

Afa by studiomfd

STAND FOR A DISPENSING SYSTEM THAT INCORPORATED FLUID AND FLOWING FACETS WITH A CLINICAL AIR

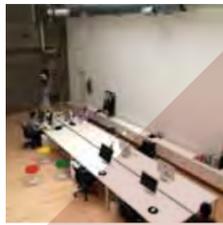
Afa Dispensing Group is a world leader in technologically advanced liquid dispensing systems. The firm planned to launch its latest propellant-free spraying technology for its new product, Flair, at the 2011 Interpack. Afa commissioned studiomfd to design a platform at the fair for this product and the accompanying technology. The brief requested an affordable, outstanding and easy-to-build stand that reflected the company's personality. The design team came up with a concept of 'fluent shapes that meet the innovative world of Afa'. A clinical exhibition stand with white curtains created a mystical installation that was light and flowing. The stand decoration referred to hygiene and product innovation. Visitors could measure the progressive level of Afa's product innovations at specially designed testing displays. Product samples were used as key display items, not least in the columnar installations. An attention-grabbing spectacle was the spiral of sprayer bottles positioned at ever-

decreasing heights above a circular stage. Suspended in a curve with weighted bottom hems, the bottles trembled softly, swaying as visitors walked past. The swathes of crisp, white, wipe-clean fabric also embodied the fluid concept by the wave-like movement of the graphics and texts projected onto the cloth. The 'wave' action symbolised the fluids for which Afa develops its dispensing products. The flowing curtains enhanced the routing for fair goers through the stand, enveloping the central, more colourful, column as well as defining two separate rooms at the back.

TRADE FAIR Interpack
WHERE Dusseldorf, Germany
WHEN May 2011
DESIGNER studiomfd p.000
STAND CONSTRUCTOR Gielissen
Interiors and Exhibitions
CLIENT Afa Dispensing Group
MARKET SECTOR Dispensing systems
TOTAL FLOOR AREA 65 m2
PHOTOGRAPHER Marcus Schwier

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Standard Studio was founded in 2002 by Michael Dolan and Monina Johnson. Working from the precept that every business occupies space, whether inside a store, on the web or ultimately in the minds of customers. Standard helps people and businesses discover optimum ways to fill their space, both physically as well as experientially and emotionally. Combining environmental, industrial and communication design with brand expertise, the studio helps individuals, companies and organisations to compete more successfully.

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Stefano Colli graduated with a degree in architecture from Politecnico di Milano in 1993. Since 1991, he has been working in Barcelona in his own studio specialising in corporate interior design and architecture. He currently combines his studio activities with lecturing project courses at ELISAVA Barcelona School of Design and Engineering.

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Nitzan Cohen, who graduated from the Design Academy in Eindhoven in 2002, worked at Konstantin Grcic Industrial Design for a number of years before establishing his own studio in Munich in 2007. He has a research-oriented attitude towards conceptual design and an ability to translate this into a new visual language, objects and spaces. The studio has a multidisciplinary approach, with projects ranging from industrial products, furniture and spaces to art direction and strategic consultancy.

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TISCH13
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The Munich-based design firm tisch13 is an agency for two- and three-dimensional brand communication. Founded in 2001 by managing partners Heidi Buecherl and Carsten Roehr, the company has its core competencies in the realms of space, print, film, motion design, interactive exhibits and installations, as well as in mobile and web applications. The interdisciplinary team draws upon a large network of international specialists to tailor solutions for its customers and to offer cross-media solutions.

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After studying interior architecture at the School of Applied Arts in Zurich, Stefan Zwicky established his own studio there in 1983. The practice now has a team of six employees with an international portfolio that focuses on architecture, interiors, exhibitions and product design. In addition to appearing in Basel and Dusseldorf as a guest lecturer, Zwicky is also active as a publicist.

