



LESS THAN 500M²

Grand Stand

DESIGN FOR
TRADE FAIR STANDS

FRAME

DESIGNER:

**MARTIN ET KARCZINSKI
AND DRÄNDLE 70|30**

PROJECT:

**THE RE-INVENTION OF OCCHIO
LIGHT+BUILDING
FRANKFURT, GERMANY**

WHERE

Light+Building, Frankfurt, Germany

WHEN

April 2008

MARKET SECTOR

Architecture and technology

CLIENT

Axelmeiselicht, www.occhio.com

DESIGN TEAM

Peter Martin (brand architecture),
Jürgen Drändle (architecture) and Axel Meise

STAND CONSTRUCTOR

Drändle 70|30 and WSV Messebau

MATERIALS

Floor: MDF with a gloss-black finish
Walls: MDF with a gloss-black finish
Ceiling: MDF with a gloss-black finish

TOTAL FLOOR AREA (M²)

210

Based in Munich, Martin et Karczinski specializes in branding and communication strategies. In addition to their creative work, the designers lecture at universities and design conferences throughout Germany.

Martin et Karczinski
Munich, Germany
www.martinetkarczinski.com

Specialists in three-dimensional branding, Drändle 70|30, a firm located in Wörthsee, offers its clients consultation and planning services and creates spatial brand experiences for trade fairs and retail projects.

Drändle 70|30
Wörthsee, Germany
www.draendle7030.com

Photography by Robert Sprang

At Light+Building 2008 in Frankfurt, the world's largest trade fair for lighting solutions, Axelmeiselicht propelled one of its bestselling products into a new dimension. In collaboration with Martin et Karczinski and Drändle 70|30, Axelmeiselicht presented the Occhio collection in a totally black setting for the first time. Rising from the centre of the monolithic stand – aptly entitled The Re-invention of Occhio – a real tree sculpturally symbolized Occhio's natural evolution. Surrounded by a rectangular recessed floor, which served as an atrium, the tree formed the hub of Axelmeiselicht's central communication platform. The launch of Occhio Divo, the manufacturer's new decorative lighting series, took place in a lounge area at the front of the stand, where visitors viewed the brand's incredible range of illuminative effects. A presentation zone at the rear of the stand was reserved for Occhio Pro, a series of solutions designed especially for business applications. Axelmeiselicht demonstrated its design and brand competence with this comprehensive trade-fair concept, which introduced the public to innovative lighting for professional project environments. All in all, the stand breathed new life into Occhio, sending it forward to meet the future.



DESIGNER:

**MARTIN ET KARCZINSKI
AND DRÄNDLE 70|30**

PROJECT:

**OCCHIO FOR
AXELMEISELICHT
EUROLUCE, MILAN, ITALY**

WHERE:

EuroLuce, Milan, Italy

WHEN:

April 2007

MARKET SECTOR:

Lighting

CLIENT:

Axelmeiselicht

DESIGN TEAM:

Jürgen Drändle, Peter Martin and Axel Meise

STAND CONSTRUCTOR:

Drändle 70|30 and WSV Messebau

MATERIALS:

Floor: Dark wood, oak
Walls: Glass, concrete, fabric, acrylic glass
Ceiling: Aluminium, fabric

TOTAL FLOOR AREA (M²):

142.5

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Axelmeiselicht presented its Occhio collection at Italy's EuroLuce 2007 in a trade fair environment designed by Martin et Karczinski (Concept) and Drändle 70|30 (Architecture). The space showcased Axelmeiselicht's mission statement: Light Is Evolution. A giant uncoiled spiral gave the stand the appearance of a huge DNA helix. Measuring 4 m high and 12 m long, this impressive symbol of evolution formed an open tunnel that enclosed visitors. Sinuous loops extended from alternate sides of the floor of a glossy white pathway. To permit access to the stand, the designers opened the structure by cutting off two of the flat white rings to create a double doorway. They installed track lighting on the roof of the tunnel, illuminating each segment individually. White benches along the front inside wall of the coil faced a series of mounted screens. At the end of the tunnel, visitors discovered Axelmeiselicht's concept store and, next to it, a lounge area equipped with Occhio Sento lamps that immersed them in a coloured lighting scheme. Two rows of square panels in the airy lounge provided the backdrop for a dynamic light show. At the back of the lounge, a green volume with a built-in monitor marked the main display area. The perfect environment for getting to grips with the Occhio Navigator, Axelmeiselicht's new digital marketing tool, the relaxing lounge drew fairgoers searching for an escape from the crowds outside the stand.

