

NGK Spark Plug Europe



IAA 2011

(10 x 8 m)

The Group NGK Spark Plug Co. has its headquarters in Nagoya, Japan and currently has 36 subsidiaries throughout the world. NGK is one of the leading manufacturers of spark plugs in the world.

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The stand's architecture at the IAA 2011 is characterized by harmonious lines and accentuated lighting. The dynamic and flowing forms of the stand evoke direct associations with automotive design. The museum-like spotlighting and presentation of the exhibits relates to the company's history and makes it stand out from neighboring stands of car makers in the sense of an elegant understatement.

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Temporary architecture for long-lasting brand success. Stand construction from Aachen for all of Europe.

Design – Planning – Realization

Our own success is closely linked to that of our customers. This is why we always focus on those factors that make our customers successful. The first and most important step in each project is to listen and to understand the goals. Good design as well as a high-quality and technically sound solution are a must.

What makes us different is that we see it as our duty to provide security for our customers. The security each customer needs, to know that his pressing tasks that are critical for success are in good hands.



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