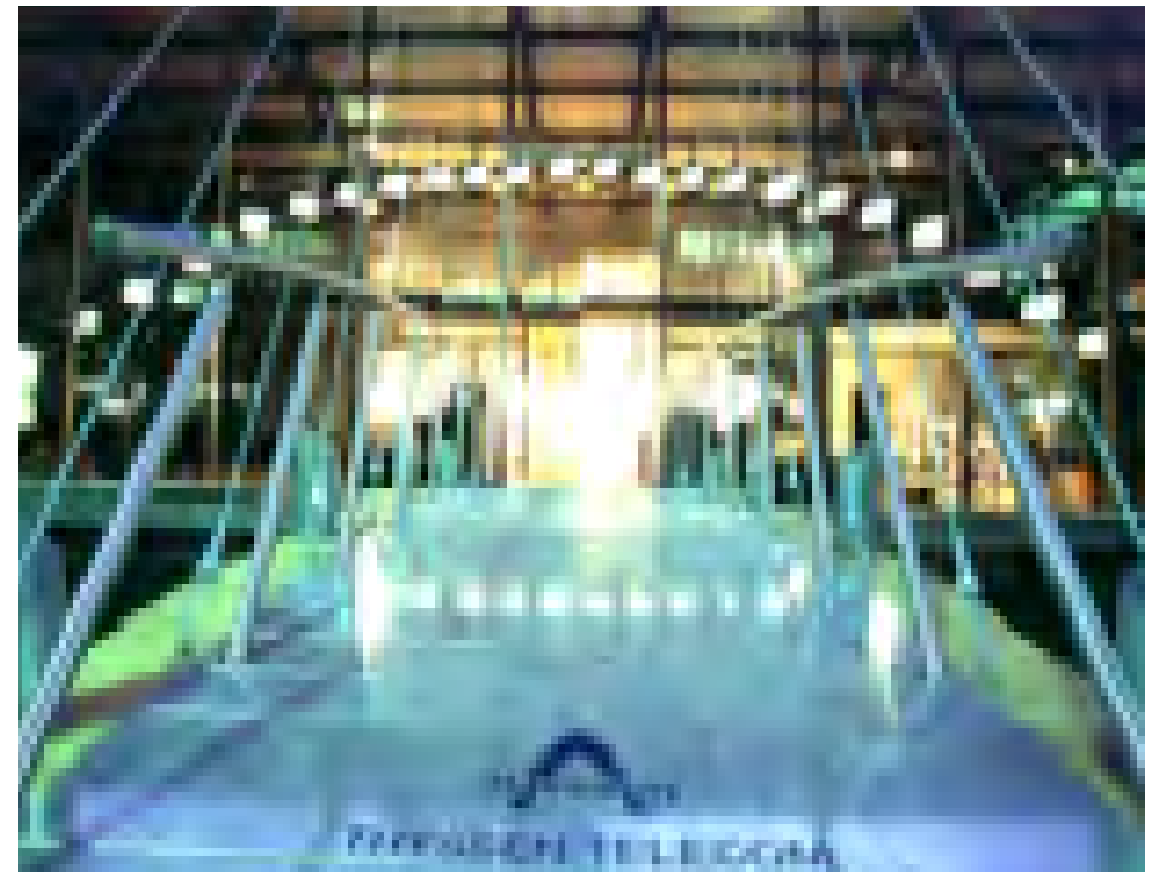
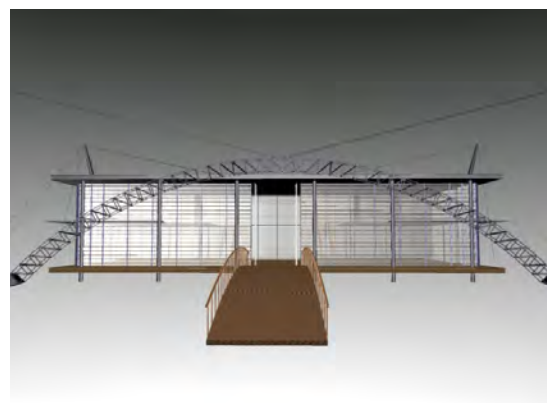
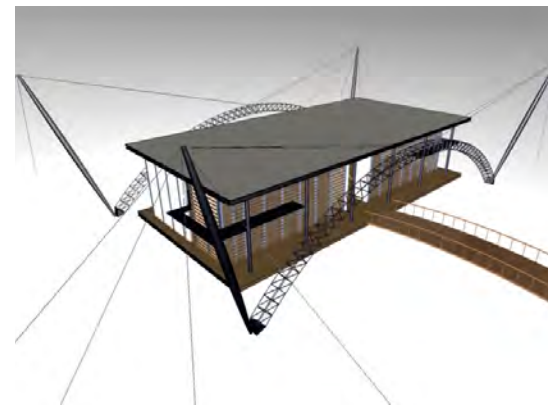
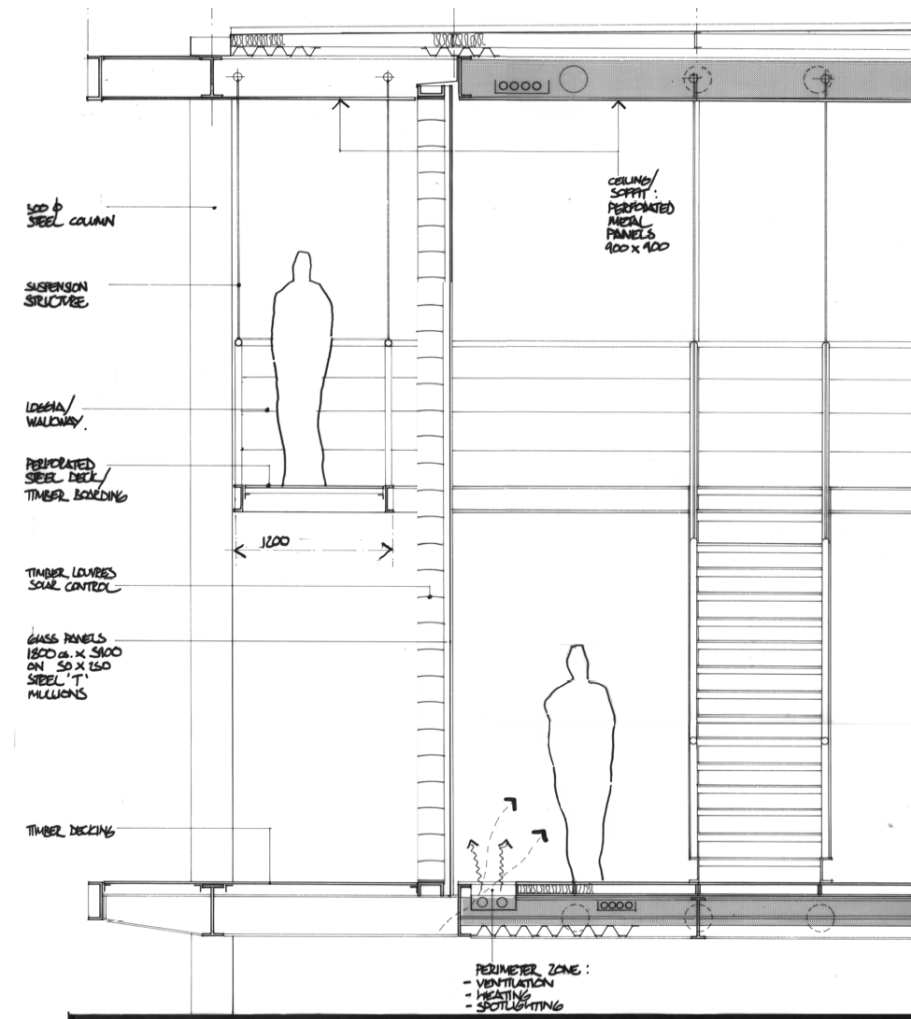
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# THYSSEN

