

# FEV



## Aachen Colloquium 2022

(headstand, 84 m<sup>2</sup>, 12 x 7 m)

BRAND RELAUNCH – TRANSPOSED INTO THE 3D REALM

**Customer** | FEV, which has its head office in our home town of Aachen, is an international development service provider in the automotive sector and a driver of innovation for various industries such as energy technology, sustainable drives and digitalization in mobility. We have been supporting the company as a trade fair stand construction partner for over 20 years now.

**Remit** | 2022 was an important milestone year for FEV with the relaunch of its brand.

We were tasked with transforming the Group's new "feel evolution" tagline into a 3D concept for its appearance at

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the annual *Aachen Colloquium Sustainable Mobility* trade event.

**Concept |** Just as FEV invites you to do so with its “feel evolution” slogan, our job was to invite participants to tangibly feel this evolution at the exhibition. The key approach we pursued in our design of FEV’s stand to successfully bring the slogan to life entailed making the stand bright, minimalist and open and putting the spotlight on the Group’s innovative sustainable mobility, energy and software products.

**Execution |** To showcase FEV’s innovations efficiently and effectively, large themed presentation blocks were

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positioned in the foreground. Integrated screens provided visitors with further information about the products on show. A counter located directly behind the presentation area and running the entire length of the rear wall acted as the main contact point for FEV representatives to meet and greet and chat casually with stand visitors about all the latest innovations and developments. This area of the stand also boasted a lounge corner, with furnishings and décor predominantly in shades of green. A white rear wall, punctuated by the new FEV logo in bold red 3D lettering and a discreet media display completed FEV's stand design concept.



## 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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