

**Client:**  
Arqadia Ltd.

**Exhibition:**  
International Spring Fair 2009.

**Venue:**  
National Exhibition Centre, England, UK.

**The Brief:**

Arqadia, as a former Cobb Group client we started dealing with in 2007 and we completed our first stand at Photokina in September 2007 as a success undertaken we then move on to design a new stand for the Spring Fair in February 2008. The requirement was to take an existing kit of components and together with our vast stocks of Maxima create a stand that was both functional but eye catching.

Wall space was the main requirement for display of the various picture frame mouldings that Arqadia design and manufacture together with literature dispensing opportunities and hospitality. Lighting of the product was also a key element.

**The Design:**

We laid an 18mm platform to give a subtle raised effect with a high quality beige carpet to give warmth, finished with new aluminium angle trim to all sides. We used 4 large light boxes to create the high level branding, constructed from MDF and finished in black laminate. We used the maxima frame to create the main body of the stand and we used it to link back to central point and added black ceiling tiles that had recessed downlighters to complete the look.

The wall panels were added in a way that created bays for products to be grouped and effectively communicated to the visitors, each panel had a 150w halogen spotlight to further enhance the display and ensure the product was shown to its best.

A large "staff room" was created at the back of the stand where the Arqadia team could take time out and prepare refreshments for visitors as and when required.

The stand was a huge success in that it achieved all the display space required whilst retaining a feeling of openness and warmth.



We have been very pleased with the excellent stand design and service for stands both in the UK and overseas. From conception through to build they worked with us and exceeded our expectations.

**Pauline Hutchinson.**