

# regio iT



## Didacta 2019

(Island stand, 96 m<sup>2</sup>, 8 x 12 m)

A "CARE-FREE" STAND

**Customer** | Aachen-based regio iT GmbH is an IT services provider with a special focus on the education sector. The company provides IT infrastructure, e-learning and e-learning platform services for schools and other education providers and institutions.

**Remit** | regio iT's central theme for *Didacta 2019* was "Care-free IT for schools".

MeRaum's remit was therefore to convey this motto convincingly in its concept for the design of the stand.

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**Concept |** Visitors to the 96 m<sup>2</sup> island stand should experience a care-free atmosphere. The light touch and playfulness of our design concept was intended to suggest “care-free IT”.

**Execution |** The architecture of the stand draws you in with its form language, consisting of inclined planes and projections. The stand’s power of attraction is further enhanced by a freestanding tower visible from some distance.

The uncluttered design, which incorporates green-ended space dividers with lilac signage, has an open and friendly feel:

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an architectural "Welcome!" to the service world of regio iT.



## Temporary architecture for long-lasting brand success. Stand construction in 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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