

The earth laughs in flowers

In Paris, international trade fair visitors were treated to an atmospheric stand design that showed off premium porcelain collections to maximum effect

For SIEGER by FÜRSTENBERG's stand at Maison & Objet in January 2019, sieger design came up with a striking, elegant design that wowed the fair's international visitors. The premium brand's wide-ranging collections, including new vases, were presented with a stunning array of flowers. Visitors absolutely loved this natural oasis in the midst of the hectic trade fair, and took lots of photos to share on social media. Ultimately, it proved to be the brand's most successful trade fair ever in terms of both sales and footfall.

Fresh, bold, attention-grabbing – to catch people's gazes from a distance, sieger design decorated the outer walls of the stand with eye-catching superheroes, accompanied by punchy phrases like "Yeah" and "Cheers". These vibrant images from the recently launched champagne tumbler collection The Sparkling 4 were a stand-out feature in the exhibition hall and became a popular subject for photos right from day one.

On the inside of the stand, sieger design cultivated a luxurious, contemporary ambience in keeping with the brand's premium character. The striking product displays attracted lots of new contacts, existing and prospective customers and members of the press to check out the one-off pieces and collections nestled amidst the colour-coordinated floral arrangements, which included over 20 different types of flowers. Another draw was the illuminated bar: beneath a neon sign reading "The good life" – a slogan perfectly encapsulating the brand's essence – *Falstaff* barmaid of the year 2019 Marie Rausch mixed her creative cock- and mocktails for the many international guests.

SIEGER by FÜRSTENBERG shared the 80 m² stand with Porzellanmanufaktur FÜRSTENBERG. Clearly divided zones, with the bar in the middle, helped to keep the two brands' high-quality collections distinct.

The trade fair stand was the result of interdisciplinary collaboration between members of sieger design's architecture, design, communications and public relations teams.

You can learn more about SIEGER by FÜRSTENBERG here:

www.sieger-germany.com

Title: quotation from Ralph Waldo Emerson, American philosopher and poet, 1803 – 1882



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