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Magazine for Inspiring Solutions & Systems



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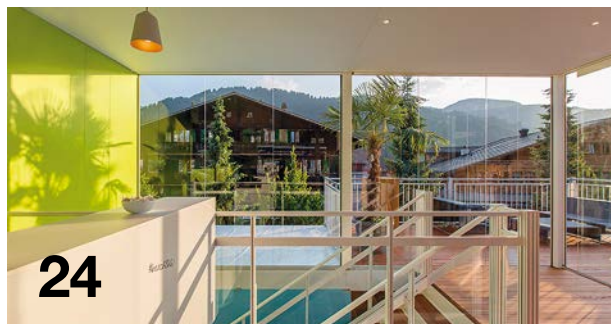
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We build inspiration

Inspiration and agility
as success factors

Dear Readers

Agility is the ability of an organization to react flexibly and actively, and to adapt and to take the initiative in times of change and uncertainty. Inspiration should be infectious; it is invigorating and stimulating and fills people with admiration. Being inspired and agile is what defines our competence. Around the world, it is what the SYMA brand stands for. As integral provider and as partner to our customers, SYMA creates unique moments for people on every continent.

Inspiration and agility are important success factors in times of change. With them we stand prepared, as professionals, to face an uncertain future and new challenges, whatever they may be. At SYMA, these two key concepts are also strongly associated with new techniques, systems, products and increased efficiency. Embedded in all this is our flexibility. Our mission: To understand demanding customer needs in a cooperative, creative and productive way, and to transform them into inspiring solutions.

Think about all the places around the world that act as venues for our work. As exhibition service provider we work for an enormous variety of branches, and with customers whose trends, cultures and behavior patterns are to some extent divergent. To have the opportunity to participate in this highly diverse environment is profoundly gratifying, but it also means taking responsibility and engaging with the respective circumstances of each individual project, to arrive at the ideal solution.

SYMA is at home around the world. We are just as much at home in Shanghai or Hong Kong as we are in Vienna, Prague or Basel. We know how to best handle local conditions, but also different cultures, and we adapt and engage ourselves.

To accomplish this, in more than 60 countries SYMA has a global network and its own subsidiaries, which provides an excellent platform for exploiting synergies and experience. A few examples can be found in this magazine.

We wish you much reading
enjoyment in the new layout.



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CEO SYMA HOLDING AG

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ITB 2016

Cutting-edge design lets ideas take flight

SYMA exhibition elements were specially adapted to execute this design. Christopher Ramsauer, Managing Director of Zweiplan, explains: "Because SYMA technology is modular, the customer can use it to create any required stand size, from 30 m² to 400 m²." The concept developed here will be used for all Munich Airport's trade fair appearances between 2016 and 2020.



Munich Airport's exhibition stand combines conventional elements with system components to form a creative overall concept.



A seven-strong team from Zweiplan erected the stand.

Blank canvas as launch pad

The concept was created by Munich's Buero Philipp Moeller. The design was realized by production firm Zweiplan, also from Munich. Naturally, they based their work on SYMA's high-quality modular technology. A SYMA-MOLTO 150 structure with a white powder coating was used to project a dynamic image. It gives the stand a certain special something and acts as "launch pad" for Munich Airport's core business, as well as offering visitors an exciting and memorable experience.

Highlighting architecture

The stand's distinctive exterior façade and roof elements reference major architectural features of Munich Airport itself. Its modular makeup achieves the aim of reusing stand materials. The Munich Airport exhibition stand can be installed and reinstalled, maximizing savings on materials and resources. The grid system applied throughout means that the stand elements function as modular construction kit. From these firm foundations the visitor's emotional response can take flight. At ITB 2016, Munich Airport's 225 m² presence was one of the genuine architectural highlights.



AUDI TT LAUNCH EVENT

Asia captivated by Audi's sporty features



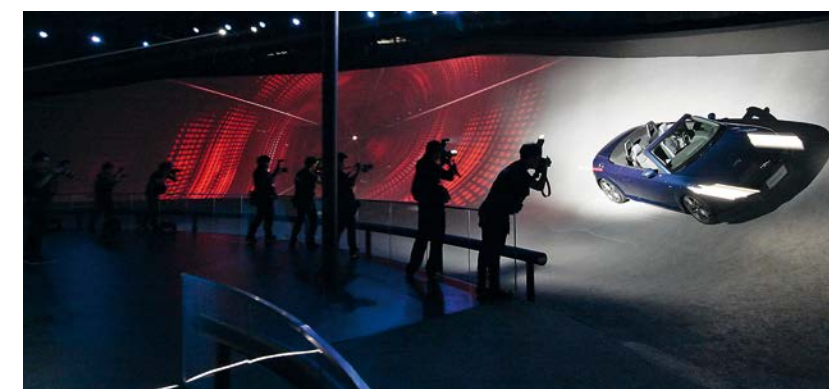
Sporty models built by Audi caused a sensation in China as elsewhere, with the car maker's TT segment under the gaze of countless interested onlookers during three days in Beijing. The presentation by the FAW-Volkswagen joint venture compromised nothing to offer a mesmerising and all-embracing showcase of Audi TT models in an event space of around 5000 m². The benefits offered by SYMA's event and stand construction expertise shone through, mirroring the elegance, dynamism and visual appeal of the occasion.

Uncompromising execution

For Audi, the driving experience is the thing. To demonstrate this, an ingenious racetrack was constructed within the exhibition, 300 metres in length and describing a full 360-degree circle. The 2015 Audi TT models were driven around the circuit, circling exhibition visitors at speeds of up to 60 km/h. This placed a lot of strain on the resin surface of the light-gray track created specifically for the event. Here SYMA-Asia collaborated with a German Audi engineer to provide an excellent solution.

Video, graphics, light show and moving vehicles provided a thrilling and exclusive experience.

The track surface was constructed based on rigorous friction calculations, tailored to the outstanding functionality of the all-wheel drive system.



SYMA excelled with high-quality materials, unsurpassed workmanship and loving attention to detail.



Power and beauty

The interior architecture was a statement of modern design, entirely in concert with the latest Audi TT models. Perceptibly inspired by Audi's motor-racing heritage, the overall ambience was a perfect combination of power and

beauty. The white reception area was generously imbued with the visual elegance of art; every detail exuded dynamism. Meanwhile, on the external walls, mirror-like stainless steel provided fascinating light reflections – and an atmosphere straight from science fiction.



A spectacular offering from Audi: expansive spaces, dynamic lighting, futuristic sculptures.



