

Bigben



IFA 2014

(9 x 11 m)

INTEGRATING DIVERSITY

Bigben Interactive GmbH is a market leader for console accessories in Europe and one of the leading suppliers of video games. In addition to their own developments Bigben Interactive also distribute high quality products and brands from third parties, such as, for example Turtle Beach, a leading manufacturer of audio solutions in the video game industry. Moreover Bigben Interactive cooperates worldwide with renowned licensors from different sectors such as Coca Cola, Kenzo, Jean Paul Gaultier and Christian Lacroix. The company's presentation at the IFA 2014 trade fair of the company was therefore really varied and colorful.

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In order to give a structure to Bigben and its numerous licensors with their many brand profiles, our designers created scenery with a universal picture frame. Each presentation surface fits into the overall picture, even if they are all individual.

This store concept with its showcase with hundreds of colorful accessories manages to pass a sense of harmony and the desire to stay there.

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Moreover the two-storey stand offers openness through several inside views and is supposed to have a controlled entrance through which the visitor enters into the stylish world.



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.



MeRaum GmbH | Wurmbenden 22 – 24, D-52070 Aachen

Phone: +49 241 94936-0 | Fax: +49 241 94936-29

E-Mail: mail@meraum.de | Web: www.meraum.de