



LESS THAN 500M²

Grand Stand

**DESIGN FOR
TRADE FAIR STANDS**



FRAME

DESIGNER:
A24 DESIGN STUDIO
PROJECT:
VITRA
CERSAIE, BOLOGNA, ITALY

WHERE
Cersaie, Bologna, Italy

WHEN
October 2005

MARKET SECTOR
Sanitaryware

CLIENT
VitrA

DESIGN TEAM
Nalan Başkır and Alptekin Başkır

MATERIALS
Floor: Laminated chipboard, with five circular details clad in VitrA tiles
Walls: Painted chipboard partially clad in VitrA tiles and prints
Ceiling: Five circular metal frames clad in translucent white fabric
Lighting: Lamps mounted behind ceiling fabric for a softly lit atmosphere
Furniture: Walnut-veneered and white-painted MDF

TOTAL FLOOR AREA (M²)
78

BUDGET
US \$ 75,000

Founded in Istanbul in 2004 by Nalan Başkır, Nilgun Başkır and Alptekin Başkır – and guided by the slogan 'Creating atmospheres that inspire' – A24 Design Studio unites architecture and industrial design in its customized exhibition stands. Operating worldwide, the practice regards design as a powerful and universal communication tool.

A24 Design Studio
Istanbul, Turkey
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Photography by Alptekin Başkır

A24 Designers took VitrA's marketing slogan – 'Another World' – as a starting point for the sanitaryware manufacturer's stand, which debuted at the 2005 Cersaie trade fair in Bologna. With those two simple words in mind, the designers provided their client with a contemporary interpretation of the Turkish hammam (communal bathhouse). Based on a sequence of circles representing the central stone in a hammam – and thus the union of body and spirit – the narrow rectangular stand was divided into categories. The space, which was styled as a penthouse suite, with mock windows framing an urban skyline, featured displays of VitrA products presented as accessories for modern living. Defined by circles of ceramic tiles underfoot and corresponding circles on a fabric-covered ceiling softly illuminated to suggest a residential atmosphere, the stand guided visitors through separate spaces, each flowing seamlessly into the next, where they discovered 'bedrooms' and 'bathrooms' set on raised platforms before exploring the remainder of the stand. Like all good penthouses, this one included a bar – concealed behind an exterior wall and positioned between the rooms and the information desk – where guests could sit comfortably and enjoy refreshments while viewing the company's latest collection of sanitaryware.

