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# interexpo.it

INSIDER SPECIAL EDITION N°2



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## QUICK TALK

What do we do for our clients?  
We design and build their exhibit experience, giving them all the support they need to realize their business goals.

We carry out daily research, interact with people and travel around the world. We run miles and miles discovering new cultures and meeting new realities that let us grow abilities we didn't imagine to have.

We frequently adjust our point of view managing challenges and difficulties.

We put our heart and mind in all we do, always looking forward to what is new in order to better satisfy clients' need.

### OUR COMMITMENT, YOUR COMFORT.

We work in the exhibition system, a world made of pure appearance, but we believe that understanding the truly essence of things is the only way to bring it out and give it the best shape.

This is what we do in any project; we help our customers finding the best way to show the company culture, the brand and the business. We make this promise to our clients. Building their experiences will enrich ours.



**Management Team**  
Marianna De Martin  
Stefania Cazzaniga  
Roberta Verri

# BUY TOURISM ONLINE

## Toscana Promozione Turistica Leopolda station – Florence (Italy)

Light!

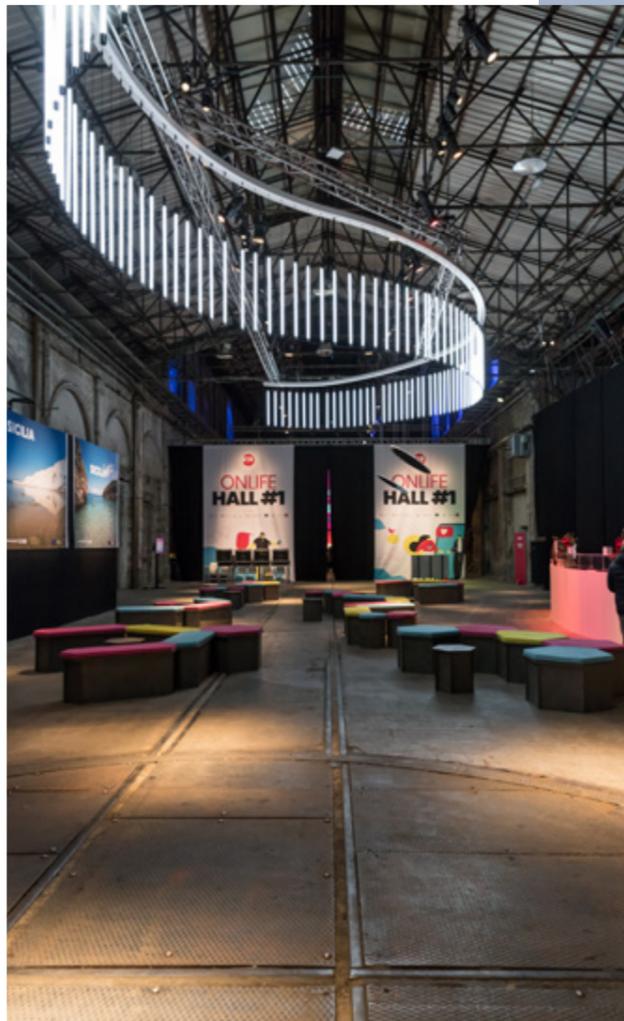
Converting Leopolda station into a welcoming and warming place, able to engage with people.

This was asked to Remigio Architects, the team who designed and took care of the project to realize the event BTO 2020 Travel Online.

