



FALKE

Keggenhoff | Partner

- 1 A glossy dark inner world contrasted strikingly with the radiant white exterior.
- 2 The eye-catching mysterious white structure aroused visitors' curiosities as to what lay inside.
- 3 The textured, interconnected surface of the structure resembled a cubist painting.



3



2

TRADE FAIR ISPO
WHERE Munich, Germany
WHEN July 2011
DESIGNER Keggenhoff | Partner
STAND CONSTRUCTOR
Innenausbau Biermann
CLIENT Falke
MARKET SECTOR Socks, bodywear
TOTAL FLOOR AREA 200 m²
PHOTOGRAPHER Constantin Meyer

E

Ergonomics is at the core of Falke's sportswear named the ESS Collection (Ergonomic Sport System), which focuses on the idea of clothing that adapts to human physical processes. At the 2011 ISPO sports exhibition, Keggenhoff | Partner was briefed by the global knitting company to design a visual stand that reflected this approach. Abstract notions of structure, movements, connections and physicality of the human body formed conceptual starting points of the design, a striking stacked white structure that enveloped the entire presentation. Aptly entitled 'House of Cards' the stand presented itself as an interconnected modular installation. Vertical HPL panels of differing heights balanced delicately on top of each other in varying configurations. A beautiful play of light

and shadow resulted from the structure's angled planes and slotted connections; unfolding across the stand its surface resembled a white cubist painting. Cleverly engineered to be self-supporting, the structure stretched at some points to seven metres high. The closed exterior gave little indication of what awaited inside, interrupted only by two controlled openings. A glimpse of a row of mannequins positioned strategically inside the main entrance triggered visitors' curiosities to enter. Once inside a black contrasting world was revealed. This dark realm intensified the vibrant colours of the collection's products; dramatic reflections in the dark floor added depth and a contrasting glossiness. Dark visuals on the walls depicted images of athletes in motion. The linear layout of the interior echoed the stand's aesthetic where three long rows of displays for socks formed the focal point. Mannequins were positioned inside the niches of the inner face of the white structure, the high faceted surface forming a stunning backdrop in this dynamic presentation. —



GARP DESIGN
www.garpdesign.no

Based in Haugesund, Norway, Garp is a design agency working within conceptual design and visual communication for stand design, trade fairs and exhibitions. Its name derives from the old Norse word Garpr meaning 'tough or fearless guy'. While the majority of its clients are maritime-based, its portfolio also counts interior projects for the pharmaceutical, service and retail sectors. Established in 2014 the agency promotes a culture of curiosity, playfulness, pushing boundaries and challenging established truths.

P. 300, 314



GIELISSEN
www.gielissen.com

Gielissen has been designing and delivering stands and interior projects since 1937. The firm has 11 offices worldwide, with a global team of 300 professionals who realise around 1500 projects every year and a network of partners that ensures quality throughout. Designing and building award-winning projects, delivering inspiring environments and enabling clients to reach their goals are the company's main driving forces.

P. 266



GOLD & WIRTSCHAFTSWUNDER
www.gww-design.de

Gold & Wirtschaftswunder is a multidisciplinary design agency based in Stuttgart. Founded by Christian Schiller and Julia Kühne in 2008, the agency comprises a permanent team of 5 employees and cooperates with a wide network of creative partners. Branding and identity, print and editorial, and spatial communication form the agency's main areas of expertise. All its projects are driven by a deep conceptual approach and a transmedia understanding of design.

P. 298



GPJ
www.gpj.com

Nearly 100 years ago, George P. Johnson invented experiential marketing. Today, his legacy continues as GPJ helps internationally respected brands attract, engage, and thrill audiences with experiences that drive business results and build lasting consumer relationships. A singular goal drives its approach: to create experiences that change the world and bring brands to life. The company comprises 1300 team members working across 29 offices around the globe.

P. 244, 286



HEINE/LENZ/ZIZKA
www.hlz.de

Heine/Lenz/Zizka is an agency for visual communication founded in 1989. The agency creates visual identities and brand presences from packaging design and communications to comprehensive corporate design. With offices in Berlin and Frankfurt, the agency has clients from various sectors, serving cultural institutions with the same care and commitment as for small and medium-sized enterprises. Sympathetic understanding, a love of communicating, nonconformism and good common sense are integral tools for the agency's success.

P. 128



HW.DESIGN
www.hwdesign.de

Munich-based hw.design was founded by Frank Wagner in 1995 and is an award-winning agency for brand development and communication. Its team of 30 permanent employees manages and realises projects in four core areas of expertise: identity, communication, space and digital. Its portfolio covers an interdisciplinary service spectrum that enables the studio to create contemporary cross-media brand experiences.

