

Client:
Push 4 Ltd.

Exhibition:
Sirha 2009.

Venue:
Euroexpo, Lyon, France.

The Brief:

Push 4 are an Event Management and Communication company based in South Wales developing rapidly into a force worldwide for successful Integration and delivery of key events from Ballet to Rock and Roll shows through to corporate events and conferences. Being on the list of approved suppliers to WAG gives Push 4 the chance to demonstrate their abilities on prestigious events for International Business Wales. From Push 4 Design concepts we were employed to create construction drawings and take on the build aspect of the stand for Sirha that saw us travel to Lyon in January to complete the installation.

The Design:

A traditional 100mm platform was laid with maple laminate and aluminium angle to finish. A disabled access ramp was included to the rear. A demonstration kitchen area was the focal point at the front of the stand with an integrated hob and wall recessed double oven. Full hot and cold water services to a sink unit was also part of the setup. A central preparation area housed chillers, freezers and worktop areas to allow the full preparation of examples of Welsh cuisine for demonstration on the stand. There were 6 individual partners, each having an area in which to showcase their product. This consisted of a serve over counter, graphic space and a set of shelves. The emphasis was on quality and as such the shelves were glass with polished edges, the graphics were mounted using chrome spacers and the counters were laminated to have wipe clean surfaces.

General branding was an important factor and we achieved this using our Maxima frame with PVC mesh banners and HQI floodlights.