Audi has been active in China since 1988 and has led the country's premium segment since then. AUDI AG is represented in China by a joint venture and a subsidiary. Audi China was founded in Beijing in 2009 as a wholly-owned subsidiary of AUDI AG. The company employs a workforce of around 600 and coordinates the business partnership between AUDI AG, the FAW Group and the FAW-Volkswagen joint venture.

Swirling galaxies

The Audi launch experience was enhanced by a display of swirling galaxies. Working with professional partners, SYMA was actively involved in creating the reception area and the lettering elements and – in the installation of the Audi pillar – a work of art created by a professional sculptor.

The Audi stand embodies the perfect combination of power and beauty.



Light & Building 2016

A call for light and emotion

For its trade fair presence occupying an area of over 800 m², SYMA successfully met all the diverse lighting requirements of LTS. The finished product was based on the attractive and stylish concept of LTS architect Birgit Tränkle and was designed specifically to highlight the impact of the company's luminaires.

Using light in all its diversity

For more than 30 years this has been the clear focus of activities at

LTS - Licht & Leuchten GmbH, based in Tett nang Germany and member of the Swedish Fagerhult Group since 2010. As the world's leading trade fair for lighting and building services technology, Light + Building offered the ideal stage to present the company in the best possible light. We at SYMA were proud to be able to provide the basis for the LTS presence at the show with a sophisticated exhibition stand.





LTS captivates the audience with its lighting.



Captivating the audience
What were the aims of the presence? Firstly, to use light to captivate the audience. Secondly, to celebrate aesthetically pleasing and outstandingly functional lighting solutions. And thirdly, to highlight LTS's potential and its basic philosophy of continuous development.

Compelling visual presence and quality
Based on a structure selected by SYMA, the final result at Light + Building was visually compelling. By using conventional components a visually attractive, extremely high-quality and eye-catching presence was created at optimum cost.



The aim of the presence at Light + Building was to allow users to experience how perfectly their requirements are met by all LTS and Fagerhult products.



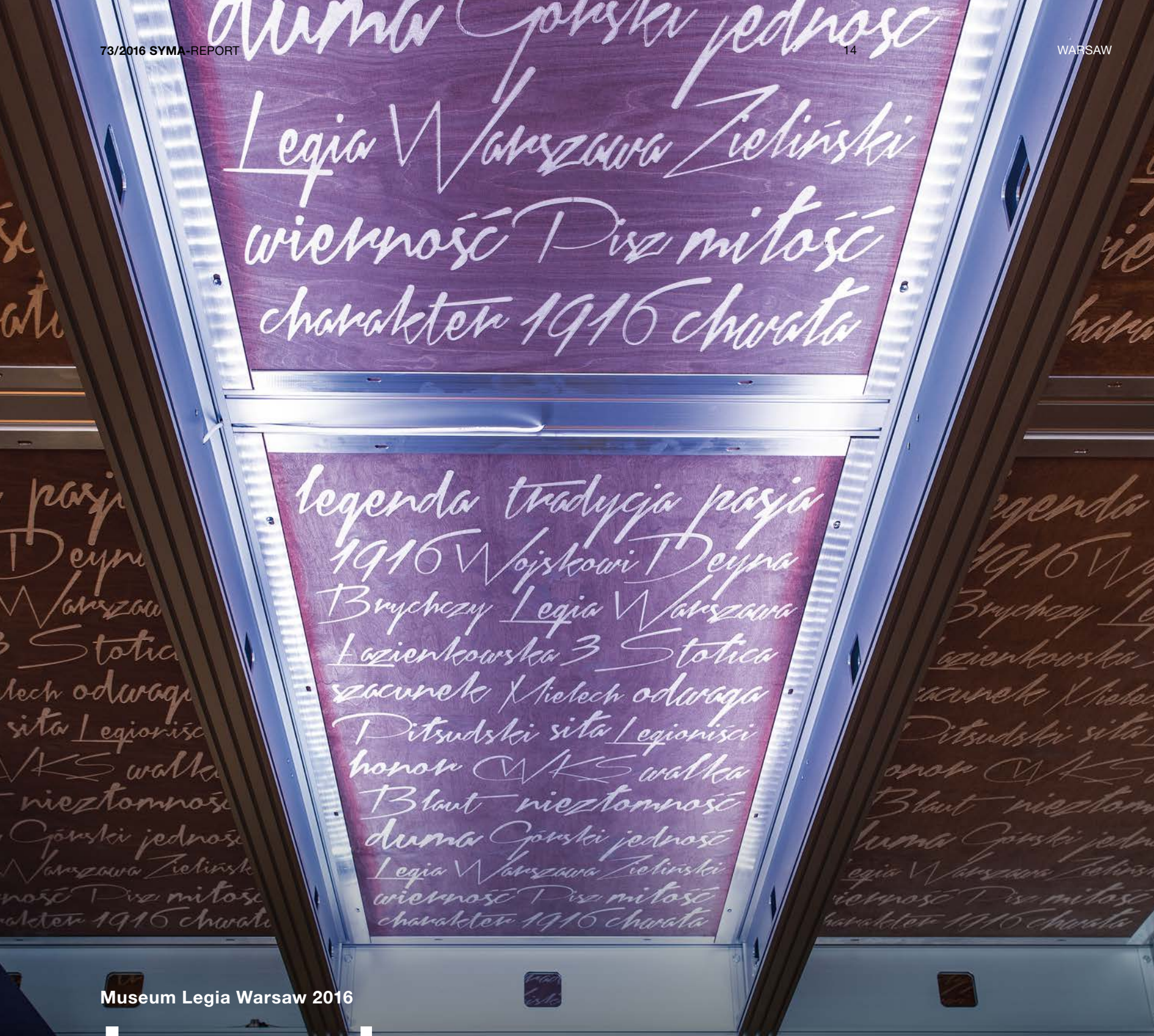
Andrea Bergerhoff
Managing Director
LTS Licht & Leuchten
GmbH in Tettmang

How satisfied are you with the final result?
We are very satisfied and believe that we have managed to present lighting applications in a practical way, so we enabled visitors to experience their effects. We also achieved our aim of presenting the "packaging" of our luminaire design as a complete system in terms of impact and light output.

