

Walzwerke Einsal



Wire 2022

(Corner stand, 50 m², 10 x 5 m)

A DYNAMIC WALL GAME – WITH HEART

Customer | Walzwerke Einsal GmbH has a long and successful history. At the same time, the company is always looking toward the future: its creativity, efficiency, and willingness to try new things have made Walzwerke Einsal a leading company for innovative steel and stainless-steel solutions.

Remit | We were asked to represent the traditional company's future-oriented perspective with an authentic overall concept for the wire.

Concept | The four words "flexible, efficient, competent, creative" represent what makes Walzwerke Einsal special. Our design team translated

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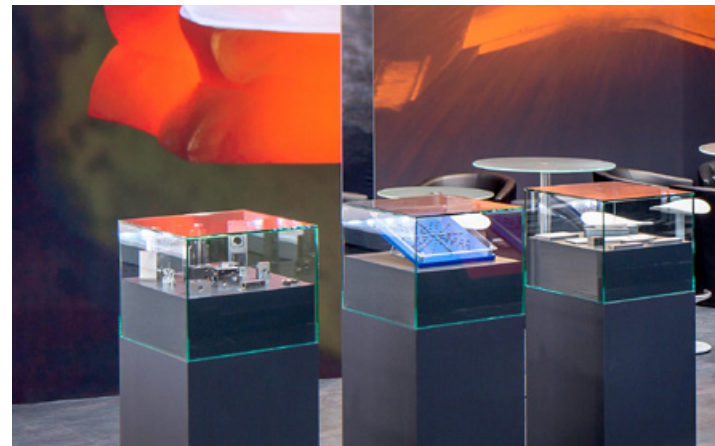
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this guiding principle into a creative “wall game,” with dynamic levels of height and depth. The walls symbolize the solidity and efficiency of the traditional business, while the stacked and layered shapes represent the flexibility and innovative power of a modern company.

Execution | Four tall graphics walls display the four key concepts “flexible, efficient, competent, creative” at a height of 4.5 meters, so they can be seen from far away.

The gigantic walls frame the slightly lower, square-shaped smelting graphic – the thematic heart of the booth that “warms it up” from the inside out.

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Special feature | Despite the large dimensions, the presentation is playful and inviting – a clever move by our design team. The offset wall blocks have a subtle border of lower grey wall elements, which make them seem free-standing.

This nested concept is outstanding because of its timelessness and extreme versatility.



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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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