

# Andritz Group



## Aluminium 2018

(Headstand, 54 m<sup>2</sup>, 9 x 6 m)

### ILLUSION AND REALITY

**Concept |** Our designers came up with something extra special for the Andritz Metals presentation at this year's Aluminium trade fair.

The clever thing about this MeRaum stand concept is that it creates the illusion of a much larger space than the stand actually uses. Our design team achieves this spatial phenomenon with a few inventive tricks.

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**Execution** | The façade is taller than the other stand walls and acts as a room divider. It looks like a broad white frame that opens up in the middle, leading to the consulting area in the back.

The opening creates a quiet niche. We visually set this area apart from the rest of the stand using walls covered in graphics, along with a darker floor.



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**Special feature** | The stand, which in reality measures 54 m<sup>2</sup>, gives the impression of having a much larger footprint.

Our “frame-niche principle” is a timeless classic, and also a creative chameleon that we have used in a similar form before. When we adapted it for Andritz, we chose our signature slanted wall from other Andritz Metals trade fair presentations along with the company’s own corporate design.



## 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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