What can you tell us about the collaboration with SYMA?
This is not the first trade fair presence that we have created in collaboration with SYMA. Our relationship has developed continuously since the first time we worked together. We now know each other better, particularly in terms of the processes in the company. The execution and quality of the stands have met our expectations. Because of the joint stand design with Fagerhult and the update of the entire concept, this edition of Light + Building was very challenging. Ultimately, it was a great success, and one could say that the SYMA colleague who kept us company put the finishing touch on it by ensuring everything ran smoothly through till the final day.

What can lighting achieve?
Without light, life as we know it today could not exist. You could say, without light, life in all its facets would be impossible. Many animals and plants cannot live without light. Light shapes our everyday lives and influences our emotions, our performance and our organism. That's also why we try to "package" light in our luminaires as true-to-life as possible.

What was the purpose behind your presence at Light + Building 2016?
To showcase the experience of man-made lighting, the lights obviously need to be switched on. The problem is that all the exhibitors at the trade fair have their own various types of lighting switched on. In such an environment the challenge is to create areas in which people can experience the visible effects of lighting, and to arouse people's interest in this experience.



Museum Legia Warsaw 2016

Legends, triumphs and passion



The Legia Warsaw Museum offers a vibrant and engaging showcase of the club's history.



The museum owes its outstanding modular concept to the SYMA-CUBIC multi-story system.

The foundation of Legia Warsaw dates back to 1916, when the soldiers of Józef Piłsudski's Polish Legions came up with the idea of establishing a football team. The Legia Warsaw Museum showcases over one hundred years of history.

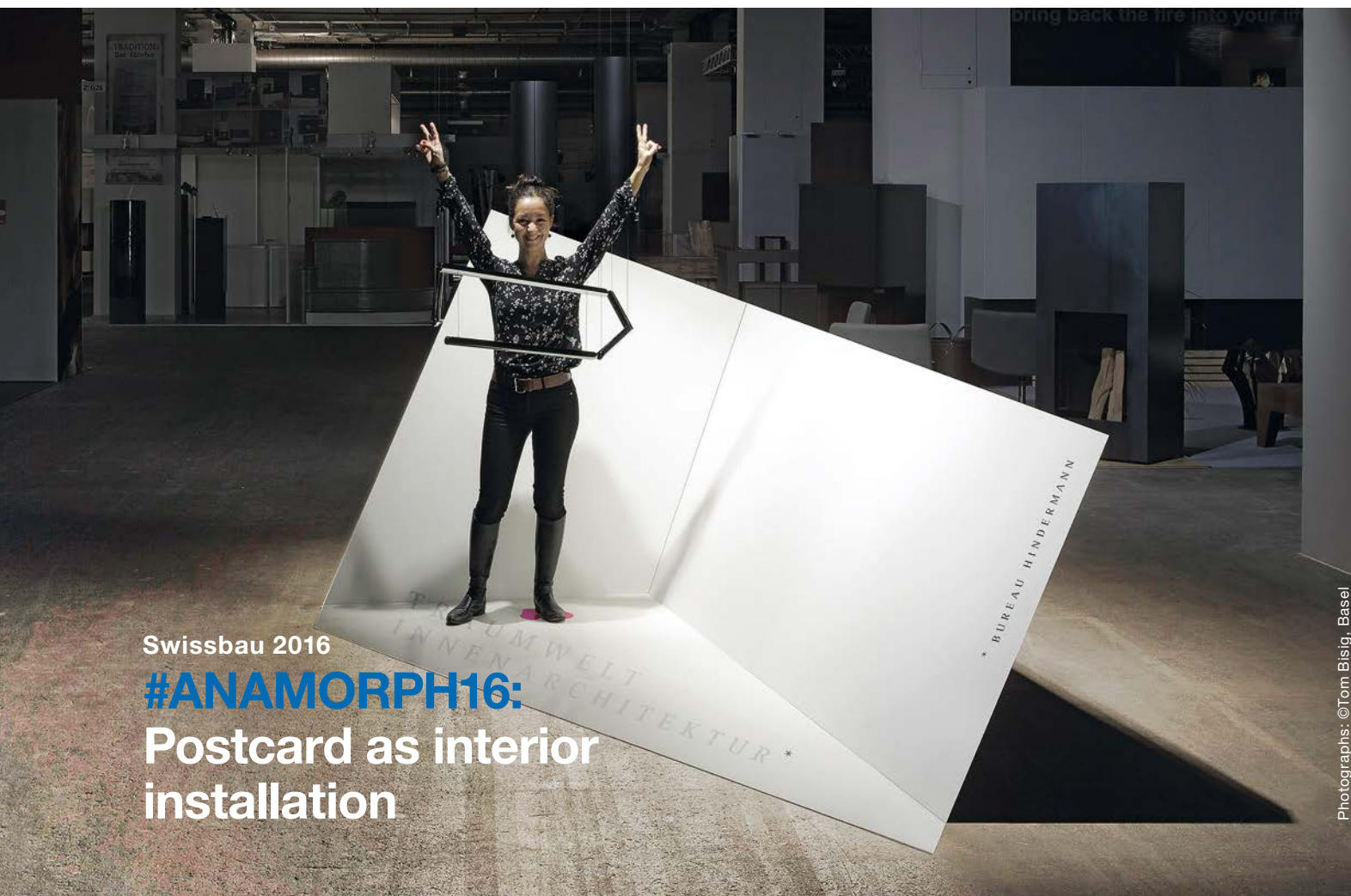
Modular functionality

The museum has an excellent location right next to the main entrance of the Legia Warsaw football stadium, which seats over 30 000 spectators. One section of the building has a two-story modular design, enabling it to be adapted quickly and easily to different layout requirements. Thanks to a lift and a ramp, both the lower and upper story are accessible to disabled persons. The outstanding features of the concept are made possible by the SYMA-CUBIC multi-story

system selected by Messential, SYMA's local partner in Poland. The museum offers a virtual tour, multimedia presentations and regular exhibitions of artefacts.

World footballing history

Legia Warsaw is an integral part of Polish and global footballing history. Lucjan Brychczy and Kazimierz Deyna are just two of the legendary players whose careers are documented in the museum along with other stories of triumph and passion. This famous and long-established football club is also home to other sports such as tennis, wrestling, boxing, fencing, weightlifting and ice hockey. The project was partly financed by EU funds. Legia Warsaw boasts the most impressive museum of any sports club in Poland.



Photographs: ©Tom Bisig, Basel

Swissbau 2016

#ANAMORPH16: Postcard as interior installation

How do you design space so as to create an experience? At this year's Swissbau, Bureau Hindermann GmbH presented their striking answer. Visitors could optically "attach" themselves to a giant postcard using an oversized paperclip, capture the moment in a photo or video, and then share the result on Instagram or Facebook using the hashtag #ANAMORPH16.

