

MAGMA



GIFA 2015

(20 x 24 m)

CONNECTING CIRCLE

MAGMA Technology GmbH was founded in 1988 and its headquarters are located in Aachen. The company is a leading developer and supplier of software for molding process simulation. For its stand at the GIFA 2015, Magma wanted a visualization of the essential idea "pouring onto the ideal line" to bring the optimization of the foundry process into the foreground by using a simulation software.

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This idea was set up as a design element in the form of a red circular line connecting both surfaces of the stand over the aisle. The circle runs throughout the stand. In the center, there is a gallery presenting the products. Around this, there is the communication area with demonstration areas, seating and bar area.

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The centerpiece of the scenery is the gallery where, in each of the six MAGMA competence areas, there is a real workpiece on which the simulation geometries are displayed. In the background monitor steles represent the matching foundry environment. The highlight of the gallery is the "Magma Supersign", a vehicle model in the scale of 1: 2 with the projection surface. A series of dynamic processes is demonstrated, such as lava (erupted magma) or applied simulations of individual moldings of a vehicle. In order to give the appropriate effect to this eye-catcher, the hall lighting was darkened.



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