

Curtain up!

sieger design develops trade fair display for BLOME in line with new corporate identity

Few things encapsulate a company's identity more so than how it presents itself at a trade fair, which is where a brand truly becomes accessible. This is the place that determines how customers and business partners perceive a label - and often whether or not they perceive it at all. Once sieger design had redefined BLOME's corporate identity (CI), collections and communication, the team relaunched the trade fair stand in 2002.

BLOME is a well-known producer of exquisite curtain poles and accessories, and its appearance at Frankfurt's Heimtextil trade fair was marked by the brand's redefinition. As the company, based in Germany's Münsterland region, had missed the boat for the design avant-garde, it entrusted sieger design with product development, communication design, PR and, last but not least, its trade fair display. Comprehensive and intensive collaboration with the client ensured success at both the planning and construction phases.

The design team systematically implemented BLOME's CI; they pared their design down to the essentials and incorporated atmospheric and emotive aspects rather than working to purely rational guidelines. Minimising the amount of materials and colours formed an elegant backdrop for the exclusive curtain poles. Four-metre-long curtains were draped around the stand to create a cosy atmosphere for visitors; at the same time, visitors could see different ways in which the curtain poles and selected accessories could be arranged - allowing them to imagine how the living area as a whole might look. The lounge, with its striking violet-coloured cushions, quickly became a hive of activity - orders were placed, deals made and new partners acquired.

One particular challenge for sieger design was timing: once they were given the go-ahead, there were only three weeks to go before the trade fair. The fact that the designers used their time well didn't go unnoticed by the jury of the internationally acclaimed red dot design award, which was presented for the trade fair stand.



ign



Kontakt

sieger design GmbH & Co. KG
Schloss Harkotten
48336 Sassenberg

Telefon +49 5426 9492-0
Telefax +49 5426 9492-89
info@sieger-design.com

Copyright concept & text: sieger design
Picture credit on request