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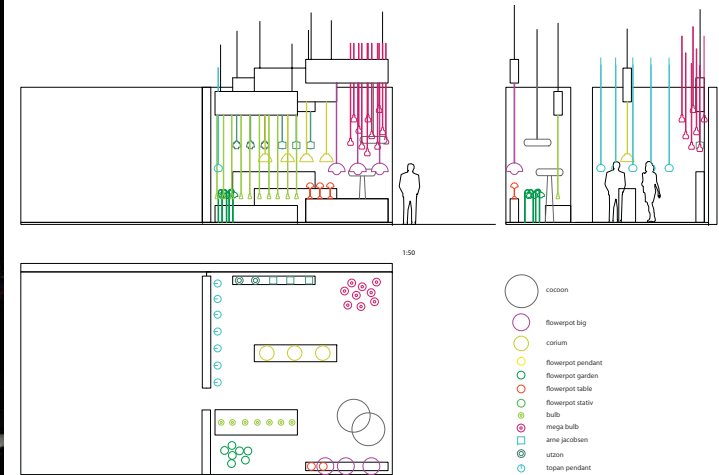
## Trade Fair Stand Unique Copenhagen

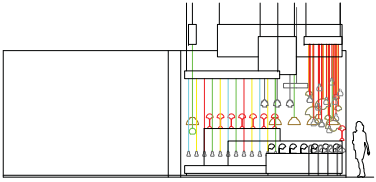
### Project Information

<b>Designer</b>	Jonas Bjerre-Poulsen, Kasper Rønn
<b>Site</b>	Stockholm Furniture Fair 2009
<b>Area</b>	30 m <sup>2</sup>
<b>Client</b>	Unique Copenhagen

The stand consists of a number of free flowing white solids that are organized in a grid to create different spaces to display the lamps and furniture. The solids are thought as fragmented wall pieces in a 25 cm thickness that are arranged in a juxtaposed movement towards the ceiling. The solids touching the floor are lit from underneath with fluorescent light tubes to create an illusion of

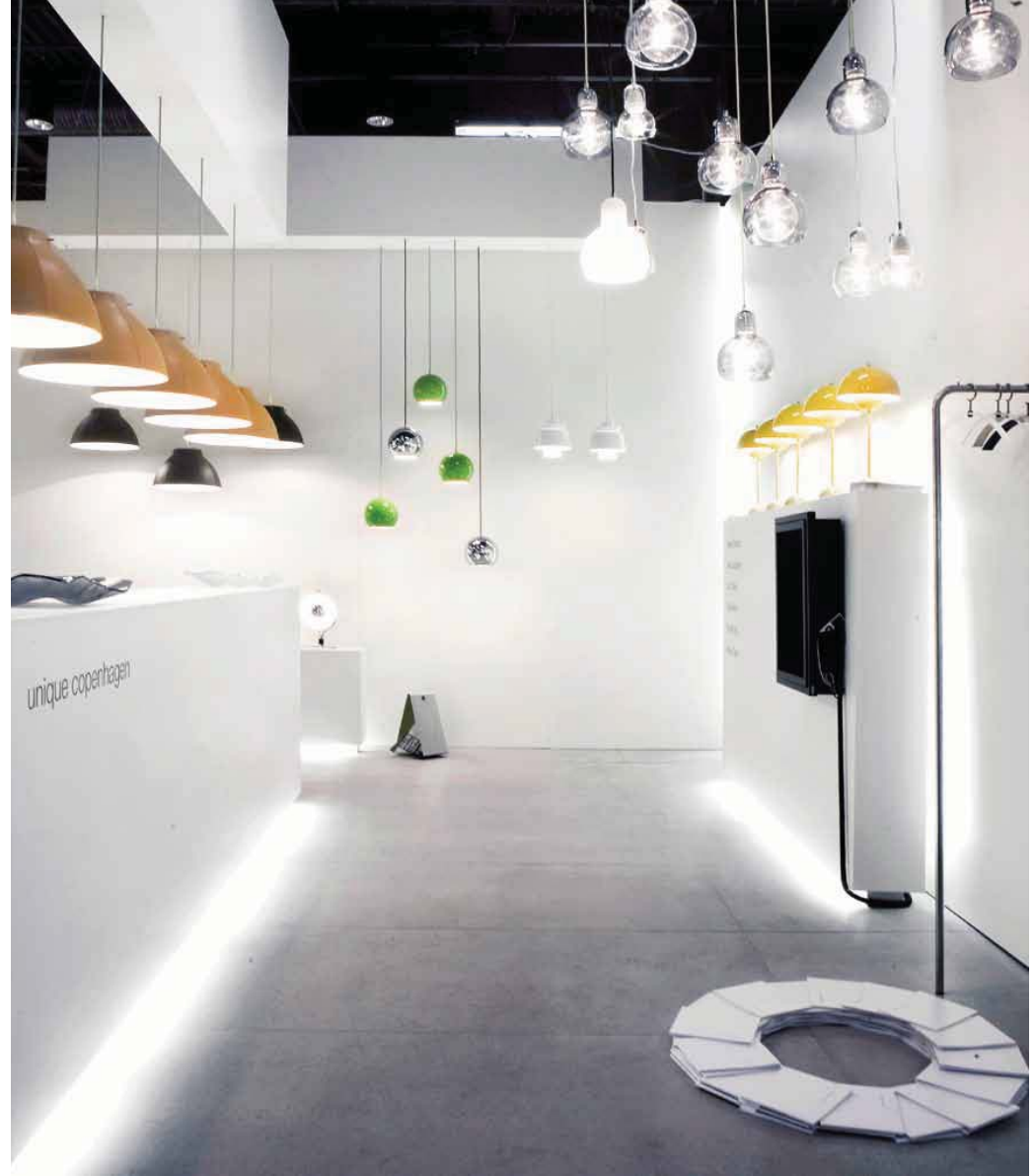
free flowing elements. As this is a lighting company, the installation was also conceived to be an installation of light in itself. Therefore fluorescent tubes were also placed in all cracks and transitions to give the whole stand a vibrating feel to it.





