

**Client:**  
Bowens International

**Exhibition:**  
Photokina 2008

**Venue:**  
Messekoeln, Cologne, Germany

**The Brief:**

Having worked with Bowens over the past few years we have constantly strived to develop the stand, always trying new ideas to move the stand on each time. As Bowens have good vision it is much easier to achieve good results. As we turned our attention to Photokina the showcase event for anyone serious in the Photography industry, we built on the success of the previous stand at Focus earlier in the year, re-using some elements allowing us more budget to further enhance the stand. The results were stunning. A truly bespoke stand where each piece of product had its home.

**The Design:**

The design was based around the 6.0m high central gantry an 8.0 x 8.0m black powder coated structure that housed four large format mesh printed fabric banners. Around the frame we built three meeting rooms and a kitchen - a fully integrated kitchen with a sink and drainer, fitted cupboards, a fridge, water heater, coffee machine, DVD player and music station to feed the stand. Centrally between the meeting rooms there was a semi-private hospitality area that was lit from above with low voltage downlighters, finished with a black fabric ceiling. The Meeting Rooms had black tinted glazed windows with black blinds behind each and the interiors were paint finished white, with pendant lights. The black powder coated metalwork extended out in both directions to support walls onto which two 42" plasma screens were fixed. This area is where we fixed the Hi-glide product, suspended from the trusses it was the ideal way of demonstrating the product allowing them to be viewed from underneath as customers walked in and around them. Underfoot there was 320sqm of beech laminate laid to the 100mm high platform with black carpet to the hospitality area.



Fantastic, we are amazed that every time we arrive the standard keeps rising! Photokina two years ago was good, but this is 200 times better. Not sure how we better this one.  
**Robert Cook, Marketing Manager.**