

# JARA



## ISC 2022

(Corner stand, 24 m<sup>2</sup>, 6 x 4 m)

COME ON IN!

**Project** | Five years ago we developed a natural wood framing system for the Jülich Aachen Research Alliance (JARA) for its trade-fair presentations at *ISC High Performance*, one of the most important events for high performance computing.

This is where the excitement of the JARA trade-fair booth is seen most clearly: it combines the presentation of future-oriented technologies with the timeless natural quality of wood.

**Remit** | We were asked to adapt it for the "Sofa Talk" event series at the *ISC 2022*.

In this format, the JARA experts and their co-exhibitor NHR4CES invite

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visitors to enjoy an informative, exclusive, and relaxed conversation at the trade-fair booth.

**Concept** | Our design team has developed a room-within-a-room concept, inserting a real living room into the successful real-wood system as a communication area.

**Execution** | The materials, furnishing, and colours of the living room set it apart from the rest of the booth. They create a separate space: a comfortable living room. This "room-within-a-room" is the perfect setting for a relaxed "Sofa Talk" on innovative and complex topics. To the left and right, we strikingly frame the darker living-room

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area with “mosaic walls” made up of pastel-coloured squares in different sizes. A thick carpet ties the whole booth together.

**Special feature** | The natural wood framing system has a high recognition factor and also offers great flexibility in terms of design options.

That means the JARA booth can have a whole new look for every event, with the same positive feeling.



## 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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