Geneva WorldTelecom 1995  
Designed for Park Avenue Productions

This structure was created quickly for Thyssen who wanted a major presence at World Telecom. The structure is a classic glass block structure with services to the rear of the building. The curved structure and curved bridge relate to the Arch within the Thyssen logo



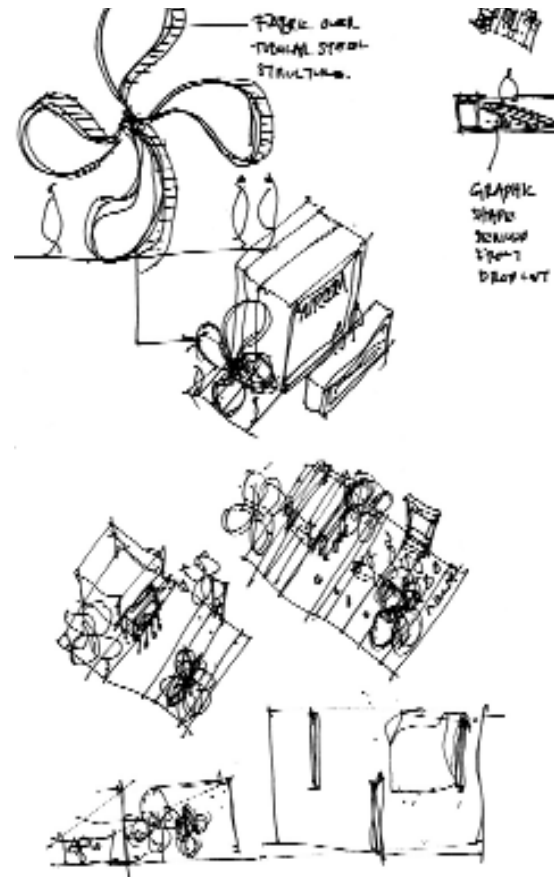
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# ROCHE

Product Launch 2007  
Designed for Andreas Messerli AG

