

KEGGENHOFF I PARTNER

Burlington Premium II

Premium 2009, Berlin, Germany

Photographs: contributed by KEGGENHOFF I PARTNER

The Burlington brand is characterized by a dedication to quality, attention to detail, spontaneity and above all freedom - a freedom at once ironic, surprising, creative, timeless, individual, free-thinking, progressive, confident, open, exceptional, complex and at no time predictable. The design of the stand for the Premium trade fair in Berlin was born of an attempt to materialize these qualities.

Urban versus rural constitutes the principal motif of the stand and is represented in the use of black (to represent urbanity) and white (to represent the rural).

The white area is aimed at consumers with personal affinities with all that is sporty, nonchalant, casual and rural. Wood is the dominant material and the composition of the area is restless and somewhat fragmented. The atmosphere generated is lively, playful and happy, with homespun details. Tradition plays a central role, though in a non-traditional way.

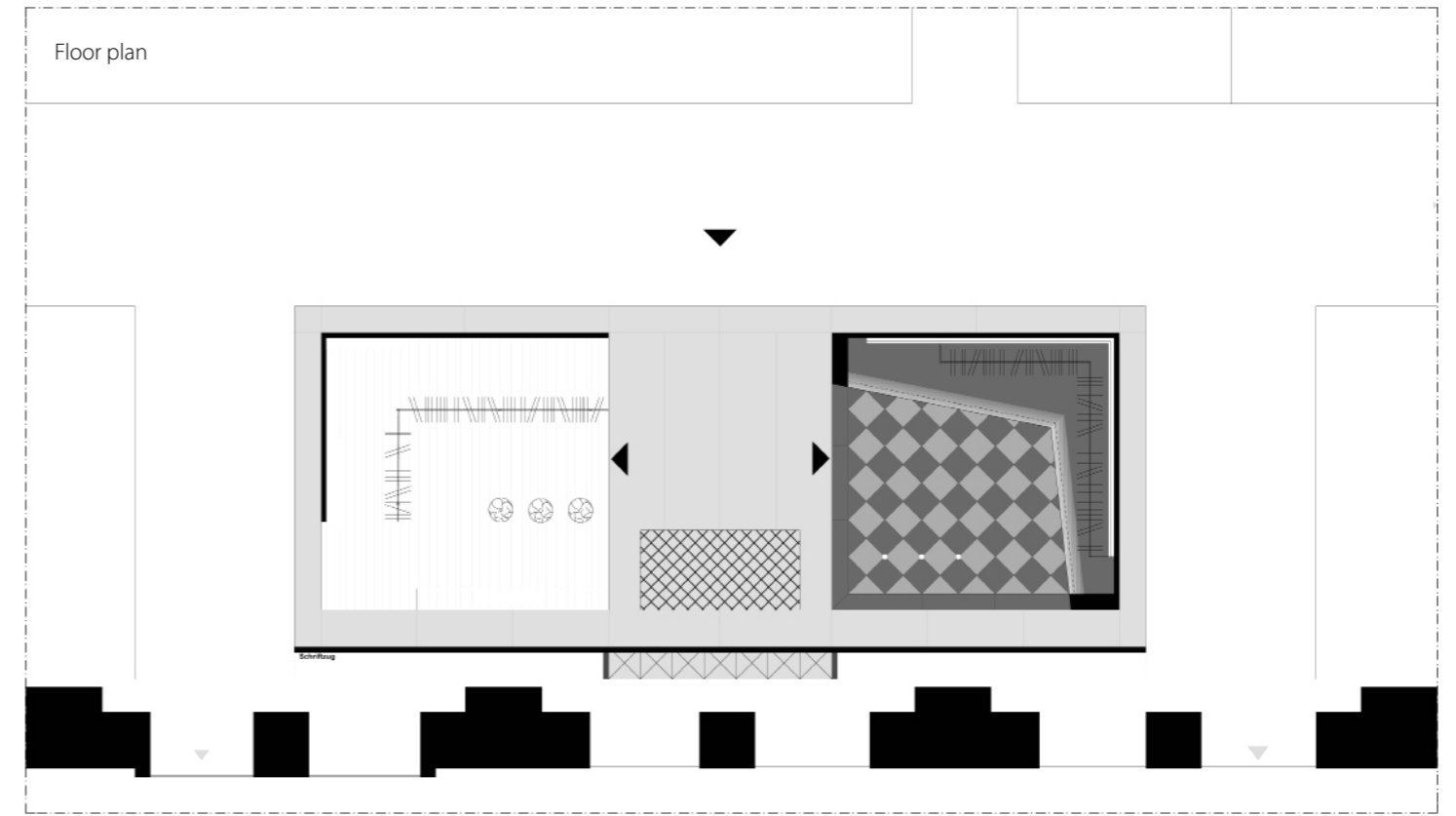
The black area is aimed at consumers who are attracted by things noble, pure, simple, urban and sexy. The area is dominated by metal surfaces in a composition which is both precise and strictly ordered. The structure of the stand is left visible to create a dynamic visual rhythm. The ambience is quiet and calm, the detailing precise and rectilinear. Modernity, timelessness and clarity are the hallmarks of this stand which exudes a confident, individual style.

