



Sibylle Kramer  
**Fair Design**

English

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## Content

Contrary to some pessimistic prognoses, the trade fair business is enjoying growing significance in spite of its competition with the Internet. Presenting companies value the coming together of traditional and innovative communication strategies as an important part of brand positioning, and consumers enjoy direct access to information and the ability to compare companies, as well as experiencing products using all senses. The combination of corporate identity and design gives fair architecture an immensely vital potential to innovate.

The volume *Fair Design* presents 60 projects by international fair architects from around the world, including Art Cologne in Cologne, EXPO in Aichi, CeBIT in Hanover and Vete-co in Madrid. Every fair arrangement is illustrated with high-quality photo material and complemented using detailed plan material as well as short descriptions.

In addition to the selection of structural elements and colors coordinated to each individual company, architects and designers place a high priority on lighting as a design tool. The possibilities are endless, ranging from the manifold self-presentation of the Zumtobel Company in *Wide Cube* to the *Dolce & Gabbana* (Dordoni Architetti) set-up utilizing LED walls. Avant-garde fair architecture often articulates its message using pointedly individualized formal vocabulary, examples of which are found in the extremely figurative *Sci-Fi* (GRAFT) construction or the fluid *Deutsche Bahn Lounge* (Karim Rashid).

*Fair Design* presents current trends in fair architecture, outlining how architects and designers realize unique and innovating concepts dealing with specific subjects and particular fair locations in order to aid companies in their competition for attention.

## Author

Sibylle Kramer, born in 1967, studied architecture at the Hamburg College for Applied Sciences. Before coming to the office of kramer biwer mau architects in 2001, Sibylle Kramer worked with Gerkan, Marg & Partner and others as the chief representative in Peking. She has received multiple awards and won numerous competitions.