Roche new product launch within a trade show environment. The graphic identity of the product created the basis for the exhibition design. We developed the 2D elements into a 3D environment and incorporated furniture which had a sympathetic formal language.



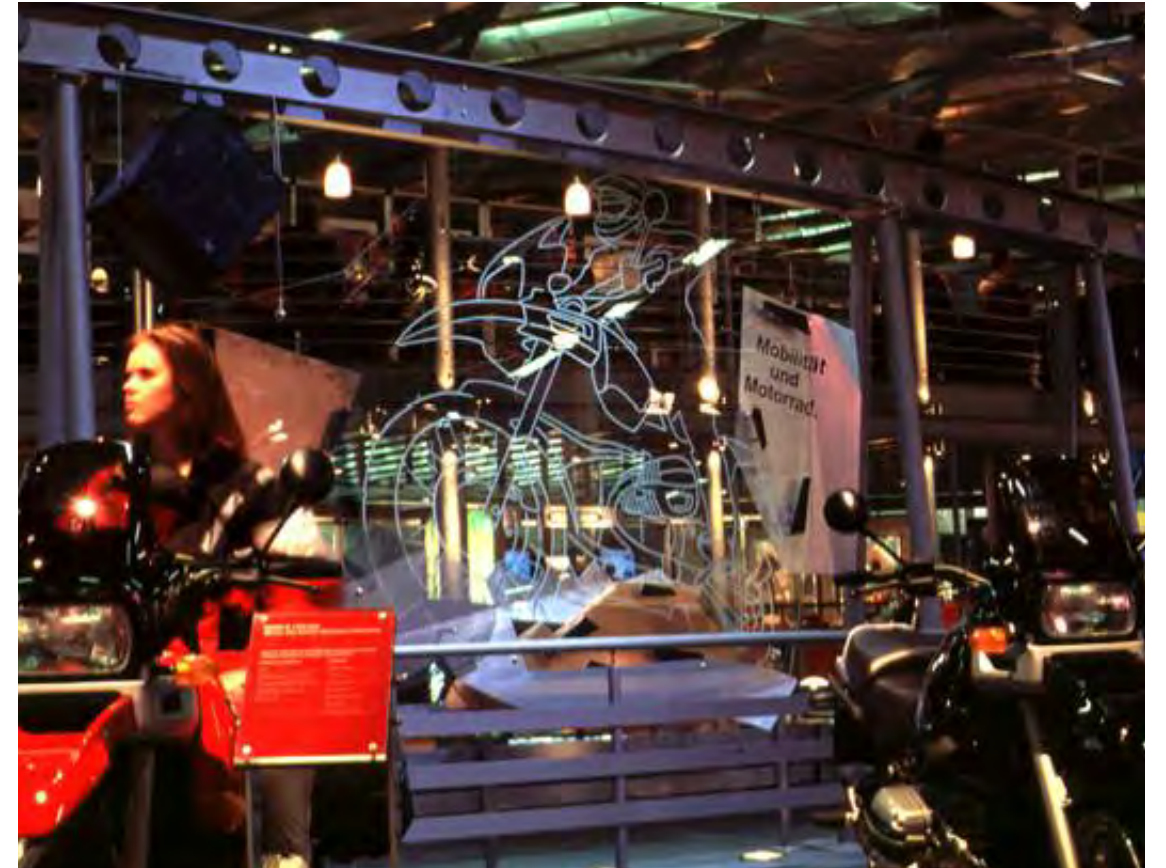
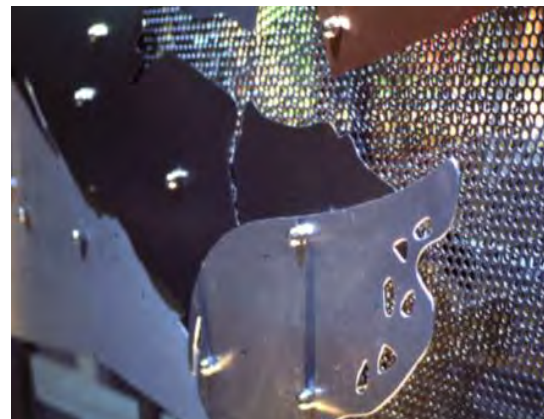
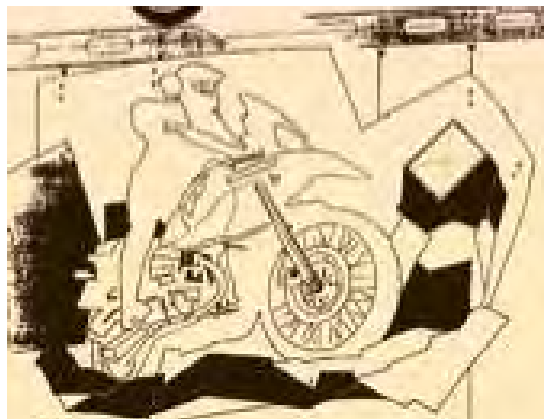
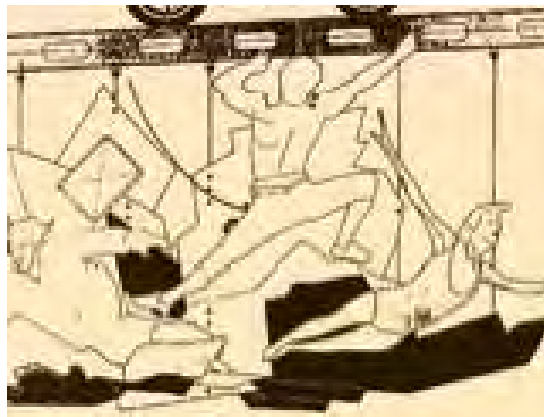
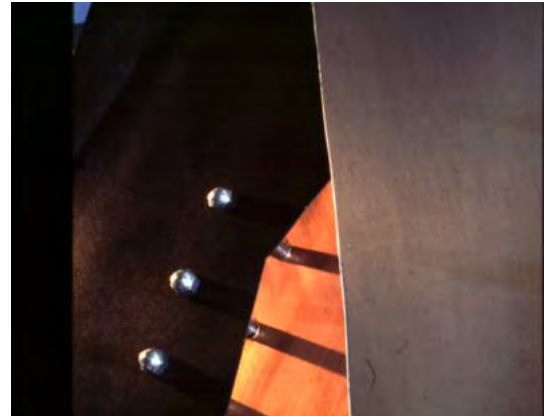
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# BMW

