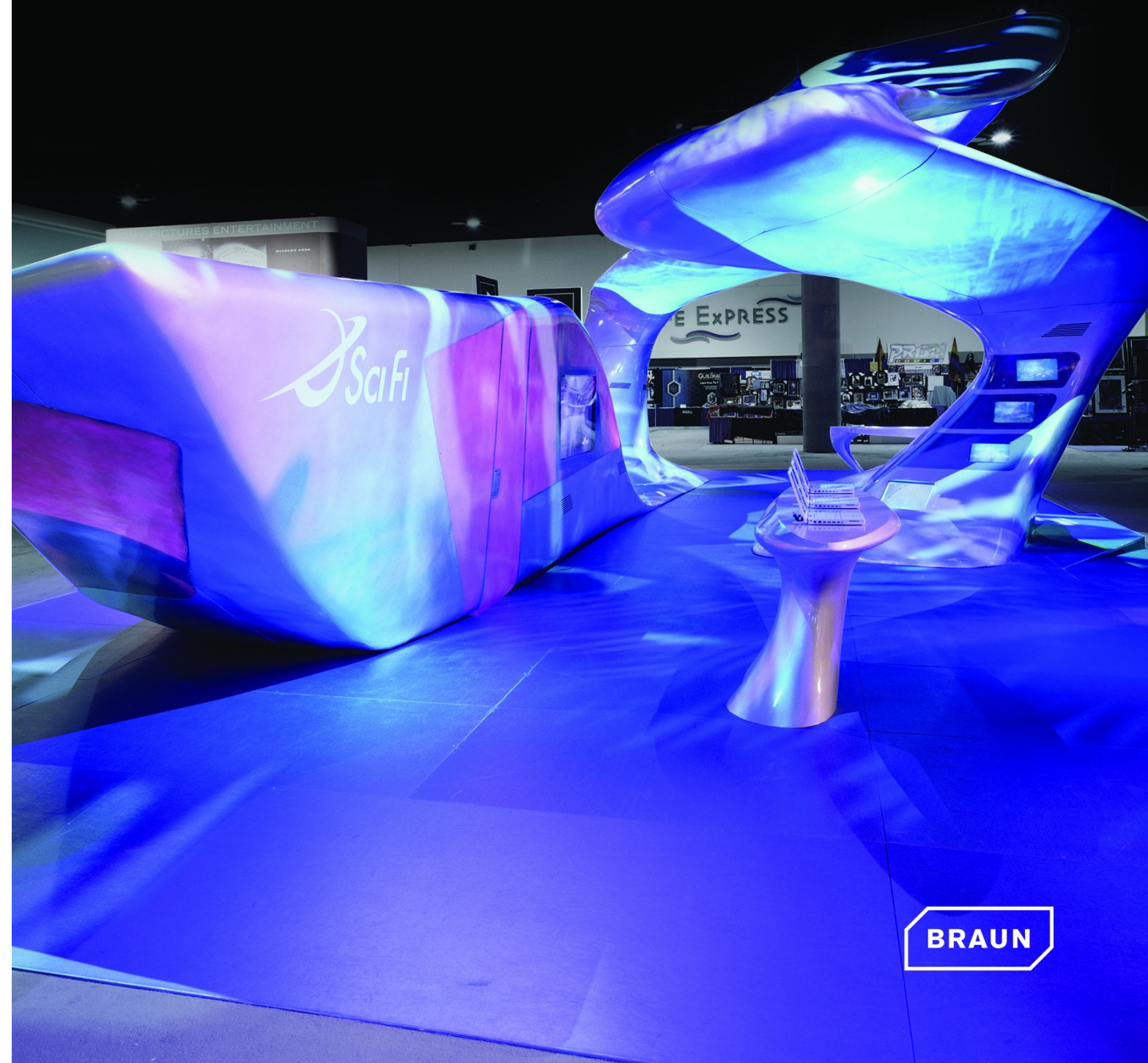


# Fair Design

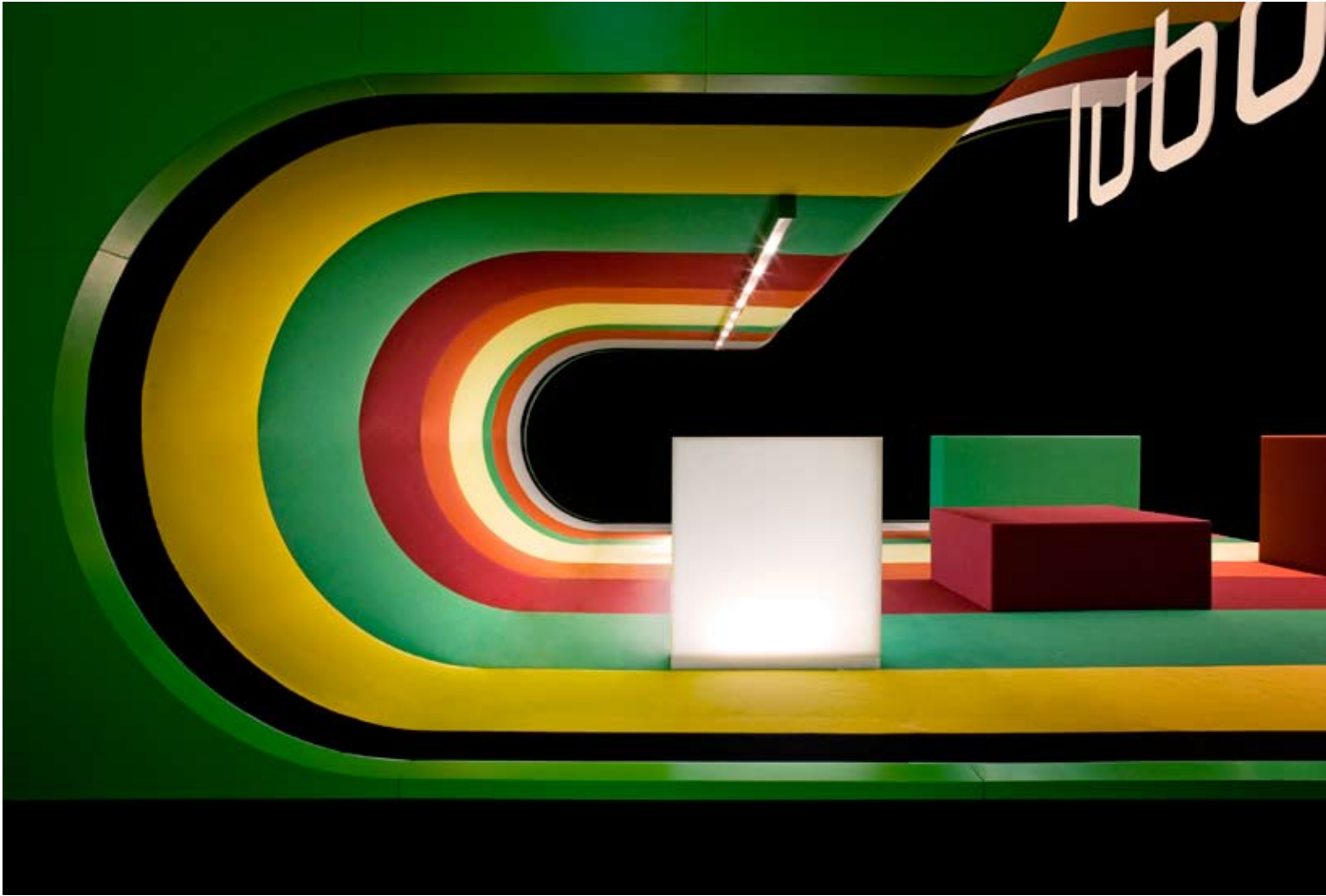
Sibylle Kramer

Architecture for Exhibition



BRAUN





i | Side view  
p | Detail

# Modul+

Cologne

The principal material of the stand consists of an acoustically active fabric, which encases the construction and shapes the floor, back wall and furniture surfaces. This way, the functional areas in which the fabric is usually applied are incorporated. A contrast between the soft, flowing look and feel of the fabric and the strictly linear design use of stripes and cubic shapes is created. The important topic of acoustics/noise absorption is physically implemented. The intense use of colors of the stripes crossing the surface symbolizes the intense capacity of human beings to develop a sensitive and positive sense of perception that awakens in the springtime allowing them to consciously experience nature, its colors and sounds.







Project name: Fair Stand Burlington. Client: Falke KGaA. Fair: Pitti Uomo 2008, Florence, Italy. Size: 50 m².  
Completion year: 2008.