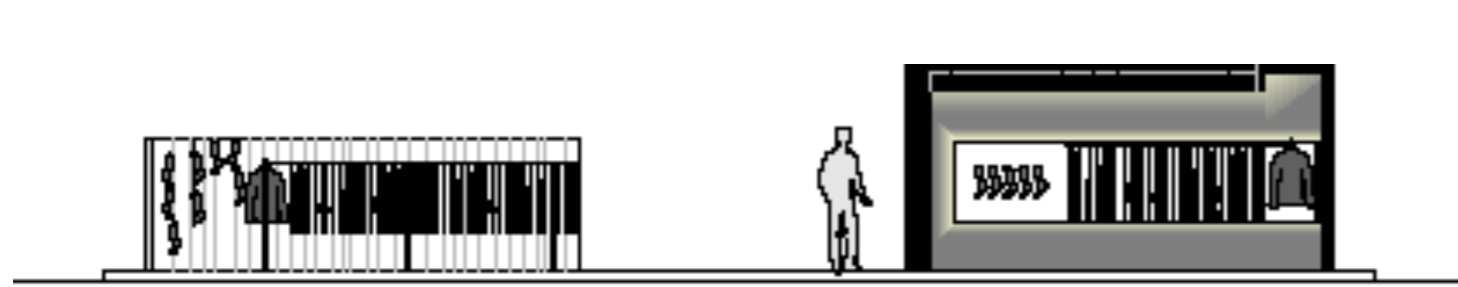
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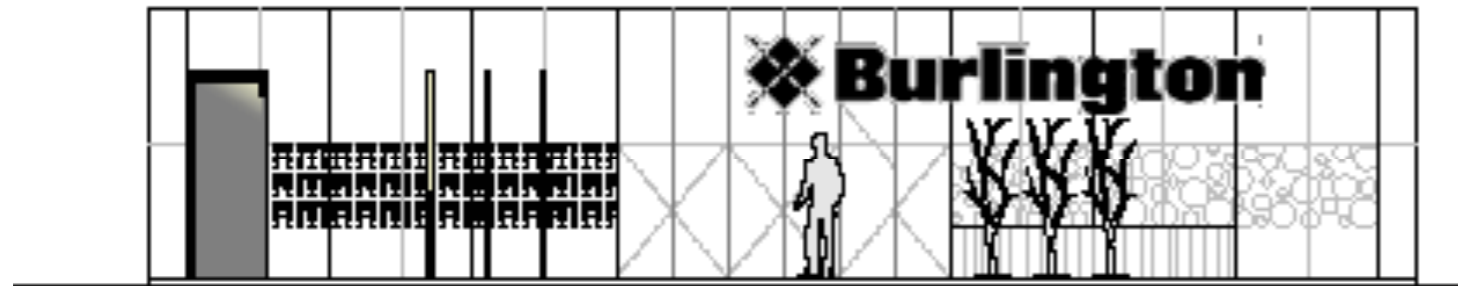


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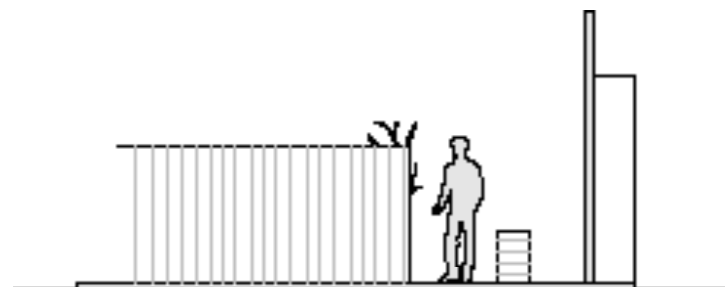
Section AA



