



LESS THAN 500M²

Grand Stand

**DESIGN FOR
TRADE FAIR STANDS**



FRAME

DESIGNER:
A24 DESIGN STUDIO

PROJECT:
**SERANIT
INTERNATIONAL
TURKEYBUILD, ISTANBUL
TURKEY**

WHERE
International Turkeybuild,
Istanbul, Turkey

WHEN
May 2007

MARKET SECTOR
Construction

CLIENT
Seranit

DESIGN TEAM
Nalan Başkır and Alptekin Başkır

MATERIALS
Floor: Seranit porcelain tiles
Walls: Porcelain tiles framed by curved laminated chipboard. Inner walls are laminated chipboard. Showcases have glazed walls.
Ceiling: White fabric
Lighting: Combination of warm and cool lighting, including spots for highlighting products
Furniture: White-painted MDF and artificial leather

TOTAL FLOOR AREA (M²)
384

BUDGET
US \$ 167,500

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
www.a24tasarim.com

Photography by Alptekin Başkır and
Servet Emanet

A physical manifestation of Seranit's motto – 'We are covering the future' – the company's stand at the 30th International Turkeybuild appeared to lean into the adjacent space. While brainstorming about the 'we are covering the future' theme, A24 designers came to concepts like time, future, modernity, infinity, continuity, moving forward, time-tunnel, etc. Transferring these abstract concepts into physical 3D shapes they used the several design elements. First the interpreted version of the infinity symbol was used in the graphics on the floor and on the walls.

Changing in width throughout an environment, the interior walls also tilted to one side, enhancing an overall sense of movement, arousing curiosity and encouraging visitors to explore the different areas of a stand showcasing products both old and new.

All the tilted forms used in the design gives the stand a 'continuous movement'. The graphic form used repetitively on the floor and the walls strengthens this effect.