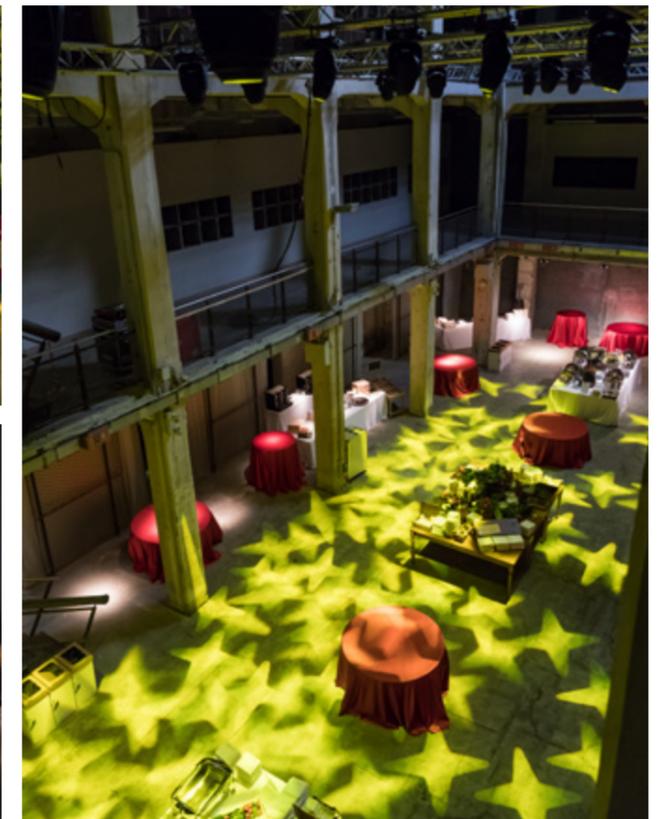
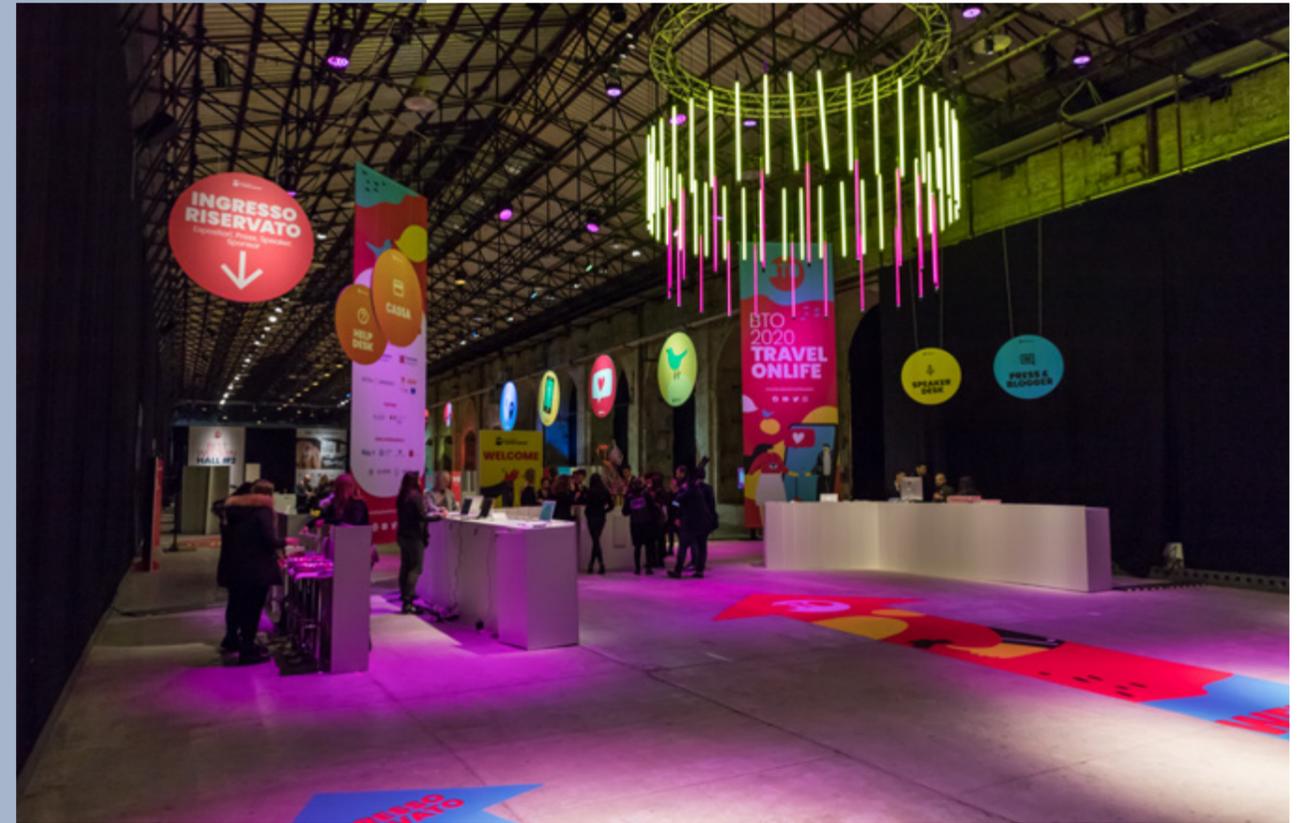
The space of the old station of Florence, that run since the end of World War II, has been transformed to give a friendly impact to the visitor who will be an active part of this modern travel experience full of meetings, talks, keynotes and conferences.

We put a deep attention to the lighting system and light design, making it able to enhance those hidden but fascinating parts of the building and minimize at the same time those ancient and disturbing zones.

To complete the idea of Remigio Architects, the furniture has been personalized combining wooden elements and technologic details to create an enjoyable environment with harmonious tones.



Concept by Remigio Architects



BEST PRACTICE

# BAUMA MONACO

## Raimondi Cranes Münich (Germany)

Snow and wind are not the daily cup of tea of who design and realize installations.

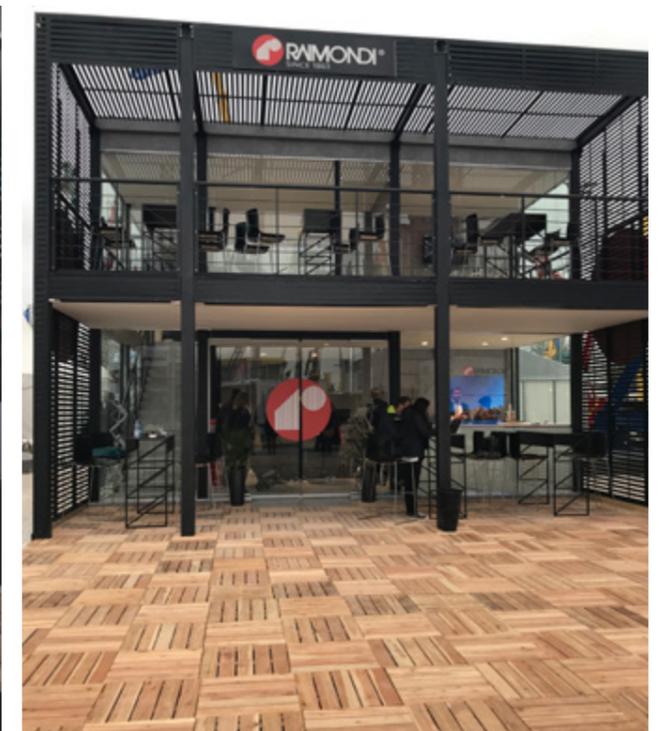
First we had to consider the outdoor environment deeply studying the structural calculation. The final result is a smooth and harmonious artifact building that gives an idea of strength that is the company identity.

