



DESIGNER:

KEGGENHOFF I PARTNER

PROJECT:

**DALLMER
ISH, FRANKFURT, GERMANY**

WHERE

ISH, Frankfurt, Germany

WHEN

March 2007

CLIENT

Dallmer

CONSULTANT

Neue Werbung (graphics)

MARKET SECTOR

Bathrooms, energy and technology

MATERIALS

Floor: Linoleum

Walls: Linoleum and lacquered MDF

Furniture: Linoleum and lacquered MDF

TOTAL FLOOR AREA (M²)

130

Seeking harmony through materials and colours, as well as through contrasts in surfaces and textures, Keggenhoff I Partner combines interior design and architecture to create bespoke tailor-made concepts infused with personality.

Keggenhoff I Partner
Arnsberg, Germany
www.keggenhoff.de

Photography by Friedhelm Krischer

Following its debut at Bau in 2007, Dallmer's latest exhibition stand – designed by Keggenhoff I Partner – was enlarged and reintroduced at the ISH in Frankfurt. The designers sliced the space into elongated blocks separated by streets to create an urban environment. Each street provided a view of one or another of the company's products, while enclosing visitors in the world of Dallmer. To reinforce the urban vibe and extend the space beyond the boundaries of the stand, the ends of the blocks appeared as a brightly coloured, fragmented street façade featuring a city skyline and, in the foreground, the dark silhouettes of people hurrying by, seemingly crossing the entrance to the stand. To access the interior, visitors had to weave their way through the bustling crowd of shadows. Further congestion was alleviated by cutouts in the horizontal divisions, which allowed fairgoers to move vertically from the front of the stand through the interior. Subsequent openings formed areas for product display, some rather tucked away and others clearly visible. Enhanced by alternate strips of black and white on the floor, the segmentation and volume of Dallmer's stand gave the firm a presence on par with that of companies occupying much larger spaces.