**IFMA-International Motorbike Exhibition  
Cologne 1994  
Designed for Park Avenue Productions**

**BMW motorbike exhibit developed  
around the theme mobility is life.  
Mobility was looked at in the human  
(sports) world, the animal world, the  
world of transportation and finally the  
world of BMW motorbikes. A rich pallet  
of materials are mounted on to shaped  
glass sheets.**



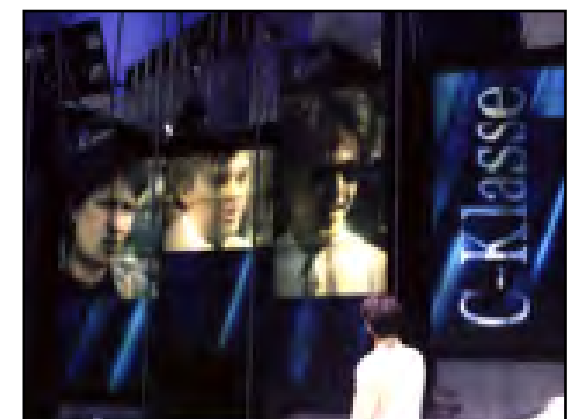
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# MERCEDES BENZ IAA

Frankfurt 1993  
Designed for Atelier Markgraph

Mercedes Benz at the Frankfurt Motorshow. The concept for this major show was to position the cars around three themed stages that had presentations throughout the day. The C class was positioned within an urban environment, there was a science based stage and also a stage which featured the E and S class luxury range of cars.



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