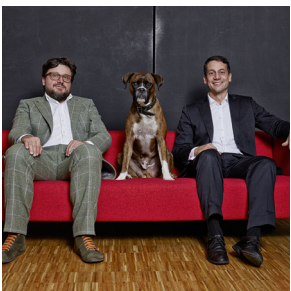
P. 234



IPPOLITO FLEITZ GROUP
ifgroup.org

Ippolito Fleitz Group is a multidisciplinary design studio based in Stuttgart that operates internationally. Founded by Gunter Fleitz and Peter Ippolito, the company currently presents itself as a creative unit of 37 designers, each contributing specific skills to the alternating, project-oriented team formations. Providing creative solutions for its global clients, the studio covers a wide field of design disciplines including interiors, products, graphics and architecture.

P. 020, 134, 188



JANGLED NERVES
www.janglednerves.com

Jangled nerves comprises an interdisciplinary team based in Stuttgart. Established in 1998 by Thomas Hundt and Ingo Zirngibl, it specialises in communication through interior design, and merges the sensibilities of a creative agency, planning consultancy and film and media production firm. Its approach considers media and space as inextricably linked, elements that need to be viewed and developed as a whole. Projects include museums, and event and exhibition spaces in the cultural, scientific and industrial realms.

P. 256, 258



JÜRGENSARCHITEKTEN
www.juergensarchitekten.de

Based in Munich, jürgen-sarchitekten is a design studio founded in 2007 by Natalie Jürgens. The practice specialises in trade fair design and corporate interiors. Its clients mainly comprise design-oriented enterprises from the building or sports-related industries. A collaborative process is particularly important to the practice's work and over the years jürgensarchitekten has established a wide network of experts in trade fair design with whom it regularly cooperates.

P. 048



KAUFFMANN THEILIG & PARTNER
www.ktp-architekten.de

The office Kauffmann Theilig was established in 1988 and became Kauffmann Theilig & Partner in 1995 with Prof. Andreas Theilig, Dieter Ben Kauffmann and Rainer Lenz as business partners. The office plans and realises variously sized projects for global clients in all fields of building construction, as well as corporate architecture and exhibition design. KTP has cultivated an intensive collaboration between experts and engineers to achieve integrated architectural solutions.

P. 260



KEGGENHOFF I PARTNER
www.keggenhoff.de

Keggenhoff I Partner is engaged in the design and implementation of holistic interior architecture and architecture concepts for transformation, modernisation and new building projects. It was founded in 2001 by Sabine Keggenhoff and Michael Than. The practice regards architecture and interior architecture as a cohesive unit that balances atmospheric, emotional, functional requirements, and strives to create valuable, motivating and sensory environments.

P. 006



KMS BLACKSPACE
www.kms-blackspace.com

KMS Blackspace creates and designs fascinating brand experiences and their touch points. More than 50 employees focus on activating brands through the disciplines of space, motion design and customer experience design. The results are successful brand experiences, trade shows and events, shops and showrooms, corporate headquarters, exhibitions, museums and crossover activities for companies of any size and sector. Together with KMS Team and KMS Mindshift, KMS Blackspace forms Germany's largest owner-managed branding agency group.

P. 246, 250



KOHLHAAS MESSEBAU
www.kohlhaas-messebau.de

Architecture and design for trade fairs form kohlhaas messebau's field of expertise. Its main goal is to create new dimensions in temporary spaces, and bring visitors into tangible brand worlds. Creativity, passion and technical ability ensure a perfect and cost-optimized implementation of 300 projects annually. The company operates with a permanent team of 70 from its offices in Munich and Hannover, and can be counted on as a full-service partner for any project.

P. 058



KPLUS CONCEPT
www.kplus-konzept.de

Distinctive store and exhibition designs, multi-sensory brand communication, pioneering worlds of experiences for shopping centres, exciting interiors for healthcare and hospitality - these are the capabilities of kplus concept. Founded in Düsseldorf in 2005 the studio is led by interior designer Bettina Kratz, and communication designer and photographer Markus Kratz. Its team of 20 employees comprises interior, communication, product, 3D and web designers as well as writers and photographers.

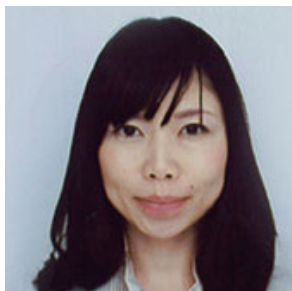
P. 322



LIGANOVA
www.liganova.com

Liganova stands for cross-linked brand communication on the cutting-edge. The brand retail specialists offer long-standing experience in the fields of retail architecture, visual marketing, brand communication, digital, POS and live communication and manufacturing. Liganova creates implementation-oriented brand-to-retail solutions from conception, consulting and design through to production and logistics. Its clients mainly comprise international companies from the fashion and lifestyle, automotive, beverage and electronic industries.

P. 270



LITTLE
www.little-inc.com

Saori Miwa is an experienced designer based in Japan. After working with Tonerico for more than five years, she established her own interior design studio, Little, in Tokyo in 2010. The studio has already built up a portfolio that includes a range of interior design projects, including restaurants and cafes, offices and exhibition stands, and shops and retail spaces.

P. 082