

Bigben



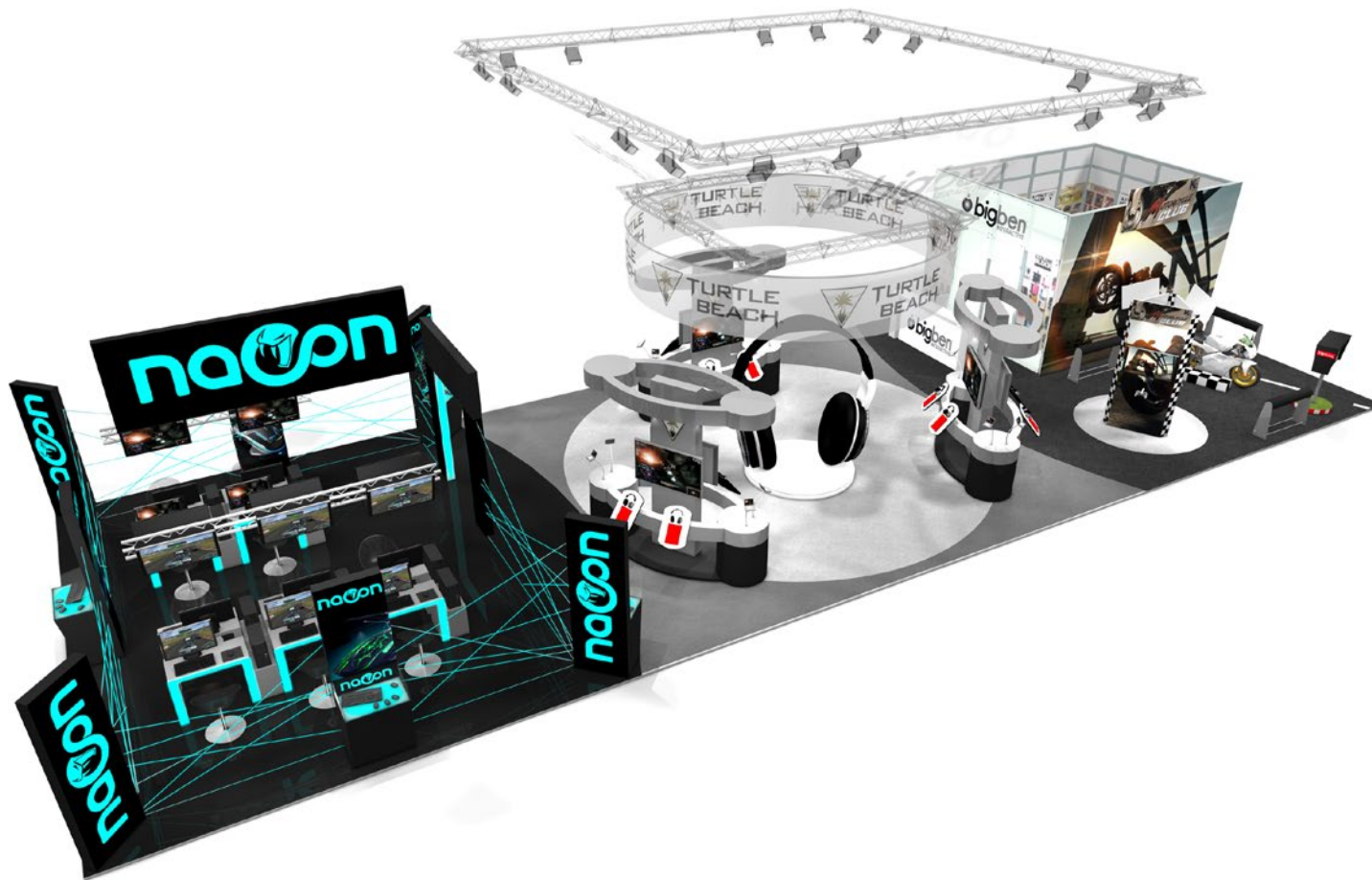
Gamescom 2014

204 m², 8,5 x 24 m

BETWEEN A LOUNGE AND
A GAMER'S DEN

Bigben Interactive is one of today's leading companies in the video game industry in the most important European markets. The company is headquartered in the French town of Lesquin, near Lille, and it has continued to expand its international business over the past decade. Gamers come from all walks of life. For this reason, we designed a contemporary and sophisticated stand for the Gamescom fair which effectively draws attention to the individual strengths of Bigben's individual brands.

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For the presentation of their 'Nacon' product line, transparent seat shells by Philippe Starck were used in combination with blue laser lines and special light effects. This created an atmosphere which lay somewhere between a lounge and a gamer's den. We have been assisting Bigben with their exhibition stands since 2006 and have helped them display their metamorphosis from a niche provider to a strategic market leader.

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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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