

Thum + Mahr / Yellowtec



IBC 2013

(7 x 5 m)

FORM IS FUNCTION

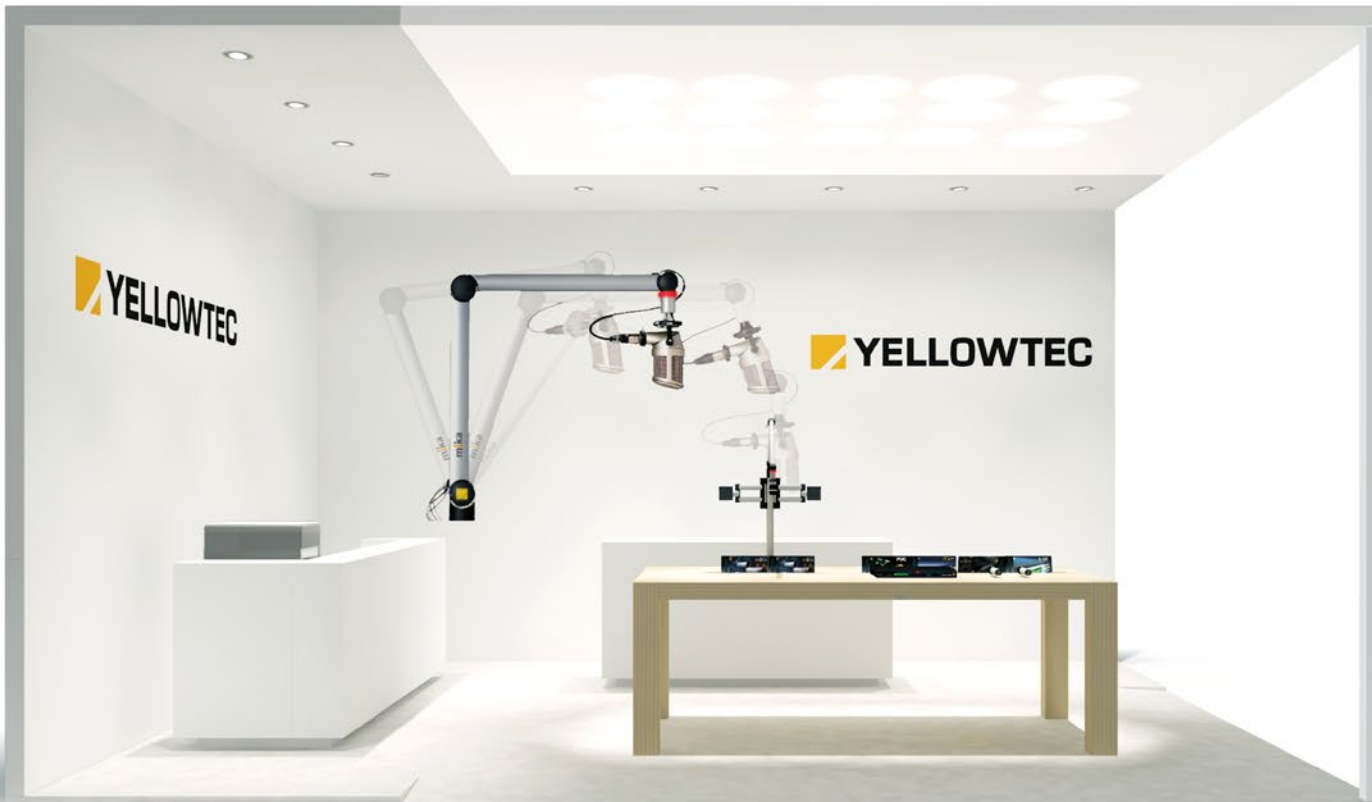
Yellowtec is a company headquartered in Germany which develops innovative and up-market products for the media broadcast industry.

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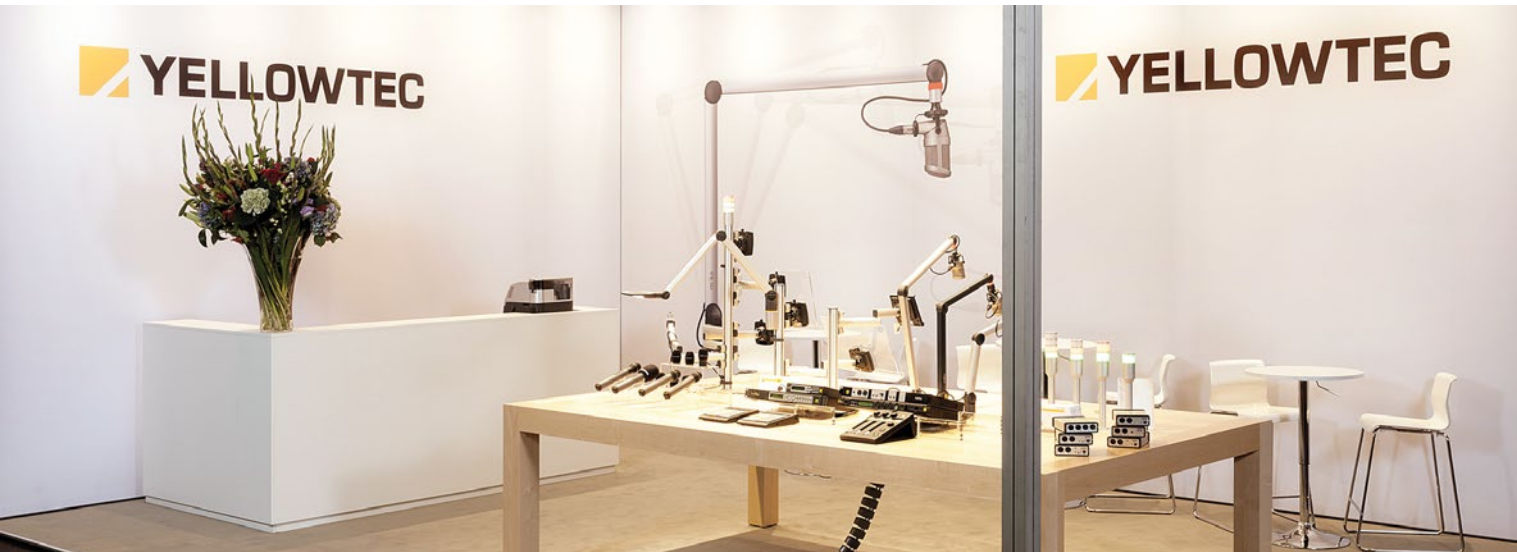
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The high-end products from the Yellowtec brand win people over with their perfect function and their simple, uncompromising design. We conveyed these attributes by coming up with a minimalistic design for the stand's design; one which is distinctly powerful and that has timeless aesthetic qualities.



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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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