Choosing material has been a crucial part of the job: we thought about the daily place where cranes work, the ideal construction site. Then, we decided to use iron, concrete and natural wood that became main actors of an installation that gained a lot of attention from Messe München tradeshow's visitors.

Five different zones, distributed on two floors: info-point, catering area, contract area, lounge area with a big terrace to enjoy the visit.



Concept by Remigio Architects



## BEST PRACTICE

# ITMA BARCELONA

## Fadis Barcelona (Spain)

"I would like a place with industrial design", this was the idea of our client and we started from that to build up a modern space, designed and conceived to tell a story full of technology, innovation and style. An exhibit place designed to engage and entertain, convey meetings and relations and also gain the attention of clients and visitors stimulating conversation.

Iron bearing structures enhance living, lounge and contract settings.

Furniture and lighting are tailor-made to create an atmosphere in line with the identity and style of the brand.

The long study behind this exhibit project put the brand as its central and take shape from the space. Starting from the logo, thanks to the graphic team, we realized a logo-pattern made in iron and with it we covered all the walls; furniture and furnishing complete the perfect scene for a photo shooting.



Concept by Remigio Architects



## BEST PRACTICE

# MILANO DESIGN WEEK

## PNA - Pietra Naturale Autentica Superstudio Più – Milan (Italy)

In Interexpo we learnt it is always a matter of perspective, so, what we do in any project is finding the best perspective to build your exhibit experience and communicate it to the outside.

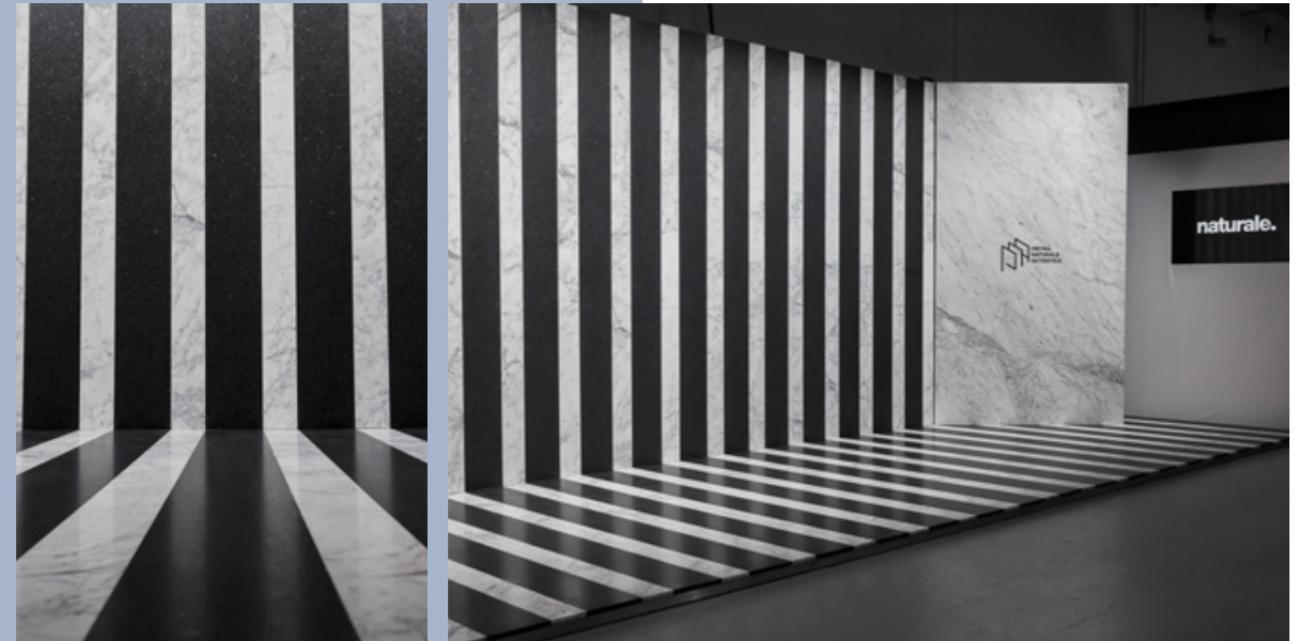
PNA project is the best example of our work and how we do it.

A set-up that combines exhibit tools to use both online and offline. From the study of the concept, the final realization fill the boost of the online communication; these are the steps of the project. During Fuori Salone 2019, Interexpo managed the realization of the space and the communication campaign of the brand Pietra Naturale Autentica. A design installation fully realized in marmble and granite and presented at Superstudio Più in the heart of Milan Design Week.

Conceived by Remigio Architects, the installation tells the natural stone under a new perspective. A concept that brought the stone as a natural lead able to express strength, pureness and power. Giving a new life to a fine material, always used by mankind in years of history; giving shape to its inspirations and visions.