High expectations

SYMA implemented this fascinating project, and found high expectations attached. The concept and design for the installation were by Bureau Hindermann, who worked closely with Metallwerk Zürich (for the metalwork) and iGuzzini (for the lighting).

Emotional content

The illusionistic spatial design generated and communicated real emotional content. It was very much in line with other remarkable projects which Bureau Hindermann has realized since 2000. This refined interior was constructed from panels arranged in a particular perspective, and metal fragments hung from the ceiling.

Bureau Hindermann's solutions are fun, possess a certain irony and focus on people.



Only when looked at from a particular viewpoint does a postcard with a paperclip become visible.



When visitors stood in the right place, they were optically "attached" to the postcard by the paperclip.



Christof Hindermann
Designer,
interior architect,
Managing Director

Where did you get the idea for this postcard?

We didn't want to attach the paperclip to just any old piece of paper. We use postcards every day to document projects and in our business correspondence, so we used one here to stand for values such as analog communication, sending messages and sharing emotions. Other important aspects were postcard motifs and what goes on the other side of the card.

How do you think your presence at Swissbau went?

What was important to us was to make an exciting spatial concept like anamorphosis a reality, and to test it experimentally. The "Raumwelten" platform seemed ideal for that, and since we won the competition run by

the Association of Swiss Interior Architects, we had the exhibition space available to try it out. This project also offered a test bed where we could experiment with new types of collaboration with various partners. If we hadn't done so, the whole exercise would have been impossible. Our installation at Swissbau generated enthusiasm and illustrated in a small area what we mean by communicating using space. Unfortunately it was not completely self-explanatory, so another time we'd make sure that even such a small exhibition area was staffed.

What can you achieve with irony?

The ironic approach can add fun, and a desire for a new way of seeing. It won't make the world a better place, but perhaps more worth living in.

It also encourages healthy self-criticism and distance from our own work. Designers in particular often take themselves more seriously than the thing they've been asked to develop. With humor and subtle jokes we can break down barriers, broaden horizons and bring people together.

What form did your collaboration with SYMA take?

We were initially sceptical because this was a very small project and we weren't using any standard SYMA elements. But right from the start SYMA was really committed. We were completely satisfied, both with the planning and the implementation. So although we started small, we'd like to try bigger things in future. We look forward to working with SYMA again.

Olympic Games Rio 2016

A place to call home during the games

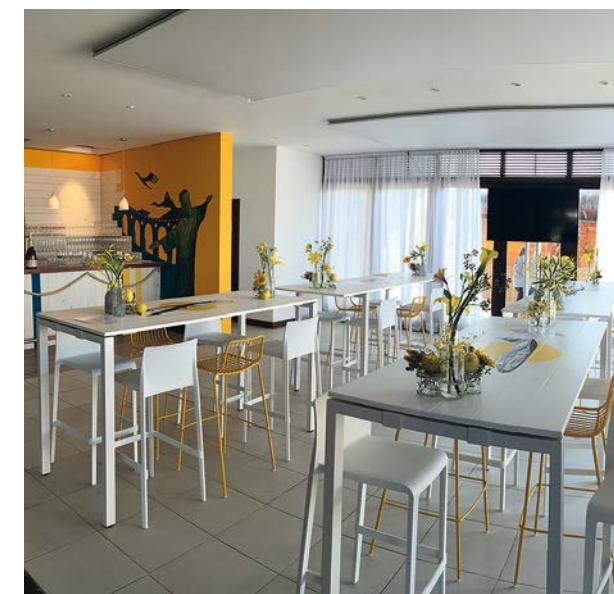
It is the place from which German athletes emerged, full of expectation, to participate in the competitions. It is the place they returned to – triumphant or disappointed – with every nuance of emotion. It is a place that saw celebration and anguish. Here, athletes reconnected with themselves. The German House in the Barra Blue Beach Club, on the seaside, is situated in the Barra de Tijuca nature reserve, surrounded by beaches, lagoons and a park.

A wealth of Brazilian flair for German athletes.

The entire conversion was realized and installed by SYMA's local partner.



The German House was organized by Messe Düsseldorf and Deutsche Sport Marketing GmbH. The architecture and concept originated from schulteconcept in Düsseldorf. SYMA-Expo GmbH in Rosenheim was commissioned for the project. The project was completed successfully in collaboration with the local SYMA source.



A large proportion of the materials that were used originated locally.



Hidden behind the walls of the lounge is a sauna room.



The idea behind the German House project was inspired by the natural spirit of Brazil's coastline.

Athletes' beach house

The club was converted into a beach house, providing the athletes with a home with Brazilian flair and a relaxed atmosphere. To accomplish this, natural wood and materials typical for the region were used for paneling and furniture, and fresh colors were chosen.

The beach house concept was the common thread running through all three levels of the building. On the terrace, small huts were built with classic, traditional constructions and thatched palm roofs, for bars and buffets. Existing rooms, such as changing rooms and saunas, were converted into lounges; walls were covered with wooden paneling

or straw mats; new flooring was laid and a pleasant atmosphere established with warm lighting. A billiard room was converted into a setting for press conferences; additional rooms for offices and a kitchen were set up on the covered terrace with the help of temporary wall constructions in typical beach style. The challenge involved in all these changes to the existing building was that after the Olympic and Paralympic Games, the club had to be returned to its original condition.

Presence for sponsors

Notable sponsors such as Adidas, Ferrero, Sparkasse, Lufthansa, Zurich, Kornspitz and others were provided with presentation space in

the German house, all matching the basic design concept. Accordingly, some logos were even painted by hand on untreated wood. The Adidas Lounge was decorated with Rio de Janeiro graffiti.

Popular spot by the lagoon

One of the most popular spots was the outdoor pool area, opposite the lagoon. SYMA's partner, AAG, built two platforms and a bridge over parts of the pool, to enlarge the useable space. The platforms were covered using environmentally-friendly panels made of coconut fiber and recycled plastic. This was by far the most popular location in the house to enjoy lunch, to relax or to enjoy the view and the games.

