

No Vacancy

Sony converts a virtual motel into a gamer's paradise to win the EDGE Award

26



Ant-Tastic Exhibit

It's a bug's life for EGN, whose ant-inspired exhibit snags a Gold Award

30



Surprise by Design

Tatung takes home a Silver Award for its tricked-out 53-by-43-foot booth

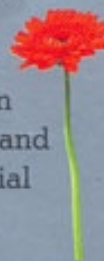
36



Chemical Reaction

Sachtleben Chemie turns design into an exact science and claims a Special Merit Award

50



Write On

The writing is on the Plexiglas wall inside Dell Inc.'s Special Merit Award-winning booth

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Infinite Possibilities

When preparing for Turkeybuild 2007, Turkish tile producer Seranit Granit Seramik Sanayi Tic. A.S. wanted to take the company from the Stone Age into the future. That's why Seranit asked A24 Design Studio to create an exhibit that would become a visual metaphor for its motto, "We are Covering the Future," while spotlighting the company's various granite-tile products.

The A24 design team — three siblings: architect Nalan Baskir, business manager Nilgun Baskir, and interior architect Alptekin Baskir — brainstormed a number of concepts based on the future-centric tagline before finding inspiration in infinity. The Baskirs then reinterpreted the infinity symbol,

SPECIAL MERIT

Category: Peninsula — Less

Than \$150 per Square Foot

Exhibitor: Seranit Granit

Seramik Sanayi Tic. A.S.

Design: A24 Design Studio,
Istanbul, Turkey, 90-212-281-3310,
www.a24tasarim.com

Fabrication: Cizgi Tasarim,
Istanbul, Turkey, 90-212-423-3350,
www.cizgitasarim.com.tr

Show: Turkeybuild 2007

Budget: \$167,500

Size: 53-by-90 feet

Cost/Square Foot: \$35

creating an elongated ovoid shape as a leitmotif that would be repeated throughout the exhibit. The team also wove the moving-forward motto into the structure by creating walls cut at angles so they appeared tilted to the right, as if rushing into the future. The design felt at once modern, futuristic, and retro hip.

Continuing the theme, A24 used the infinity-inspired shapes to craft a dividing

wall that set apart the hospitality area in the center of the booth from the rest of the exhibit. The ubiquitous infinity symbol also recurred on the floors and on the wall behind the reception desk, creating a cohesive design tied together by a single element representing Seranit's forward-momentum motto.

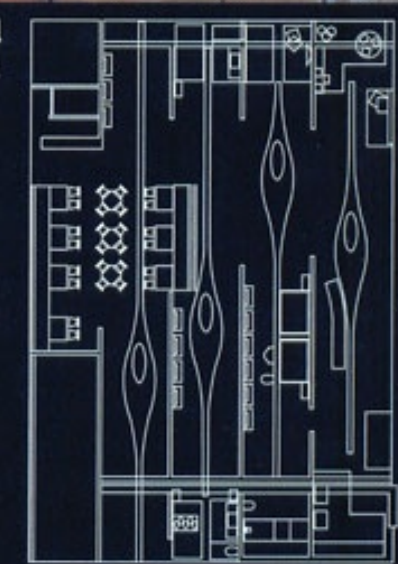
Broken up into small "still lifes," the bulk of the 4,770-square-foot booth comprised 13 vignettes that displayed Seranit's products as used in various settings, such as a bathroom, a living room, and a library. "Each product-display vignette is interesting and compelling," one judge said. "When you string them all together, the result is a cohesive display of excellence." **E**

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To Infinity and Beyond

Seranit Granit Seramik Sanayi Tic. A.S. took attendees into the future with a forward-thinking booth that owed its design to a twist on the symbol for infinity. The company's various granite products covered the walls, floor, and exterior, adding color and depth to the 53-by-90-foot space. Inside the exhibit's angled enclosures, 13 product-display vignettes showcased the company's product line.



PHOTOS: ALPTEKIN BASKIR, SERVET EMANET