Concept by Remigio Architects



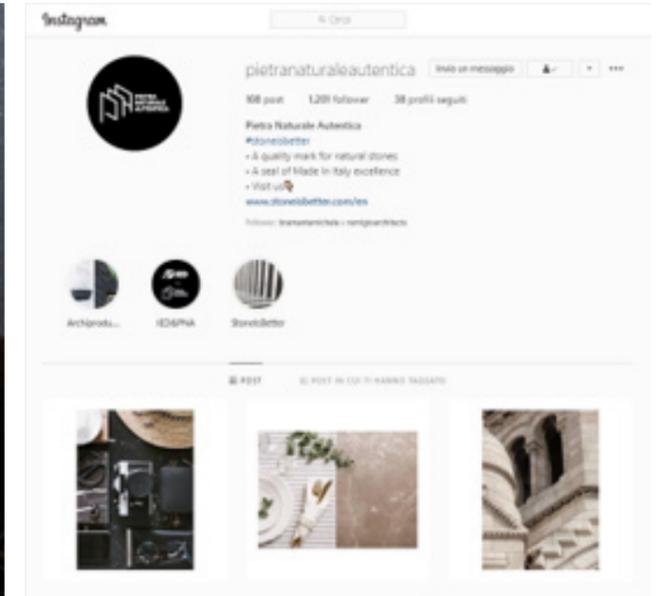
## BEST PRACTICE

# #STONEISBETTER



Concept by Remigio Architects

An intense work of temporary architecture that gave life to a vivid and engaging exhibit space, able to interact with visitors, embracing a powerful connection between them and the brand. We designed an installation able to let perceive the natural stone, cutting the distance with a customer increasingly distracted by fake materials. An exhibit solution that involve customers to have their experience touching and feeling the product before purchasing. Visitors have lived a place where taking photos was at the top of the to-do-list. Vertical and horizontal lines, an upside down digital waterfall and the Bernini's fabric printed "Ratto di Proserpina" made up a natural photo shooting full of unusual poses. Interexpo also managed the communication of the brand, producing videos, digital campaign, Tv spot, social and web coverage. To discover more about what happened during Fuorisalone 2019, search the #stoneisbetter on Instagram.



## BEST PRACTICE

# TTG Travel Experience

## Toscana Promozione Turistica Rimini (Italy)

TTG Travel Experience exhibition has been the occasion to start a project of visionary architecture that overturned the traditional idea of trade shows. The uncertainty due to Covid-19 and the limited re-opening of the events stimulated the idea to get out from the standard, throwing in the game a cutting-edge vision built up with Toscana Promozione Turistica and Remigio Architects. The booth has been built limitless and with no borders. Through a round-cutted carpet, we enhanced the offer of the single exhibitors positioned inside circular theater-like structure along all the area. Getting out from the usual geometries used at the exhibition center, we introduced curvilinear compositions that stimulates curiosity, conversation and popping-up of new business opportunities.

Starting from the idea of an ideal city, the whole scene has been studied with graphics and visual elements positioned in the right place to welcome customers and visitors into an environment that respects safety measures of distance and hygiene. A complete unusual and intriguing vision is what we aim it will help to think out of the box.



Concept by Remigio Architects



## BEST PRACTICE

# VENTENNALE CONFIMPRESE

## Confimprese Palazzo Mezzanotte – Milan (Italy)

For its 20 years of activity, Confimprese, organized few events in September and October 2019 that aimed to strengthen the presence of Italian retailers into international markets.

The cycle of events started with a special gala night at Palazzo Mezzanotte in Milan city center, Piazza Affari.

For the occasion, Interexpo and Remigio Architects have conceived the set up of the place, designed furnishings and created the atmosphere using modern and refined design.

The elements of the bearing structures, are totally realized in iron and tailor-made for the client and with the client.

Decorative patterns have been designed starting by Confimprese brand style and combined into the structure thanks to laser cut and ad hoc study.

Architects and designers work closely with artisans and professionals to enhance the quality of materials giving to our clients the best solutions for their needs and visions.



Concept by Remigio Architects

For this event, our studio collaborated with Graniti Fiandre to design two furnishings that enhance the pure tone of the high-tech product of the leader company.

LIUBA BLACK and LIUBA WHITE are two flower pot with white and black tonality giving a scenographic and creative mood, telling the identity, values and aspiration of Fiandre and the other Confimprese retailer partners, whom hard work make the Italian system big.



## BEST PRACTICE

To complete the global effect, we created a few 3m height wooden structure representing the drops of Cimm logo. One of them included a videowall with a camera to capture some moments of visitor passing by. An interesting example of multimedia systems integrated to engage and entertain with customers.



## MCE

### Cimm – Milan (Italy)

For its 50th anniversary Cimm led Interexpo and Remigio Architects to transform a traditional booth into a real experience able to convey the corporate values through unusual visual and artistic elements. The booth floor is crossed by a curvilinear path where tridimensional artefacts composed using expansion vessels, our client's products, took place. These artistic objects let us remember that Cimm World is made of high technological standard, quality, excellence, embedding with care and attention for its customers.

To design this space we started from the canonic shapes of the vessel looking for new expressions. Above the Humanoids, we gave a new identity to the vessels which became pouf and comfortable armchairs, with distinctive red and blue cushions like the brand colors.



Concept by Remigio Architects



## BEST PRACTICE

# START UP VILLAGE

## ICE – Italian Trade Agency Skolkovo Innovation Center Moscow (Russia)

Constructivism and suprematism as representation of the Russian artistic movement of the last century and Leonardo's Vitruvian Man as a symbol of innovation and constantly research.

In the year of the celebration for the five hundred years passed since the birth of Leonardo Da Vinci, we took these artistic references to develop a concept for the Italian pavilion at the event Start Up Village 2019 where Italy has been the Country partner for the second year in a row.