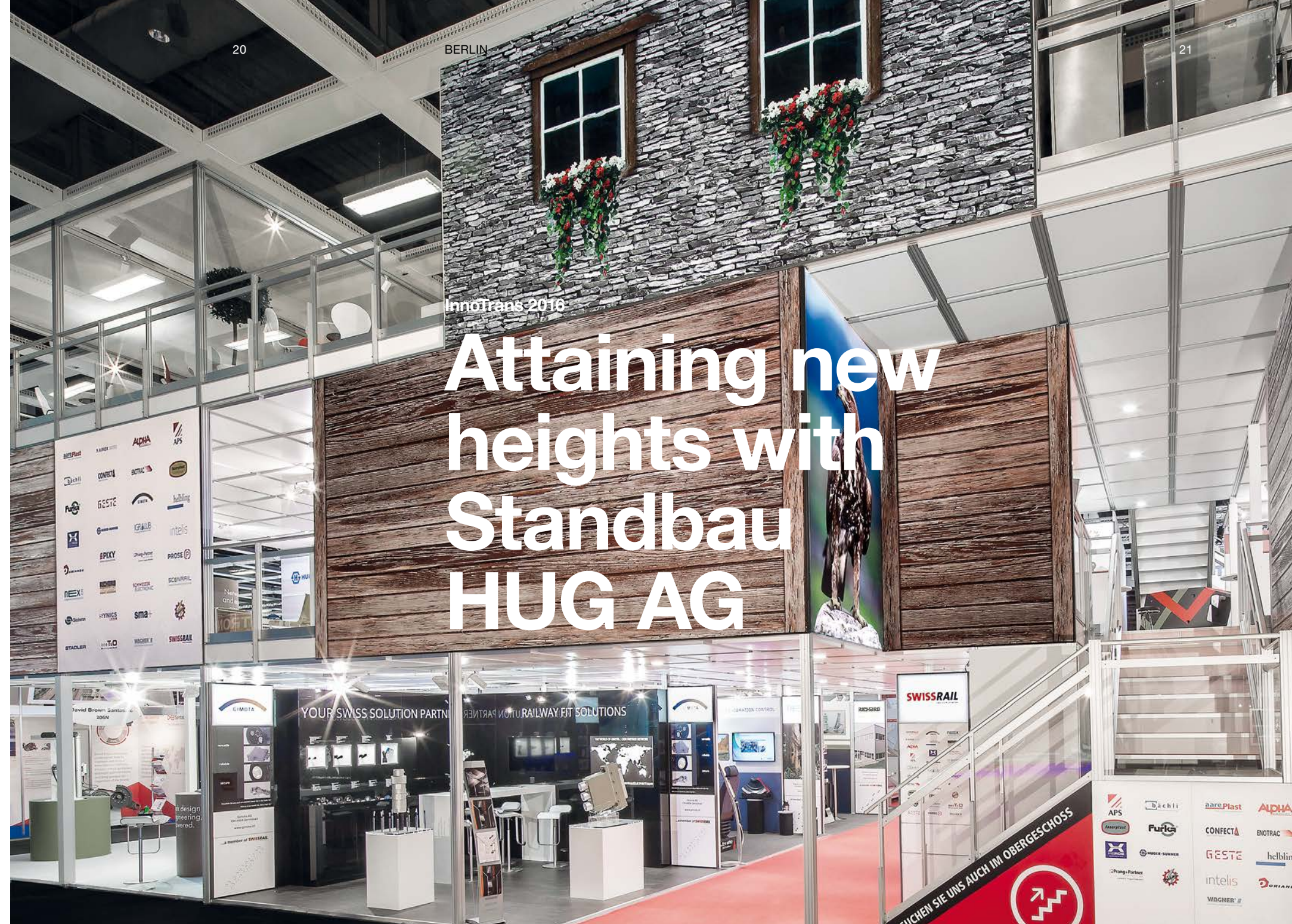
SWISSRAIL takes the lead with rail-roads, trams, trolley buses and cable cars. In Switzerland, **SWISSRAIL** is synonymous with the recognized high-quality and extremely popular public transportation system. At InnoTrans 2016 in Berlin, the **SWISSRAIL** Industry Association attained new heights. InnoTrans is the world's largest transportation trade fair for transport technology, infrastructure and rolling stock.

The perfect setting

Attaining new heights refers to the three stories of the booth which provided generous space for pro-

duct presentations and business meetings with trade visitors. Until now, exhibition space has tended to be in short supply. This was solved in a striking way with a three-story booth. The two lower stories provided space for exhibits; the third story housed restaurant services, lounge and gastronomy. But the attractive range on exhibit from the **SWISSRAIL** Industry Association and the comprehensive network it owns were the height of excellence, too. All could be found in the perfect setting of the functional and creative booth realized by Standbau HUG AG.

Pros love SYMA-CUBIC for its quick setup time, high flexibility and simple aesthetics.



Modular SYMA competence as base

With the SYMA-CUBIC system, the **SWISSRAIL** booth was set up on a dynamic and modular base, perfect for multi-story projects. In the realization of the project, SYMA provided helpful input for the planning and support during setup. With two additional stories, the original booth area of 568 m² was expanded to a total of 1470 m², and the basic skeleton was set up within two days. After that, the installation team took care of the interior constructions.

Standbau HUG AG, a family-operated company in Näfels, was founded in 1990. Since then, under the motto of "Create together", the company has devoted itself to booth construction on the international stage. With its 20 employees, Standbau HUG AG plans, designs, and builds trade fair booths and exhibition elements, and looks after all the logistics.



One system, two applications

Efficient combination potential
within a single system group, but
also together with others.

SYMA stands for inspiration. But also for agility, speed and an intelligence in its own right. These are success factors that are valued worldwide. An example of this can be seen in how SYMA-CUBIC and SYMA-DOMO complement one another so remarkably well and how they produce such an effective solution. The outcome once again demonstrates how SYMA produces innovative solutions for exhibitions, events and architecture.

Up to 60% faster

SYMA-CUBIC was developed to meet current demands calling for fewer resources in multi-story

construction. Critical factors here are materials and time. The end result is a system that is completely unique. The setup time for SYMA-CUBIC is up to 60% faster than comparable products.

A multi-story solution becomes an outdoor appliance

The fact that SYMA-CUBIC is so extremely fast inspired us to completely rethink and redesign the existing SYMA-DOMO outdoor solution. In its new form, what is so impressive about SYMA-DOMO are the critical advantages its immensely-faster set-up time provides, and the attractive appearance of its filigree design.

With such a combination of features, SYMA-DOMO is predestined as outdoor pavilion, so it is especially suitable for all kinds of outdoor events, such as outdoor exhibitions, open-air festivals, sports events, product presentations, road shows and much, much more.