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Martijn Frank Dirks founded studiomfd in 2006 in Amsterdam. The agency positively contributes to its clients' lives through the design of 2D and 3D environments, interacting open-mindedly in order to develop intuitive and deep-rooted creative concepts. This leads to authentic designs that reflect social themes. Form, style, colouring and the reuse of materials all consistently match the concepts, making the final results a reflection of the personality of clients.

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The Inside was founded by its owner and chief executive Michael Hermans in 1996 in Deventer, the Netherlands. Over the years, the design studio has developed into a nationwide company offering a range of services, including trade fair stand and exhibition design and construction, interiors and events. The firm's name symbolises the idea that the team of 60 employees works most productively by fully understanding the inside workings of every client.

p.076



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Nikolaus Skorplik and Martin Mackowitz are part of Tortenwerkstatt which is an architecture collective and workshop in Innsbruck, Austria. Founded in 2009 by architecture students who collaborate on projects ranging from furniture to architectural designs, the collective works on sustainable architecture and new ways of thinking about materials.

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TOTEMS
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Totems was established in 1997 in Amsterdam by the founding partners Gerard de Gorter, Florian Gerlach and Peter van Lier. Its multidisciplinary team comprises architects, interior architects, content developers and copywriters, as well as exhibition, media and graphic designers, all working together to turn stories into spatial experiences. The firm's approach is to connect the brand, theme or experience in a manner that encapsulates lightness, colourfulness and surprising perspectives. Totems is represented in Amsterdam, Dusseldorf, Stuttgart and Shanghai.

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Established in 1987, Ueberholz is led by architect and communication designer Nico Ueberholz. The company develops creative and innovative solutions for all strategic and operational aspects of temporary architecture. With expertise in the fields of trade fair and exhibition design as well as retail construction, the firm also provides event services for international brands encompassing all-round multi-sensory experiences.

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The design company vc a | vannini+cesaretti is a team of architects and designers specialised in exhibition and experience design, with a strong emphasis on innovation and research. Founded by Cristiana Vannini and Paolo Cesaretti in 1998, the firm focuses on enhancing spatial experience and brand identity, designing architecture for commercial spaces and exhibitions, permanent and temporary, and defining the identity of companies and institutions. Paolo Cesaretti and Cristiana Vannini are lecturers at the Scuola Politecnica di Design Milano and guest professors at the Domus Academy and Politecnico di Milano.

p.086



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Von M was established by Matthias Siegert in 2004 and now is directed by three associate partners and has a 10-member team working in the fields of architecture and media design. The studio's portfolio covers interior and building construction projects as well as video and space installations. Characteristic of all its work is an open-minded and unbiased approach, concentrating on the essentials to achieve clear and effectively simple solutions. Within this exciting area of tension between architecture and interior design, mutual cross-references emerge again and again in the realisation of multi-faceted projects.

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Tulp was founded in 1999 by designers Maik Schober, Alexander Striegl and Michael Zanin after they studied industrial design together at the School of Design in Pforzheim, Germany. The studio interprets and stages the ideas, attitudes, characters or content of its clients at trade shows and exhibitions, as well through interior and product design. The company's motto is 'think, reduce, create'.

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Uniplan is one of the leading agencies for live communication and creates brand promotions for events, trade fairs, showrooms and roadshows. Uniplan's customers include leading companies and brands such as adidas, Audi, BMW, Daimler, Deutsche Bahn, Deutsche Post DHL, Sony PlayStation, Toshiba and ZDF. The company is based in Cologne and has a workforce of 650 employees across its 12 branches worldwide.

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Via2V is an integrated supplier of interior architecture and project management, established by Hein Verberne in 2006. The firm offers technical and strategic advice, as well as supervising design processes. Utilising an integrated approach, the design team implements interiors in the realms of retail, office, hospitality and showroom projects, as well as trade fairs.

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Walbert-Schmitz was established in 1966 and is a family-owned company based in Aachen. Specialising in exhibition and stand construction, the firm offers a wide range of expertise in the field of three-dimensional brand communication – strategy, conception, design and architecture – as well as in production, installation and dismantling. The company employs more than 100 members of staff and maintains worldwide partnerships with specialised suppliers.

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