i | Genral view  
p | Insight

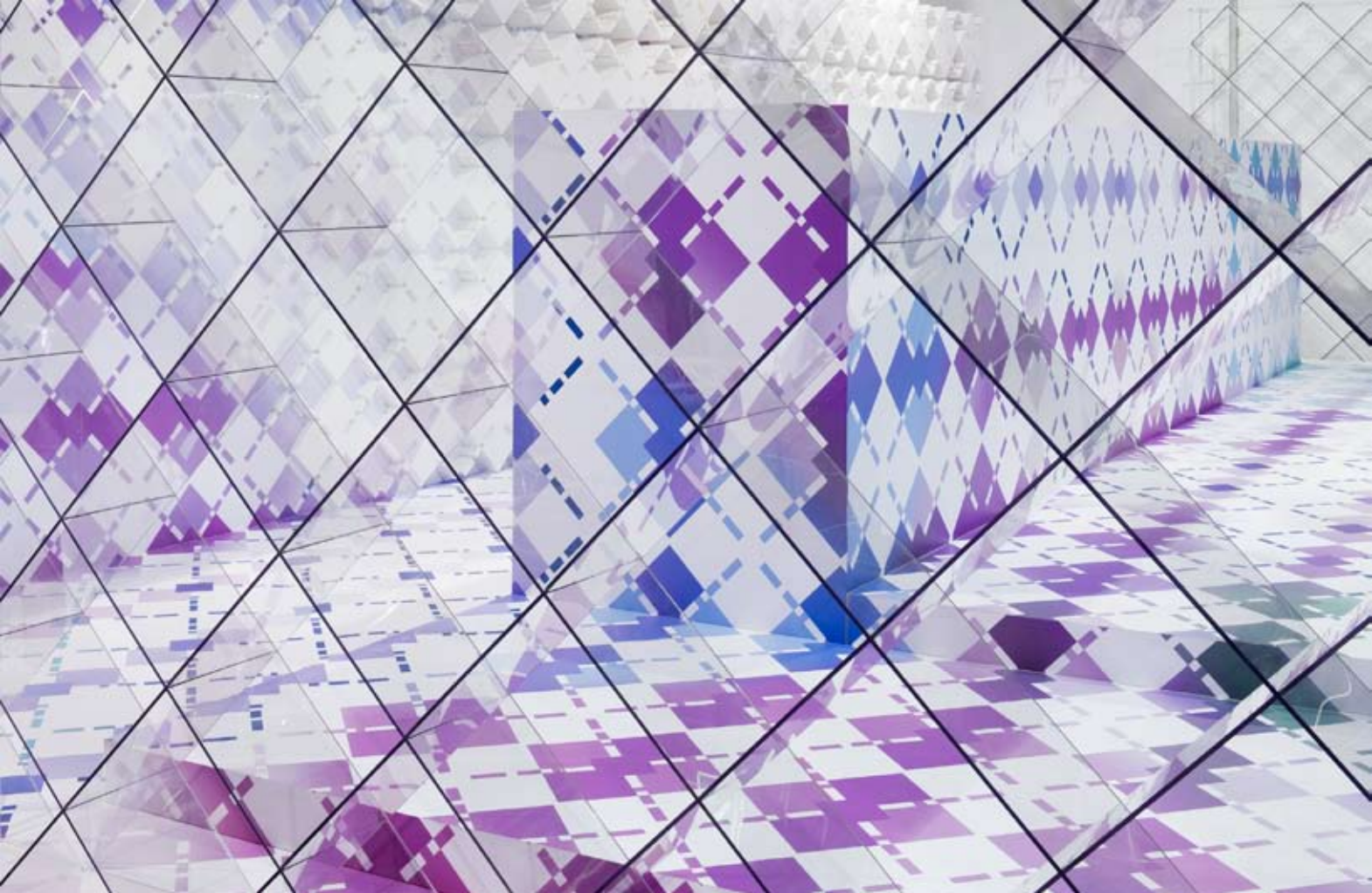
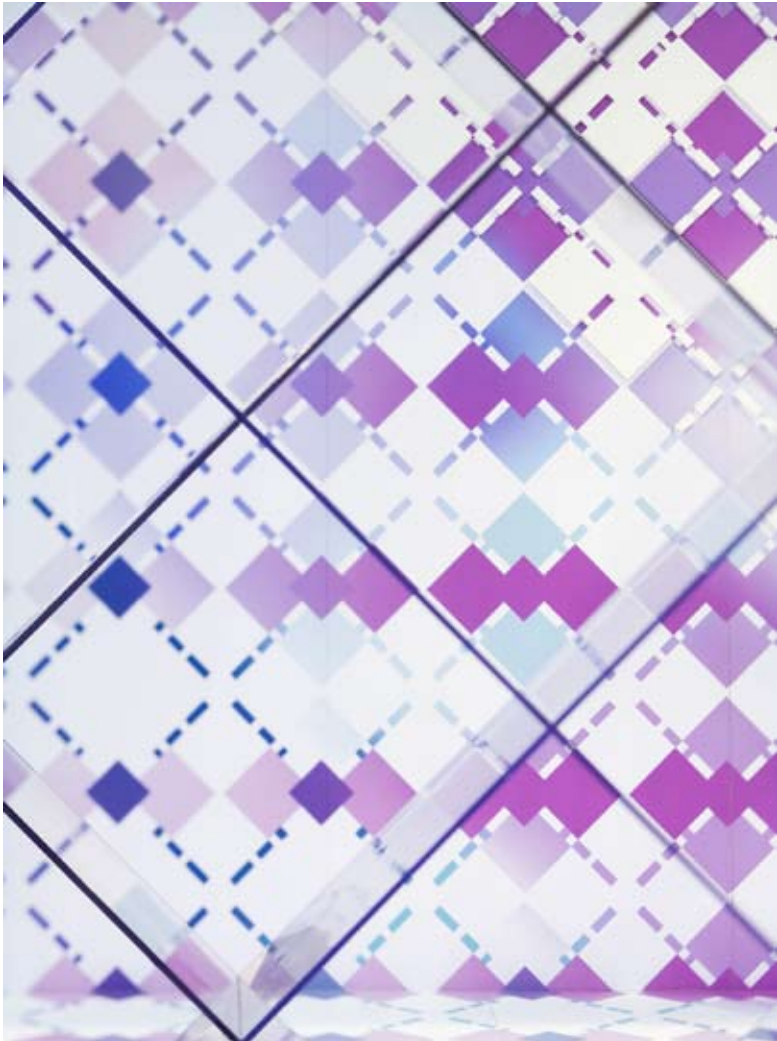
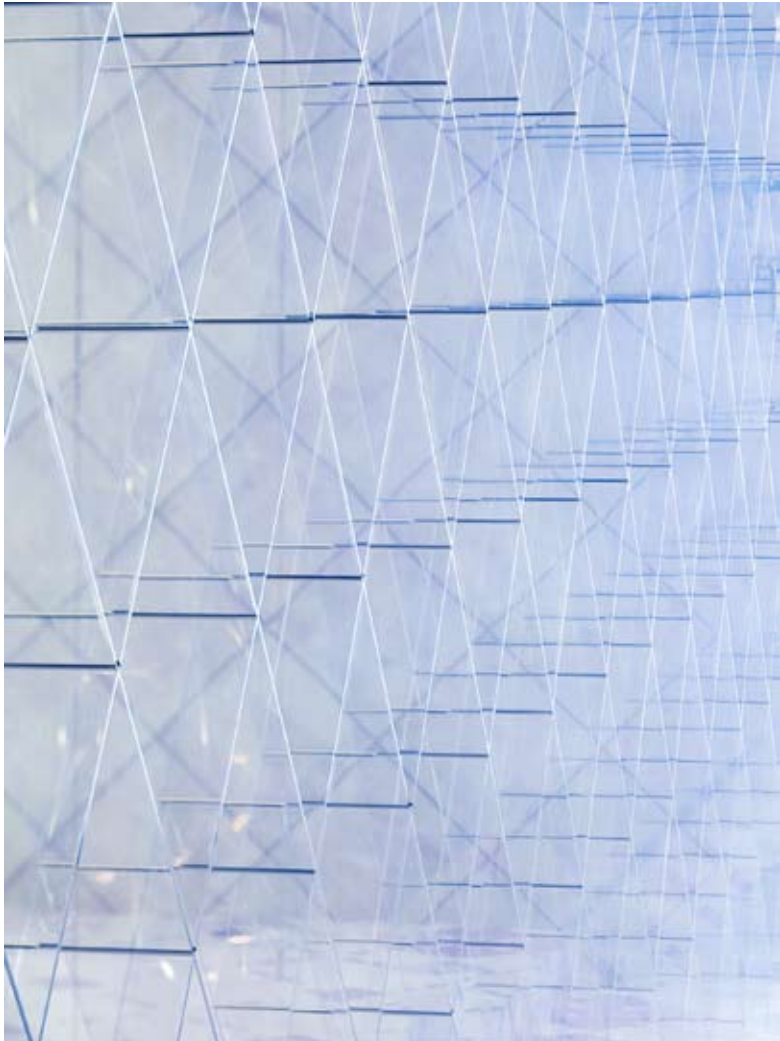
# Burlington

Florence

The argyle as a design principle consists of a rhombus and a grid structure. The design concept was based on providing room for interpretation of the traditional recognition feature of Burlington. The playful and colorful handling of the graphic pattern element is the identification element and manifestation of the layout principle. The argyle becomes physically palpable and the main feature of the design. The three-dimensionality of the concept results in an intermediary space in which lights and shadows interplay. A colorlayer, which covers the actual construction, the furniture, and the relief wall like a second skin, provides the opportunity for repeated redefinitions.







f | Genral view  
d | Insight  
s | Wall, detail  
p | Wall, detail  
a | Wall, detail