The surprisingly simple DOMO concept

For the underlying structure of the outdoor solution, SYMA-CUBIC was used. Add to that a waterproof shell (wall and roof) and – presto – SYMA-DOMO satisfies all the demands an outdoor temporary construction could expect.

Reto Bosshart
As head of development he is responsible for the development of new and the refinement of existing systems. With more than 20 years' SYMA experience, he is an important ingredient in the SYMA innovation team.



Reto Bosshart
Head Development
SYMA-SYSTEM AG

In its development department, SYMA has a flexible project group at its disposal – the SYMA innovation team – which consists of employees from the development, internal and external services and engineering departments, and from various subsidiaries. One concept that the SYMA innovation team brought to market-readiness is SYMA-DOMO. Reto Bosshart, Head of Development at SYMA, was involved in the project.

What prompted SYMA to develop SYMA-DOMO?

People in the market are looking for outdoor pavilions that can be set up quickly and have modular expansion capabilities, but are also flexible enough to be adapted to individual needs. It may be that such a pavilion has already existed at SYMA for years now, but only based on our old pavilion system, which we replaced with SYMA-CUBIC already a good three

years ago. So for the modular outdoor pavilion, it made sense to come up with a completely new design.

How did development of the new solution proceed?

The innovation team took up the issue and – based on specific market information – a requirement profile was drawn up. After that, the development team worked out the technical issues to arrive at a solution based on SYMA-CUBIC. Innovation team members discussed and analyzed the progress of development at regular intervals.

Does the product meet your expectations?

Yes, absolutely. More importantly, however, it meets all the needs of the market and, as such, the expectations of our customers. Because ultimately, a product's success is measured by its sales and the satisfaction of customers.

SYMA proves itself to be a provider of variable solutions to challenges in the most diverse areas of use possible, offering plenty of room for creativity.





Beach Volleyball World Tour Gstaad 2015

BKW presents the future of energy

The new temporary BKW structures, designed and realized by Frey & Frey AG.



Dominic Hefti
COO, Managing Partner
Frey & Frey AG

Dynamic areas of use

The areas of use for the new temporary presence are sponsoring, hospitality, trade fairs, consumer shows and corporate events. The structures are characterized by a modular, multifunctional design suitable for indoor or outdoor environments. The development of the concept focused on brand basics, positioning aspects and sensory

codes. Clean, reduced shapes dominate the exterior and interior. The overall concept enables scaling to the available stand area and the straightforward use of different materials. Thanks to an outer shell made from weatherproof materials, the temporary structures can be used outdoors over several days without problem at any time of the year, particularly in winter.



As 3D aficionados Frey & Frey AG, Bern, create their communication concepts with edges and corners and offer profiled solutions. In a project for BKW, their ideas were skillfully combined with the wishes, requirements and dreams of the customer. Frey & Frey AG won out against six competitors in a call for bids and was commissioned with the planning, production and realization of BKW's exhibition and event presence. The SYMA-DOMO system was chosen as the ideal product for this project.

Unique brand experience and environment

The new three-dimensional BKW presence helps to achieve the company's communication objectives. A unique brand experience and environment ensures face-to-face communication, interaction, recognition and continuity in all live communication activities. The flexible SYMA-DOMO basic aluminum structure makes possible a wide variety of functions, sizes and applications. The low weight enables efficient logistics, ensuring on-time erection and dismantling.





The excellent presentation impressively underlined the quality and value of the products.



Urs Blatter
Head of Trade Fairs
Nestlé Rorschach

Mr Blatter, what were the objectives for your presence at Igeho 2015?

Our objectives were to show visitors to the stand our products, our brands, our concept and our solutions and, of course, to gain new customers. We also wanted to actively communicate the nine social commitments of Nestlé Switzerland in order to strengthen trust in the brand. And, of course, to create an attractive and functional exhibition stand with superb tasting sessions.

Are you satisfied with the results?

Based on the large amount of positive feedback and our analysis of the data,

we are very satisfied with Igeho 2015. The stand concept received a great deal of praise, as did the outstanding culinary delicacies selected from our many new products.

What was the greatest challenge for you?

Internally, the greatest challenge lay in the combination and interaction of three field service teams (Nestlé Frisco-Findus, Nestlé Waters and Nestlé Professional) at a joint exhibition stand. Externally, it was in ensuring smooth and rapid implementation despite high visitor numbers and numerous tasting events.

What clinched the decision to opt for SYMA and what do you feel about the collaboration?

The decision to use SYMA was based on a call for bids in which six companies took part. As is normally the case in Switzerland, everything was done extremely democratically. The fact that the stand concept matched the brief so well was the deciding factor, but the materials and the price played a role, too. As at the two previous Igeho fairs (2013/2011), I was able to rely on the outstanding services of SYMA.

Nestlé brands such as Cailler and Thomy are part of the national culinary heritage of Switzerland. Nescafé, Maggi and Nespresso are familiar names throughout the world.

"What moves you, moves us too."

This is the claim associated with Nestlé, the world's largest manufacturer of foodstuffs, and it was clearly on display from 21-25 November 2015 in Basel at Igeho, the international trade fair for hotels, catering and out-of-home consumption. SYMA's expertise helped ensure that the 606m² Nestlé exhibition area offered a really powerful experience.

Trust values in focus

The interplay of colors, shapes and light contributed to a successful

"Nestlé brands came together under a strong umbrella"



Igeho 2015
**Good food
and good living**

Experience the Nestlé stand in our "making of" video at www.syma.ch or on YouTube via the SYMAtv channel.

presentation. Visitors could quickly and easily grasp and remember everything that counts and is in demand in traditional catering areas, and particularly the take-away segment. The stand concept was based on an open, transparent and consistent graphic design. Nestlé placed particular emphasis on communication of its "trust values". Interesting facts about processes and projects that serve the general public and the environment were displayed on three large graphics panels and on various screens across the entire stand.

Channel Trends + Visions 2016

Microsoft in a New York loft

Microsoft
TIMES

Microsoft

Microsoft
TIMES

The Bochum Jahrhunderthalle showed to best advantage the construction possibilities of the SYMA-MOLTO.

Microsoft
TIMES

Keynote
Bernd Stöpper
What an atmosphere! You can almost smell the living, pulsing city streets; you'd think you were among towering skyscrapers. Optimism and innovation are in the air. The Bochum Jahrhunderthalle – a former industrial building – was the perfect backdrop for an impressive Microsoft presence at Channel Trends + Visions 2016. The stand design by Münster-based builders Schendel & Pawlaczyk included outward-facing "red-brick" architectural feel.

