

FORMATION

News, views and information from FORM Design Architecture



STANDING OUT FROM THE CROWD, WITH AN ARCHITECT-DESIGNED EXHIBITION STAND

Best known for the creativity of their widely-published residential projects, **architects** FORM Design Architecture have recently completed this striking 264 m² exhibition stand for international food group **Marfrig** at **ANUGA**, the recent world food fair in Köln, Germany.

In a market dominated by superficial styling, contractor-led design and visual noise, the **calm visual clarity** of this architect-designed stand stood out from the crowd and facilitated the **clear communication of complex information** about the client's identity, positioning, products and brands.

With an **architect's eye** for spatial planning, the stand neatly integrated graphics and product display in a fluidly-planned layout which incorporated 7 separate company sales areas; 4 meeting rooms; a full prep kitchen; a tapas bar; and lounge area.

Brazilian-owned Marfrig Group used the stand to great effect to communicate their positioning as a rapidly-expanding market leader in the global meat industry, presenting fifteen of their well-known brands and a broad selection of their products with lucidity and visual impact.

Why use an architect to design your stand?

Because, architects:

- Have the analytical skills necessary to engage intelligently with the objectives of a marketing brief, and to interpret and project this in three-dimensional form.
- Understand how to make the best use of space and how to create practical working & display environments which accurately reflect & endorse a client's identity.
- Bring 'blue sky' thinking to exhibition design, informed by their knowledge of the latest materials and construction techniques.
- Consider strategies for re-use and carbon footprint.



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About FORM Design Architecture

FORM Design Architecture is a growing practice based in Bermondsey, London. Directors Jeremy Lingard and Malcolm Crayton established the practice in 1998, after working together at The Bartlett. Since then the practice has designed a wide range of projects for both private and commercial clients including residential, leisure, commercial, exhibitions and mixed developments. The practice is skilled at both new build and renovation, working with sensitive sites and with significant technical challenges.

FORM Design Architecture aims to create places that can be inhabited and experienced by people in a natural and instinctive way. Places with an apparent sense of simplicity which belies their underlying complexity.

For more see: www.form-architecture.co.uk