

# Birot OLED



## Light & Building 2014

20 m<sup>2</sup>, 5 x 4 m

### SEA, LIGHT!

Birot OLED is a Mexican company which specialises in the development and manufacture of OLED lights. For the Light & Building fair, we based the stand on the use of a striking white cube which would really stand out from the other stands in the area and which would really underscore the special ambiance that the 'Pixelate' lamps create. These lamps are inspired by Manta Roehen and appear to float through a sea of light. The public's attention is drawn to the product through the stand's simple and yet perfectly structured design.

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The design of the stand and the strategy behind the concept were prepared in cooperation with the agency 'wesentlich.visuelle kommunikation'.



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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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