Macht
Erfolg
Sexy

* Voller Vorfreude auf Windows 10
Im Interview:
ADD - ALSO Die Digitalen
Oliver Görtler
Microsoft Business & Windows
Software Development
Themen: Windows 10 & Cloud Computing

Hot off the press
Microsoft certainly took the trade fair's slogan "Express" to heart. Once visitors had had their photo taken in front of the trade fair stand, everything then proceeded at a rapid pace. Computers and printers connected via the cloud printed the photo straight onto the front page of an individually produced "Microsoft Times". At a typical local newspaper stand, visitors could then pick up a copy of their own personalized Microsoft Times alongside the EXPRESS newspaper and various other local papers.

Emphasis on style
The deliberate use of the film-clad SYMA system "gave the spaces a loft style", explained Hendrik Mehlich, Head of Planning at Schendel & Pawlaczyk. Inside the stand, Microsoft presented its new products in headline-grabbing style inside its own editorial suite. Everyone involved was pleased with the high number and quality of visitors to the stand. The 10 000 m² exhibition space welcomed over 150 manufacturers and service providers from the ICT sector.

Emphasis on style
The deliberate use of the film-clad SYMA system "gave the spaces a loft style", explained Hendrik Mehlich, Head of Planning at Schendel & Pawlaczyk. Inside the stand, Microsoft presented its new products in headline-grabbing style inside its own editorial suite. Everyone involved was pleased with the high number and quality of visitors to the stand. The 10 000 m² exhibition space welcomed over 150 manufacturers and service providers from the ICT sector.



HUAWEI MBB FORUM 2015

The beating heart of an entire sector



SYMA ensured a clear and direct focus on premium quality.

Cutting-edge communications technology was showcased in an area of over 4000m².



In addition to its smartphone segment, Chinese company Huawei is extremely keen to promote its network equipment business. Huawei provided impressive proof of this and much more at the MBB Forum 2015. The company's slogan, "Road to MBB 2020", was a clear and self-confident statement of the firm's intentions for the future. The forum also gave SYMA an opportunity to really show off its credentials.

A stunning presentation

SYMA-Asia provided an exclusive transportation service for exhibits,

thus demonstrating how such a supplier can benefit from having an expert local partner. Inside the forum the overall look was so stunning it was almost impossible to resist. Defined by dynamic shapes and brilliant colors, the entire design concept was geared to technology, collaboration and open innovation.

Crossover platform

The MBB Forum was not aimed exclusively at operators and manufacturers. Rather, the platform was specifically designed to appeal to Huawei's crossover business

partners throughout the industry. With this in mind, a variety of styles and elements were used. All in all, the concept comprised a collection of different insights, visualizations, automotive elements, drones, robots and other forms of technology. Barrisol light boxes were employed to divide the space into various functional areas. The "Road to MBB 2020" slogan was a common theme across the entire forum, serving to inspire not only potential high-tech buyers but also an enormous number of interested visitors.

International Economic Forum (SPIEF) 2016

Showing the way forward: Into the future!

The VTB Group showcase at the St. Petersburg International Economic Forum (SPIEF) was boldly futuristic. Tailor-made elements produced by the SYMA local partner served as the basis for the presentation.

Phenomenally eye-catching

The futuristic VTB stand, occupying an area of 250 square metres, was acclaimed as outstanding attrac-

tion. The concept required that the main triangular sculpture, an eye-catching symbol of key importance, had to be located on the second level. The gleaming stand was complemented by powerful computer servers with LED screens, an interactive bar, more than 100 irregularly-shaped pyramids, plus walls and elements packed with visual images.



VTB Group's self-assured presentation was geared throughout to the future.

SPIEF attracts in excess of 10000 visitors from Russia and abroad.



Global aura

VTB Group is the second-largest Russian financial organization. The Russian state owns a 60% stake in the company, which is a global provider of financial services, comprising more than 20 banks and financial companies in all key areas of international capital markets.

Russia's biggest economic event

INTERFORM, SYMA's Russian partner, was heavily involved in this difficult and challenging project and lived up to its credentials. The primary focus of SPIEF is on economic and business matters. Not only is the exhibition the largest economic event of the year in Russia; it is also a highly competitive occasion. Exhibitors vie to outdo each other with their stand designs, employing every means

possible to attract high numbers of visitors, journalists and partners, not to mention representatives of companies and governments, to their exhibition space. The stand presented by VTB Group performed superbly in this environment.



China is working on a new electric car in collaboration with Aston Martin. The plan is for Faraday to supply the electric motors.



Many of the visitors to the Auto China 2016 were members of the business elite and a significant proportion of these were also advocates of new energies. The highly elegant Faraday stand captivated the attention of both this clientele as well as the huge numbers of interested visitors. At the heart of the stand was the FF Zero 1 concept electric vehicle, a super sports car with all-wheel drive.

Futurist and full of contrasts
The stand concept was futurist and full of contrasts. Black and white dominated. Vertically reflected slats formed a symbolic boundary to a secret world, behind which the potential of powerful new energies was demonstrated in the form of the FF Zero 1. This car is powered by four electric motors with an output of around 1000hp, capable of accelerating the vehicle to 60



The Faraday stand focused on future technologies, green initiatives, mystery, modern tastes and an ambience of futurist art.



The Faraday stand focused on the power of future technologies.

mph (just under 100 km/h) in less than three seconds. The maximum speed is over 320 km/h.

A new generation of drive energy
The new FF Echelon Inverter was on display in one of the glass showcases. This inverter was developed and built from scratch without the use of prefabricated parts. A surprisingly small device, it was tailored entirely to the FF Zero 1

concept sports car, with the focus on dependability, ease of production and maximum energy density. Power is generated more efficiently, and the device has a low space requirement. The stand communicated these attributes boldly and appealingly.

Realization: SYMA-Beijing

Award of merit: SYMA-Austria

The Republic of Austria's
award of merit for SYMA

A great honor that makes us proud; an honor that we are extremely delighted about. SYMA-SYSTEM GmbH is now an official bearer of the Austrian national coat of arms. The honor of company distinguished by the state was bestowed on SYMA for services and merits in the exhibition industry.

In the form of the national coat of arms of the Republic of Austria, the award was presented by the Federal Ministry of Science, Research and Economy in October 2015. It honors Austrian companies that distinguish themselves through their extraordinary services and merits related to the Austrian economy and which play a

leading and generally recognized role nationally in the respective branch of the economy. On hand to receive this very prestigious national award were Günther Schindler and Günter

Weichselbaum of the management board of SYMA-SYSTEM GmbH, accompanied by the chief accountant, Manuela Wiesinger.



