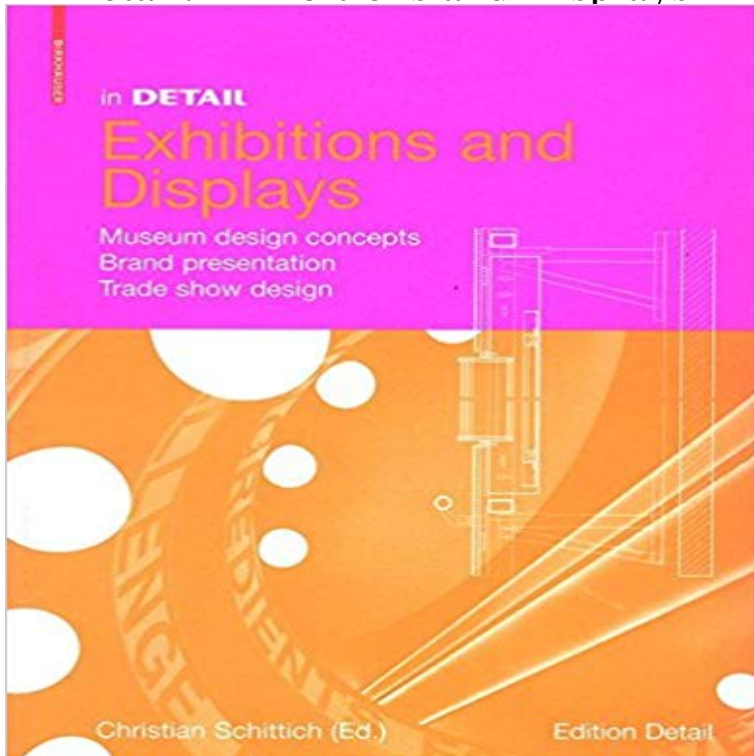


In Detail: Exhibitions and Displays



From trade fair stands to museum concepts, the successful transfer of information to a wide public audience relies on effective staging and appropriate architectural design. While museum exhibitions focus on the art of communicating content, with commercial aspects tending to play a more subordinate role, the goal of trade fair stands and showrooms is to convey a brand image. And at least since large companies like BMW and Mercedes began introducing commercialized museum concepts designed to stage their brands, the phenomenon has come full circle. Not infrequently, planners today must not only accomplish the demanding task of designing an exhibition; they must also meet full service demands, from briefings and CI design to realization. How to do this successfully is the subject of short articles by authors from the relevant fields. With extensively documented project examples organized by presentation or exhibition type, these valuable technical articles offer a detailed roadmap to practical success. Vom Messeauftritt bis zum Museumskonzept der gelungene Transfer von Informationen an ein breites öffentliches Publikum basiert auf gelungenen Inszenierungen und geeigneten architektonischen Konzepten. Während es bei einer Ausstellung im Museum um die Kunst der Vermittlung von Inhalten geht und die kommerzielle Seite eine eher untergeordnete Rolle spielt, steht bei einem Messeauftritt oder einem Verkaufsraum der Transport des Markenimages im Zentrum. Und spätestens bei den kommerzialisierten, Marken inszenierenden Museumskonzepten der großen Firmen wie beispielsweise BMW oder Mercedes schließt sich der Kreis. Nicht selten muss sich der Planer neben der anspruchsvollen Aufgabe eines Ausstellungskonzepts heute zudem Full-Service-Anforderungen vom Briefing über das CI-Design bis hin zur Realisierung stellen. Wie dies gelingt,

erläutern Autoren aus den einzelnen Bereichen in Kurzbeiträgen. Diese wertvollen Fachinformationen, ergänzt

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