Circular structures like the old children's carousels, were realized with wood. A smooth but elegant setting at the outdoor space of Skolkovo Innovation center. The general concept was brighten through ad-hoc graphics.

Plus, Remigio Architects donated a 3D statue of the Vitruvian Man made in corten and steel, to celebrate a symbol of the Italian innovation and excellence in order to be an inspiration through the peerless vision of Leonardo and his talent that live in places like the Innovation Center of Skolkovo.



Concept by Remigio Architects



## BEST PRACTICE

# AQUATHERM

## Valvosanitaria Bugatti Moscow (Russia)

Getting confused, this was the aim of this installation.

For a second the visitor should lose his landmarks to focus on the giant valve covered with Swarovski. We created a texture that was used for flooring and walls. Both the horizontal and vertical axes got confused and create a contrast between the content and the container: the valve that became an artistic object, and the booth, an industrial place where the use of natural iron lead the scene. Traditional graphic panels look forward to a modern idea of graphics made with all over geometric products to enhance the value of the brand



Concept by Remigio Architects



## BEST PRACTICE

# LA VENDEMMIA

## Valverde Water Via Montenapoleone – Milan (Italy)

For the event "La Vendemmia", Interexpo and Remigio Architects, already since few years, give shape to the Water Bar of Valverde in Via Montenapoleone.

A temporary flagship store with a strong and creative visual impact.

For the 2019 edition, multicolor and scenographic furniture and structures define the space dedicated to Valverde.

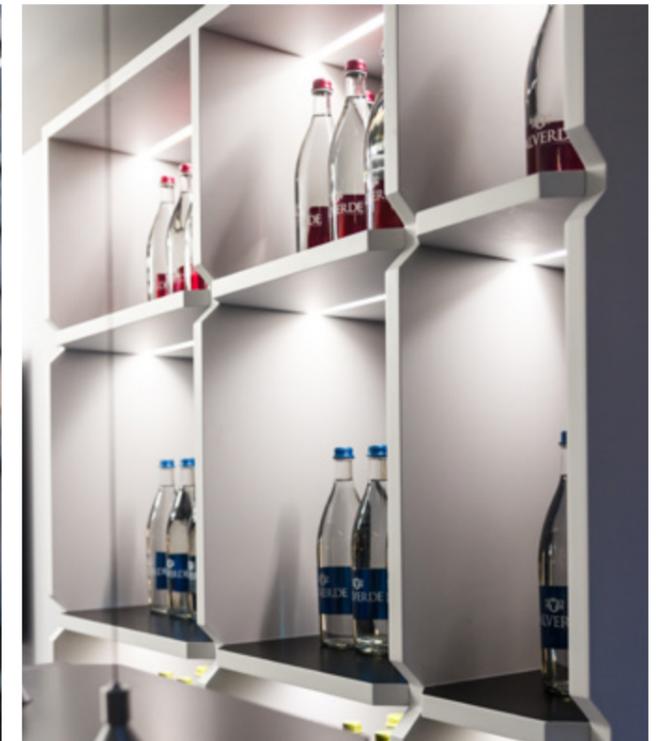
Remigio Architects got its inspiration from the fruits and colors of the new label of the special edition bottles. That pattern became the central element of a modern and art nouveau style, with a refined mood.

Solid wood and the use of metal laser-cutted and then lacquered, bring a frame to a pure and light water, to its brand and its elegant bottles.

It's impossible to not being involved in the multicolor narrative of this Water Bar and its pattern that bring customers and visitors to psychedelic atmosphere. Crossing the tropical atmosphere and 40's dresses like Carmen Miranda with the visionary idea of Heinz Edelmann, a main artist of contemporary graphics stands out, with the cover of the Beatles "Yellow Submarine" as background.



Concept by Remigio Architects



Remigio Architects still play with Valverde, get its intimate essence and give shape to a Water Bar with a pop-up style to tell a unique water recognizable at the first sip.

## BEST PRACTICE

# SIMEI

## Drinktec Milan (Italy)

The installation is inspired by the idea of the old cinema. On the screen the title of the movie: "Drinktec", on stools and pouf each visitor can imagine his own story.

A mix of experiences and research of the "research and development" team of Interexpo.

Iron, glass, wood, carpet, reflexing element, fabric and tailor-made furniture, are all the things studied to make the difference. Thinking about all the small details is what we do every time we want to give something unique to our clients.

Threaded rod with double flanged nut to fix the iron bars, "Mero" door lock system, glass wall made with a few big staggered pieces, the lettering "Drinktec" made in laser-cut iron, the printed fabric for the walls and the tailor made modular pouf designe by Remigio Architects are some of the deeply studied details.

That's how we like to work: the project on one side, which is the emotional part, and on the other side the raw material and the process of taking care of each detail.



Concept by Remigio Architects



## BEST PRACTICE

# UTECH NORTH AMERICA

## Repi Charlotte – USA

Innovation is a quality that always have characterized us.

In 2016, we built a booth experimenting with our client the multiple and innovative use of fabric applied to fairs and exhibitions.

We created this booth for REPI making the most of fabric and its versatility. This approach was particularly winning in a market like the United States, where the costs related to the mounting and building elements are very high compromising also the aesthetic efficiency of the booth.

The use of fabric, even as lightbox both static and interactive, lift costs preserving beauty and functionality.