"Made in Austria" forum: SYMA-Austria

SYMA as co-host of the
excellent networking platform

The topic dominating the evening of the Novomatic Forum in Vienna: "Made in Austria". Here, as certified leading Austrian company, SYMA-Austria

presented itself along with Novomatic AG and Phoenix Contact as co-host of the event, which also served as excellent networking platform and high profile presentation opportunity. Günter Weichselbaum (authorized representative & deputy managing

director of SYMA-Austria) took part in the lively panel discussion. The central question at issue was, how can domestic global players become an engine for the entire Austrian economy? Günter Weichselbaum made reference to his book "Exhibitions: Models of comparable awarding criteria for practical application" (Messen: praxistaugliche Modelle für vergleichbare Vergabekriterien, Akademikerverlag). Co-panelists under the moderation of LBA managing director Monica Rintersbacher included the co-founder and current managing director of Runtastic GmbH, Florian Gschwandtner, the managing director of Wolf Plastics, Georg Hirsch, and the managing director of Phoenix Contact GmbH, Thomas Lutzky. On top of this, SYMA-Austria was responsible for providing an appropriate setting, creating a modern stage design for the event that found wide appeal.



Excavator museum & events: EBIANUM FISIBACH

A dream come true

The Eberhard brothers are genuine pioneers, not only of the past, but of today and tomorrow, too. On the 60th anniversary of the company the EBIANUM was established, which shows off one of the Eberhard brothers' favorite interests: construction machinery, trucks and cranes. With the world's largest exhibition of models in this industry, the EBIANUM is impressive to see.

Site of the exhibition: Fisibach

The attraction is a hall with an area of 3300 m². A space of 600 m² is set aside for workshops, offices and accommodations for maintaining old-timers. The museum and exhibition space is spread out over an area of 1800 m². A foyer with event hall above it is slated for the remaining 900 m². The museum is divided into five sections: Remembering, understanding, informing, ex-

periencing and discovering. During the Swiss Location Awards 2016 the EBIANUM was chosen as sixth-best event hall in Switzerland.

Glass and chipboard as basic
elements of the experience

To bring the world of excavators and trucks to life, a suitable setting is required. SYMA's display cabinets turned out to be the ideal solution for this – generously dimensioned and made to measure. The construction made of aluminum profiles is based on SYMA-SYSTEM Series 30, with a colorless anodized finish. 8-millimeter-thick glass shelves set on adjustable shelving bars and floors made of white chipboard guarantee that the exhibits are presented perfectly. 13 watt LED ceiling spots currently provide the right light, along with 19 watt LED tubes affixed to the glass shelves.



Chemspec 2016: ESIM Chemicals

Making sure the chemistry is right

394 exhibitors. 6388 participants from all over the world. 3799 trade visitors, around 30% more than in the previous year. With its strong presence at the fair, the outstanding success of Chemspec Europe 2016 in Basel also benefited ESIM Chemicals.

Based in the Austrian city of Linz, ESIM Chemicals is a growing company with a workforce of around 400 employees. The extremely visitor-friendly 60 m² ESIM Chemicals stand was realized by SYMA-SYSTEM GMBH from Walkersdorf/Austria. At the center was a reception area with bar and standing table for conversations. The stylish semi-open lounge area, which



was divided up by glass and bamboo elements, had the feel of a living room. The modern design of the meeting room with coordinated media technology proved extremely successful. The enclosed cube with printed canopies made a

striking impression at the fair. The communication surfaces were fashionably stylish with LED backlighting and 3D fonts. In this lively atmosphere, ESIM Chemicals presented a portfolio of fine chemical products for future-oriented industries.

Bookfairs 2015: REINO UNIDO



Designer: Carmody Groarke
Client: British Council

It's all about the book

The Guadalajara International Book Fair is the most important publishing gathering in Latin America. It is also an amazing cultural festival. The guest of honor at the 2015 edition was the United Kingdom ("Reino Unido" in Spanish). The SYMA partner in Mexico, Grupo Omega, ensured an effective presence at the fair thanks to its committed and diverse team of experts.

With 44 participating countries, the event is aimed at both professionals and the general public. It is the second-largest book event in the world after the Frankfurt Book Fair. For nine days, people willingly stand in long lines to listen to their favorite authors as the heart of the book industry beats in Guadalajara. In addition to the wealth of eye-catching books on show, the pavilion, too, generated animated discussion and its architecture delighted visitors with an array of different textures.

ChinaMed 2016: SIEMENS



Top Asian trade fair for medical instruments and equipment

Located right in the heart of Beijing is the Siemens Business Center. SMC (Siemens Management Consulting) customers come from a variety of sectors, including industrial automation, renewable energy and medical technology. As SMC Beijing covers all consulting areas, the importance that Siemens attached to its presence at the 27th ChinaMed 2016 in Beijing was clearly evident.

Based on the core information in the call for tenders, SYMA-Asia developed a stand concept that was received positively by Siemens. The professional stand construction service and the realization of the presence were key factors in ensuring the impressive and

effective showcasing of Siemens' corporate values and its commitment to social responsibility. With its open concept, the 500 m² stand was very popular with visitors. A high, suspended lattice structure and other stylish elements formed a visually attractive framework for the Siemens presence. Increasing numbers of outstanding exhibitors are realizing the value of ChinaMed. Like Siemens, they are leveraging their presence to target the medical instrument industry, research institutes, hospital buyers and managers and government representatives. Siemens used this stage to present sophisticated products and high-end technologies in a stylish and congenial manner.

Chinaplas 2016: Italian pavilion

Italianita in focus

Italy's presence at Chinaplas 2016 in Shanghai was a light and brightly colored affair. The use of white and orange gave the high-quality stand design a highly individual character. The lively structure was based on Cubix frames, melamine-coated wood and galvanized U-profiles, with the front panels of transparent PVC forming points of light.

The Italian pavilion was an homage to the land of design. It highlighted an eye-catching, practical, economical and reusable design philosophy. The exhibits tangibly underlined the distinctive features of Italian style and showcased Italian plastics technology and machinery in a friendly and professional atmosphere. The product offer here was aimed at

Chinese buyers, industry experts and an interested general public. The particular challenge for SYMA was to meet Italian requirements. As partner, Interexpo s.r.l. knows the Italian style and helped ensure Italian standards and quality.



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