

Booth Design

APPROACH:

The design of the exhibition stand was inspired by gallery/museum layout, where a visitor can observe the product, read the description and interact with the product samples displayed.

DISPLAY

The use of the contrasting colour scheme creates an illusion of a spacious environment and allows the products on display to stand out.

RECEPTION

The reception area includes a desk, a bar stool and a brochure holder.

SEATING

The seating area is placed at the back of the stand to create a journey for the visitor, where they can interact with the product, find out more about the company, which will be followed by a private chat with the staff member.



