

# WORLÉE



## ECS

(island stand, 11 x 9 m)

### FRAMING PERSPECTIVES

**Customer |** Worlée-Chemie GmbH is an internationally operating manufacturer of chemical raw materials headquartered in Hamburg, with production sites in Lauenburg and Lübeck. For the European Coatings Show (ECS) 2025, the company planned a new, contemporary trade fair presence and decided to collaborate with us as their exhibition stand partner for the first time.

**Remit |** The goal was to develop a flexible and future-proof exhibition stand concept that could be adapted to different trade fair formats and stand sizes. At the same time, the exhibition architecture was to achieve a high level of brand recognition.

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In addition to the design concept, we were responsible for the structural planning and the on-site construction of the exhibition stand.

**Concept |** The exhibition stand concept is based on a modular design approach that allows flexible adaptation to different stand spaces and trade fair formats.

The combination of wood and fabric elements creates a clear, modern architectural language and supports a high-quality brand presence.

A central design element consists of horizontal wooden slats. Used as wall elements, they structure the space and

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function as visually permeable partitions that generate curiosity and invite visitors to look through them.

This multifunctionality creates an open yet clearly structured exhibition stand architecture with a high quality of stay and strong brand recognition.

**Execution |** The architectural concept was consistently translated into the spatial design. A timber beam ceiling and slatted walls define the exhibition stand and create a warm, inviting atmosphere. Thanks to their partial transparency, the slats structure the space without visually enclosing it. The exhibition architecture is complemented by large-scale fabric graphics

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that clearly and prominently communicate brand messages and product information.

The trade fair presence impresses with a well-thought-out spatial layout that optimally supports both consultation scenarios and product presentations.



## 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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