

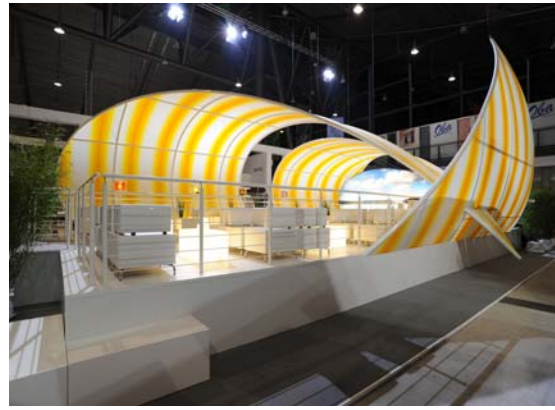
Sattler AG trade fair stand at the R+T 2009



reddot design award
communication design 2009

red dot award: communication design 2009

" In order to give the trade fair stand of Sattler, a manufacturer of marquees and sun-protecting textiles, an image as authentic as possible, the idea of an oasis consisting of light and shadow was developed. The objective was to create a symbol of the essence of the company's personality and its philosophy "Living with the sun". The result was a place of recreation, relaxation and meeting at the trade fair. The booth as brand message that can be walked on and into which visitors can "plunge" with all of their senses. This deepens the emotional relationship to the brand. The parallel shining daylight spotlights created the illusion of a large sunbeam brightly illuminating the sculptural marquee which "offered shade". In this way, the usual form of a marquee was expanded, and a fascinating space full of light was spanned which rendered the added value of the marquee experienceable."



Two entwined membrane loops encase the trade fair stand and form a separate room within the trade fair hall . Using intense external lighting of the sunny yellow-coloured Sattler AG awning material, a sunny summer's day is simulated for the visitor.



Project data	
trade fair	R+T Stuttgart 2009
membrane area	300 sqm.
material	shadowing material Twilight, Sattler - awning material