The result is a suggestive place, with a powerful visual impact that enhance the products in a way that is still innovative.



Concept by Remigio Architects



## EXHIBIT SOLUTIONS

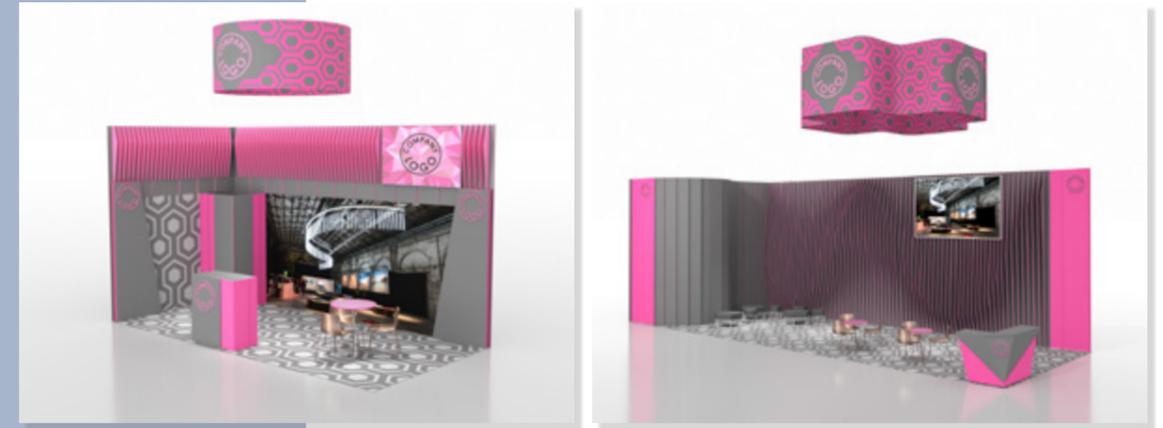
# Exhiblock, ideas to create your design

Exhiblock collection, in its different formats of Monobrand and Groupshow, within Smart, Dynamic, Dynamic Plus and Lounge versions, represent a full range of infinite ways to personalize the booth thanks to the team of Designer of Interexpo. Shapes, colors, materials and different sizes, combine together to give shape to 4 examples with the aim to make the conversation with the client easier and give ideas to make their own tailor made project.

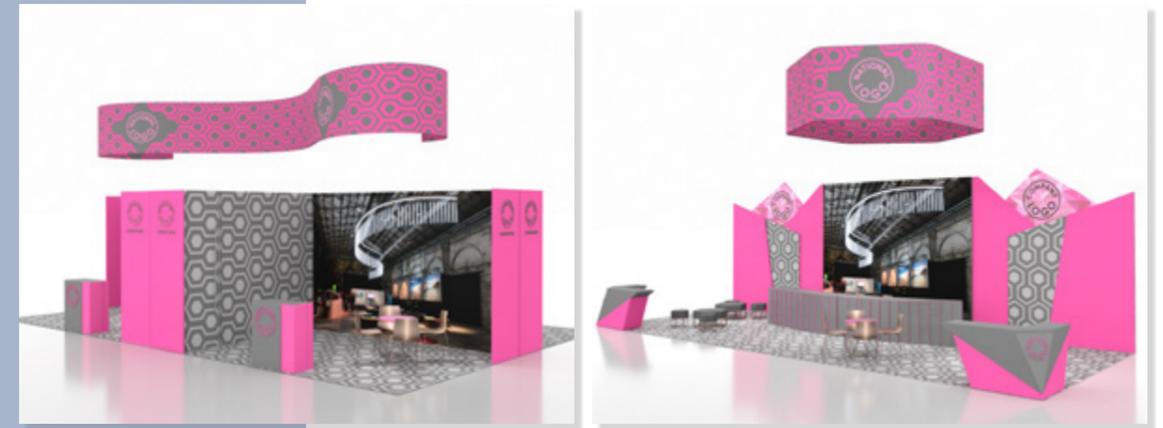
Flooring and walls are the only limits to a space, where piece by piece is possible to build layout that represent and donate value to the brand.



## MONOBRAND



## GROUPSHOW

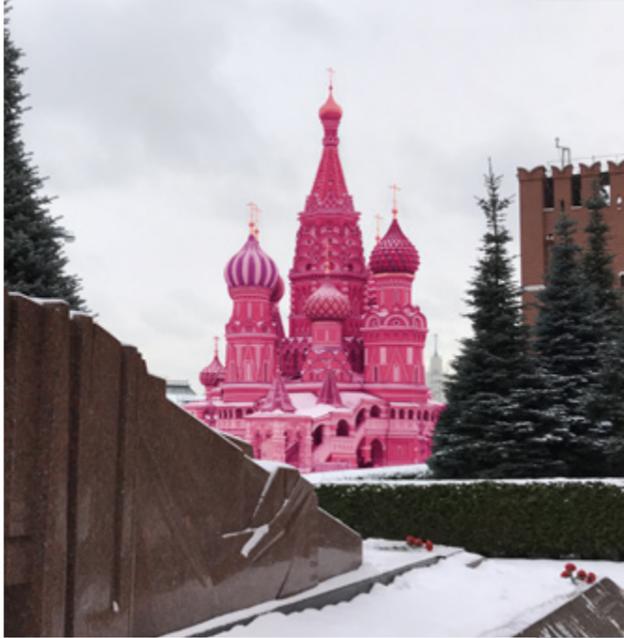


## Russia & China

Russia and China have always been key-markets for Interexpo and its clients.