MESSESTAND UNIQUE COPENHAGEN

Konceptet for standen tager udgangspunkt i en rytme af 25 cm tykke vægstykker i forskellige højder. De bevæger sig med gennem standen og skaber rumligheder, lag og overgange. Lamperne og designobjekterne tænkes som organisk modspil og indgår i klaser, rytmer, gentagelser og formationer, så de bliver en del af den samlede installation og ikke en mablering. Messestrukturen holder sig helt skarp, enkel og slank, så det er produktene, der tager opmærksomheden. Gulvet laves i store fibercementplader, og at alle væggene laves hvidmalede. Væggene laves som færdige podier og sættes på en konstruktion, så de svæver over gulvet og der er plads til at sætte lange skjulte baner af lysstofrør under væggene, så de får en endnu mere svævende fornemmelse. Standen tænkes uden loft – men med svævende vægstykker i wire, der hvor der skal hænge lamperne ned, så ledninger kan skjules – men så man undgår et regulært loft og i stedet fortsætter standens rytme og installation i højden.





## MENU Trade Fair Stand.

### Project Information

<b>Designer</b>	Jonas Bjerre-Poulsen, Kasper Rønn
<b>Site</b>	Formland Fair 2009
<b>Area</b>	165 m <sup>2</sup>
<b>Client</b>	MENU A/S

The concept for this trade fair stand for the Danish life style company, MENU was to create a dramatic space with repetition and rhythm.

The stand consists of six very tall free standing columns with shelves one side and large graphics on the other. Opposite of the columns a large wall of shelves separates the meeting area from the busy fair area. The outside of the wall was on the outside equipped with large logo graphics, making

the stand very visible from afar. In the center of the stand a large floor display shows a low forest of MENU products in gold, and together with the bar and the enclosed storage room creates the center that the busy traffic moves around.

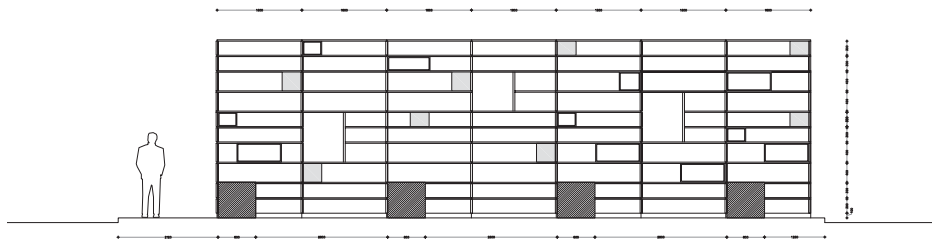
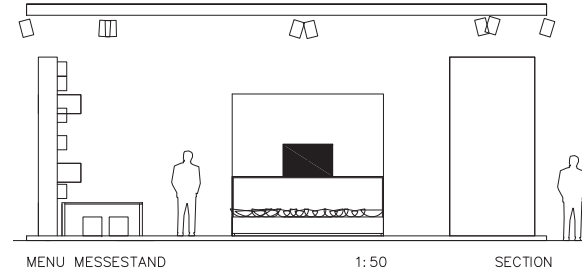
The floor is a white podium that clearly separates the stand from the surrounding black floors and together with the bright lights this creates a feeling of both solidity and lightness.



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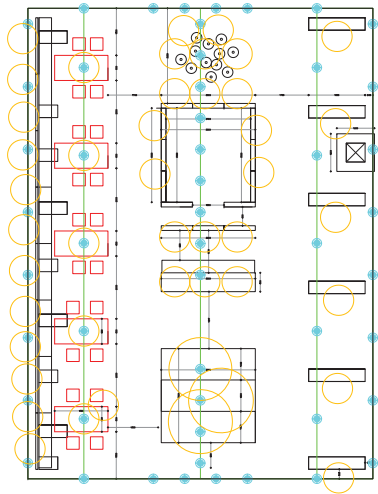


menu

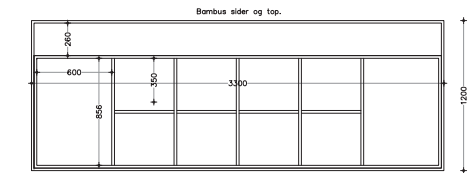
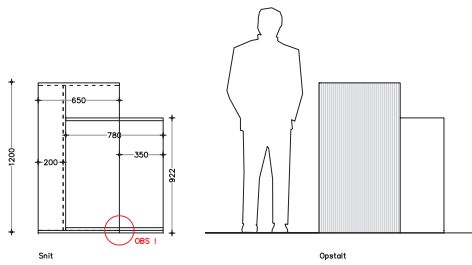


MENU MESSESTAND 1:100 OPSTALT VÆG 04.08.2009  
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MENU MESSESTAND 1:100 PLAN 14.07.2009  
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MENU MESSESTAND 1:20 BAR 12.03.2009  
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