

Client:
Festive Productions Ltd.

Exhibition:
International Spring Fair 2009.

Venue:
National Exhibition Centre, England, UK.

The Brief:

In 2007 we were asked by Festive Productions to compile a set of designs and subsequently we agreed a deal to take on a large scale three year contract that sees us now build seven stands in the course of a three week period covering Harrogate, Frankfurt and Birmingham. The Brief was to design a stand that had impact over its 550sqm floor space, had enough display space to display over 30,000 lines and one that would give Festive the professional image they deserved having committed to such a large exhibition space.

The main requirement was for vast amounts of wall display space as well as a requirement for a large amount of hanging product and finally a consideration for floor standing trees of varying heights and sizes.

The Design:

As the stand is so vast and the Festive team need to start their merchandising relatively early on in the build it was imperative to find a quick effective floor solution to give us a start for build as quickly possible. A raised floor is a must for the cabling required under and a beech floor was a requirement of the initial brief. We decided on using beech faced MDF cut into 1m x 1m squares with floor blocks under to raise to an overall finished height of 40mm. These are a great solution as they can be laid quickly and can be reused show after show. The whole perimeter of the stand has 4m high walling set back from the aisle by 1m, this walling is split into display bays and we added soffits to the top from which the hanging product could be displayed. The stand comprises of 5 separate entrances, 1 feature entrance at the front corner and 4 smaller ones, two on either side. The internal walling is all 3m high and runs in a way that allows a continuous walk through experience leading from front to back. There is an informal meeting area with leather sofas, a kitchen, a working office and a meeting room all finished to the highest standard.



This is a massive step forward for us and it has made an enormous positive effect on the way in which we display our vast array of product and as such our sales performance has reflected this .
Julie Forde, Head of Design.