For this reason, in Moscow since 20 years and in Shanghai since the latest 10 years, we have developed dedicated hubs with offices, workshops and warehouses.

Russian and Chinese hubs grant us high quality production in answer to our client's tailor made requests. Faithful to the Made in Italy we keep supplying services for any business such as communication, translation, consulting, invoicing with local value and with direct assistance from Moscow to San Petersburg, Ekaterinburg, Krasnodar and Sochi, to Shanghai, Beijing, Xiamen and Guangzhou.



WASTE TECH **TTG** CHINA BEAUTY EXPO  
 AGROSALON **IFTM** YUGAGRO **FIT ARGENTINA**  
**PROWEIN** WORLD FOOD **ANUGA**  
 VINEXPO **AQUATHERM** NAUTIC **ATM** **ILTM**  
**BATIMAT** **BIT** **COSMOPROF** **PLMA**  
 AGROPRODMASH **MITT** **BUY TUSCANY** PRODEXPO  
 ECWATECH **TEJ** TT WARSAW MAISON OBJET  
 DUBAI AIR SHOW **MIPIM**



IN **2019**:

WE BUILT **126 EVENTS**  
DESIGNED **280 INSTALLATIONS**

**221** MONOBRAND  
**59** GROUPSHOW

WORKING SIDE BY SIDE WITH:

**165** MONOBRAND **CLIENTS**  
**29** GROUPSHOW **CLIENTS**

ON MORE THAN **30.000 SQM**

VISITING **46 CITIES** AROUND THE WORLD

**HANNOVER**  
5 EXHIBITIONS 17 PROJECTS

**MUNICH**  
4 EXHIBITIONS 12 PROJECTS

**MOSCOW**  
28 EXHIBITIONS 69 PROJECTS

**PARIS**  
7 EXHIBITIONS 23 PROJECTS

**MILAN**  
8 EXHIBITIONS 8 PROJECTS

**SHANGHAI**  
13 EXHIBITIONS 26 PROJECTS

**DUBAI**  
7 EXHIBITIONS 23 PROJECTS

WE BUILD YOUR **EXHIBIT EXPERIENCE**  
WORLDWIDE

A word cloud of city names in various sizes and colors (black and red) arranged in a map-like shape. The cities are: AMSTERDAM, DUESSELDORF, MAASTRICHT, HANNOVER, NUREMBERG, KÖLN, BERLIN, STUTTGART, FRANKFURT, WIEN, FRIEDRICHSHAFEN, WOLFSBURG, MUNICH, PARIS, BORDEAUX, TURIN, VALENCIA, RENNES, BILBAO, MADRID, CANNES, MILAN, TRIESTE, BOLOGNA, MASSA CARRARA, PARMA, RIVA DEL GARDA, RIMINI, ROME, CHICAGO, NEW YORK, CHARLOTTE, ATLANTA, LAS VEGAS, ORLANDO, MEXICO CITY, SAN PAOLO, CASABLANCA, CAIRO, TEHERAN, NEW DELHI, RIYAD, DUBAI, GANDHINAGAR, NAIROBI, KUALA LAMPUR, ST. PETERSBURG, MOSCOW, VARSAVIA, KIEV, CHISINAU, KRASNODAR, TOKYO, BEIJING, SHANGHAI, GUANGZHOU, XIAMEN, HONG KONG, BANGKOK.

## COMPANY PROFILE

### DESIGN



Our architects and designers study and take care of all the details in order to create always modern atmosphere and environments staying in line with the exhibition needs of our clients.

Real or virtual spaces become the context where to discover more about the company and the brand. We engineer projects to transform traditional settings into real exhibit experiences.

- Tailor-made design
- 3D setting and layout
- Restyling of spaces
- Setting and scenography
- Tailor-made furniture
- Research and development
- Light design
- Digital technology
- Art concept
- Virtual technology

### ENGINEERING AND BUILDING



Through our hubs in Italy, Russia and China, we take care of all the aspects of exhibit in Italy and all over the world. We use cutting-edge technology machinery (for example for wrapping and laser cutting) in order to make high-precision works using iron, steel, wood and other bearing materials granting a final personalization in colors, texture, pattern and finishings.

We support our clients in each phase, also taking care of the organizational and documentation phases, we deal with deadlines and we are on client's side during the preparation and mounting of the events.

- Production & Construction
- Customization
- Organizational assistance
- On site assistance
- Other services (catering, hostess, translation)
- Mounting and Dismantling
- Logistic
- Turn-key delivery

### COMMUNICATION



A dedicated team develop communication services to support our clients with their marketing strategies. We grant the right exhibit exposure of the brand during the events through graphics, multimedia, digital products and online technology.

From the realization of videos, photo shootings, graphics, 3d layouts, to branding and adv campaigns, lead generation, drive to event and social campaigns, we collaborate with the best professionals of the creative industry to provide contents in line with the image, identity and target of our clients.