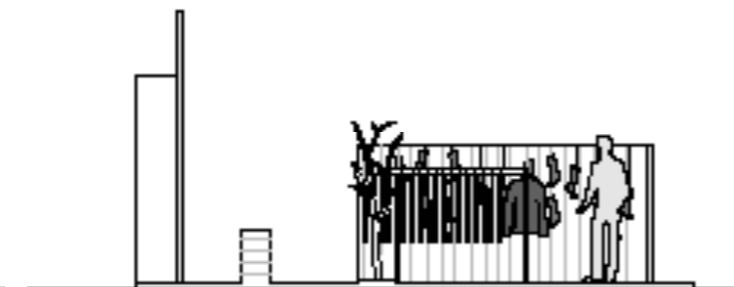
Section BB



Section CC



Section DD



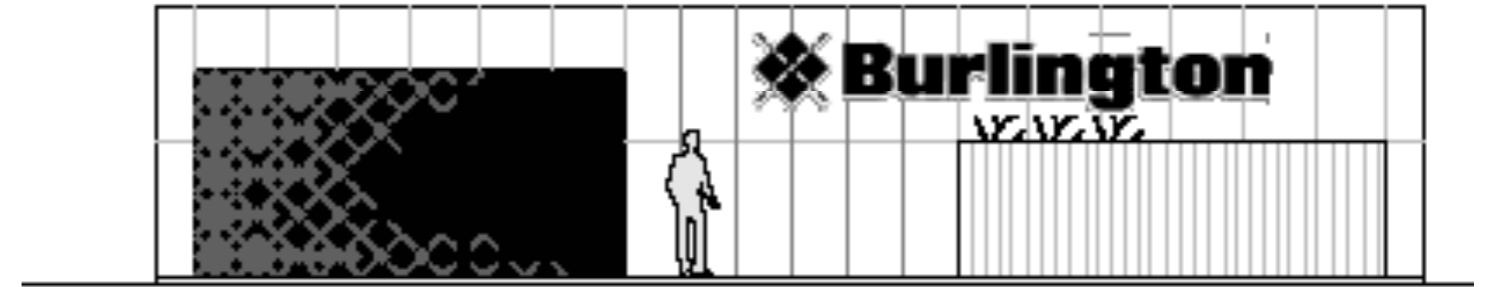
Section EE



Section FF



Section GG



Section HH



INDEX

- 007** Introduction
- 008** Ippolito Fleitz Group
Berndes
- 014** Curiosity
Lixil
- 018** Apostrophy's
Art 4d pavilion
- 026** Schmidhuber + Partner
Roadshow Audi AreA1
- 032** Tulp Design
Desso
- 038** LABscape
2TEC2
- 046** Creneau International
Val Saint Lambert
- 052** Everyone Associates
Reebok at B&B Barcelona
- 058** Ippolito Fleitz Group
Burkhardt Leitner
- 064** Patricia Urquiola & Martino Berghinz
Moroso
- 070** Ozon büro für integrale
ganzheitliche kommunikation
Sattler: "Living with the sun"
- 076** KEGGENHOFF | PARTNER
Burlington Premium II
- 082** Beatriz Delgado Fernández
LinksBooks
- 086** Riccardo Giovanetti
Plasticamente Pavilion
- 092** Local 10 Arquitectura
Lamosa
- 098** Franken\Architekten
WHAT A BIRTHDAY. IT'S MINI
- 102** Is Group
Seoul Semiconductors
- 106** Curiosity
Kokuyo
- 112** dan pearlman Markenarchitektur
Qatar FIFA 2022
- 118** Ozon büro für integrale
ganzheitliche kommunikation
Tridonic: The regulation, navigation and operation of light
- 124** LABscape
Limited Edition
- 130** Ippolito Fleitz Group
Brunner
- 136** D'art Design Gruppe
Adidas
- 140** atelier 522
Serafini
- 144** Everyone Associates
Reebok at B&B Berlin
- 150** BraunWagner
smart urban stage
- 158** STUDIO DEGA
INFINITYCONST
- 164** nkbak
Schneider Electric
- 170** molo design
molo softwall + softblock
- 176** vc a /
Paolo Cesaretti+Cristiana Vannini
Coop
- 182** D'art Design Gruppe
Gräfe Und Unzer
- 188** Urban A&O
Metropolis
- 194** Tulp Design
Focused
- 198** KEGGENHOFF | PARTNER
Burlington Premium I
- 202** Mutabor Design
Hi-Cone
- 208** q~bus Mediatektur
SENSATIONS - Deutsche Telekom
- 214** Patricia Urquiola & Martino Berghinz
Moroso
- 220** Schmidhuber+Partner
Audi
- 228** Schmitz Visuelle Kommunikation
Gira
- 234** dan pearlman Markenarchitektur
LG Hausys
- 238** Eric Jourdan, Francesca Avossa
Première Vision
- 244** Franken\Architekten
Lab
- 250** Creneau International
WeAr Global Magazine
- 256** dan pearlman Markenarchitektur
Roca
- 262** BROISSINArchitects
USG
- 266** Astrid Bornheim Architektur
Eternit
- 272** Kako.Ko
Ray of Light
- 276** Vanderbyl design
Teknion
- 282** Institute of Friends
ewo
- 286** B612
Antron
- 292** Hadi Teherani
Ritzenhoff

STANDS 10

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