

Smartwool: ISPO 2007, Munich

Supply and assembly of the textile components of the Smartwool booth at ISPO 2007 in Munich. An especially attractive eye catcher was the entrance with its printed CENO Style stretch print. A completely stretch-covered freeform for the presentation of the logo was used as the upper ending. The booth presentation was rounded off by 4 stand-alone fabric frames from the CENO Light system which were covered on both sides. The rather unusual bright colouring was ideally realised in terms of typography.



Project data

Project description	Smartwool, ISPO 2007, Munich
Principal /client	Ambrosius Messebau GmbH
Construction / metal work planning, fabric blanks	CENO Membrane Technology GmbH
Material	CENO Style digital print articles