- Graphic layout
- Photo shooting
- Video making
- Content creation
- Web campaign (social, search, lead generation)
- Digital Platform
- Webinar, workshop & online meeting

### Partners:





Vito



Caterina



Enrico



Claudia



Filippo



Michele



Francesca Federica



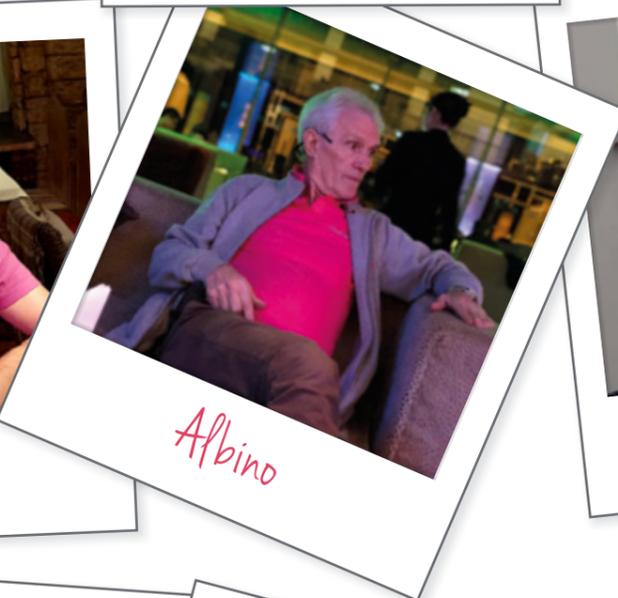
Dmitry Svetlana



Valeriano



Luca



Albino



Alice



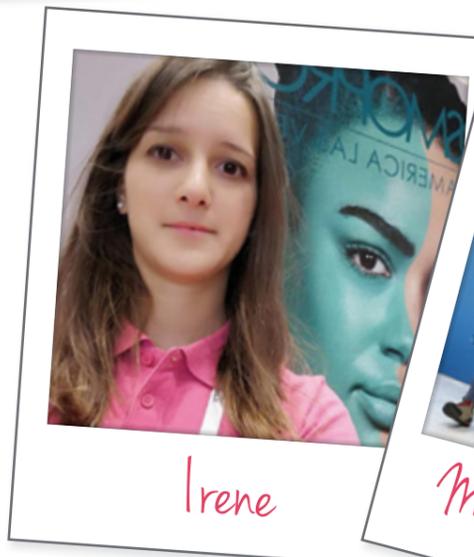
Roberta Elona



Maria Teresa



Stefania



Irene



Marianna Yulia



Erica

## OUT OF THE BOX

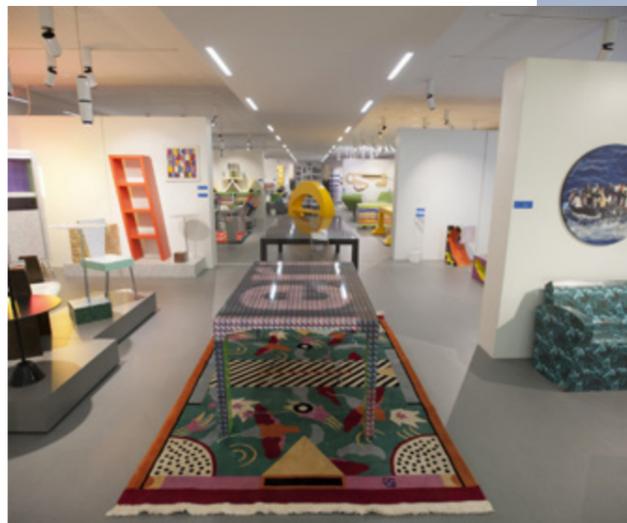


### Lavazza Museum

A circular itinerary tells the story of Lavazza and the coffee production chain with unexpected contents, information and interaction.

A journey through five different themes: Casa Lavazza, Factory, Piazza, Atelier, Universe. An immersive journey in the world of Lavazza coffee, made special by an interactive coffee cup.

The experience does not finish when going out from the museum.

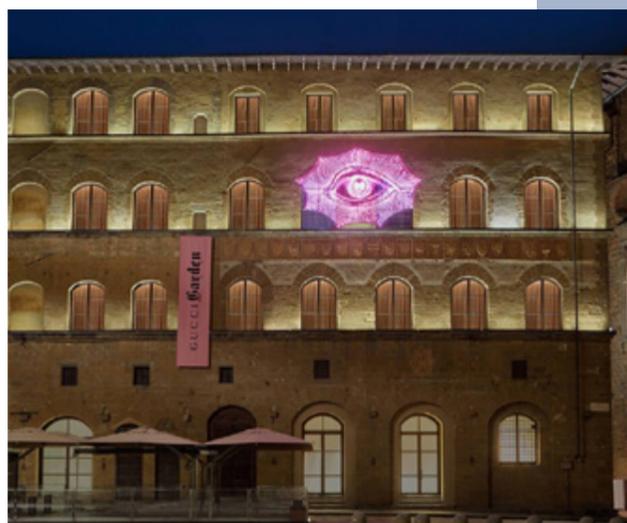


### Abet Laminati Museum

More than fifty years of history to tell, many collaborations to remember, many moments that marked the international design.

Many collections are exposed to see the different success lived by artistic installations, technological evolution, continuous research and the realization of texture of laminate material.

More than this has been today collected by Abet Laminati in a story that enhance the brand.



### Gucci Museum

Placed in the heart of Florence inside the historical Palazzo Mercanzia, conceived by the creative director Alessandro Michele, the place hosts a boutique of unique products, the restaurant Gucci Osteria of Massimo Bottura and the exhibition area Gucci Garden Galleria cured by the famous Maria Luisa Frisa.

With a space of 1715 sqm on three floors, here you find all the history of the Florentine maison.

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INSIDER

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