



SYMA®

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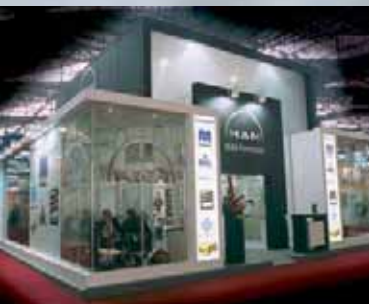
# REPORT

No. 63

MAGAZINE FOR EXHIBIT SYSTEMS AND SERVICES



**BRASILPLAST 2007,  
Brazil**



**THE IMAGE WORKS,  
Dubai**



**COIN GALLERY,  
Winterthur**



**SYMA-SYSTEM AG**  
Panoramastrasse 19  
CH-9533 Kirchberg/Switzerland  
Phone +41/71 932 32 32  
Fax +41/71 932 32 33  
E-mail [syma@syma.ch](mailto:syma@syma.ch)  
Internet [www.syma.ch](http://www.syma.ch)





# SYMA – The world's local exhibition company



SYMA is at home with subsidiaries, licensees and contractual partners across all continents. Thanks to this unique network and many years experience, SYMA is extremely familiar with local particularities. Questions about the SYMA network? Please contact us at:  
**SYMA INTERCONTINENTAL AG • CH-9533 Kirchberg • Switzerland • Tel. +41 71/932 32 32 • [juan.becerra@syma.ch](mailto:juan.becerra@syma.ch) • [www.syma.com](http://www.syma.com)**

## «Check in» with just one contact – worldwide!

When you «check in» with SYMA, you have constant access to a global satellite network that ensures the realisation of your trade show concept. The ideal aim is a consistently used global branding and corporate design manual for all trade show appearances, showrooms, displays, road shows or flagstores. Your personal contact is the oil in the wheels in the efficient assignment of the SYMA logistics and realisation professionals – worldwide. Well-known large and small companies are already profiting from this advantage, among them HUBER+SUHNER AG with currently over 20 international exhibition participations a year.

## Company of action for global brand management

«Too many cooks spoil the broth.» This also applies to the seamless implementation of design manuals. SYMA adapts framework concepts for trade show appearances and general design guidelines as a unified whole to various projects. In this way the client has the guarantee of a direct transfer of know-how. As an exhibit service and system provider with a worldwide network, SYMA carries out the individual **all-in-one** solution for exhibitions, showrooms, shop concepts etc., from conception to planning right up to the speedy and complete implementation. Detailed information on the current display «Showroom HUBER+SUHNER AG» can be found on page 16.



Showrooms

Displays

Road Shows

Flagstores

Atlanta/  
Las Vegas

Amsterdam



Brussels



Dubai

Munich/  
Berlin

Seoul



Singapore



Valencia

Herisau/  
Pfäffikon

## SEMICON EUROPE 2007, Stuttgart

### Micro-thin discs



During the SEMICON EUROPE 2007, the new tradeshow site in Stuttgart was an attractive meeting point for professionals from the semiconductor branch. One exhibitor, ACCRETECH, showed off its wafer technology.

Wafers are discs with a diameter of up to 30 cm that are converted into microchips through hundreds of steps. The company's multilevel 156 m<sup>2</sup> stand in SYMA-SYSTEM 30 was shaped like an oversized wafer constructed from polycarbonate.



A chrome foil backing created an electroconductor plate effect. The upper level formed a harmonious whole with the staircase, meeting room, small storage area and patio. The floor area was covered with a silver-grey laminated floor that matched the blue and white colour concept. Spotlights from SYMA Media Technology installed on a SYMA truss 72 structure lit up everything brilliantly.



## ILMAC 2007, Basel

### Worldwide Supply Chain

ILMAC has become the most important Swiss industrial tradeshow for R&D and environmental and process technology for the pharmaceutical, chemical and biotechnology industries.

FISHER SCIENTIFIC AG, with a logistics center in Wohlen, is a lab equipment supplier backed up by 700 manufacturers. It is also part of global player THERMO FISHER SCIENTIFIC. With 18,000 m<sup>3</sup> of warehouse space for a huge volume of lab consumables and equipment, the center secures the supply chain for customers from the academic and industrial world. For its participation in ILMAC, SYMA combined elements from SYMA-DOMO with

a ceiling from SYMA-MOLTO 90 and integrated lights. The company presented an overview of its giant assortment on individually constructed counters.



## E • D • I • T • O • R • I • A • L

Dear readers,

Brand management as a maxim – Both large and small companies know that brands influence the buying decisions of customers and potential customers daily. The brand thus assumes a vital role in company appearances. Professional brand development is a costly investment and an established brand is consequently valuable capital. The brand is the flagship of products and services and conveys the reputation of the company. Its continual maintenance is a never-ending task and an indispensable component of every business strategy.

SYMA treats its clients' brands with the utmost care, be it in both the regional and global staging for trade shows and events or in the application for diverse interiors. For SYMA global branding is a pledge to customers to maintain their brand with equal consistency worldwide based on design manuals and specifications. With this the brand should gain the most attention possible at all times. How must a brand act in a space? How is the company vision formulated? For SYMA, brand guidelines come before architecture. The «echo» of the brand takes centre stage, not the self-expression of the designer.

Successful companies have a clear vision – SYMA brings this to life!

W. Stucki

Werner Stucki  
SYMA Group Management

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CH-9533 Kirchberg  
E-mail: syma@syma.ch  
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## 30th Fair of Tourism, Belgrade **Fasten Your Seatbelts...**

For the 30<sup>th</sup> International Tourism Fair, Design office of Belgrade Fair utilised 2400 m<sup>2</sup> of exhibition space, using SYMA materials. Among the exhibitors were KONTIKI TRAVEL



and JAT AIRWAYS. Belgrade Fair used orange, the popular travel agency KONTIKI's signature colour, to draw attention to the 104 m<sup>2</sup> stand. Round SYMA frames provided ideal surfaces for large images meant to lure visitors to exotic destinations.



For Serbia's national air carrier JAT AIRWAYS, Belgrade Fair designed a charming and very effective solution in SYMA-MOLTO 90 by recreating an aircraft passenger cabin complete with seats. Inside, visitors could enjoy an authentic in-flight atmosphere. «Fasten Your Seatbelts!» Of course, seatbelts were not required during consultations. The comfortable chairs gave passers-by a chance to have a quiet sit-down. The International Tourism Fair is Serbia's flagship tourism tradeshow and south-eastern Europe leading and constantly expanding travel industry event.



## FISPAL TECNOLOGIA '07, BRASILPLAST '07, Brazil **Seja bem-vindo ao Brasil!**



**Welcome to Brazil! SYMA partner HOCHMANN produced the stands for DIADEMA and FERROSTAAL at the ANHEMBI EXHIBITION CENTER, Sao Paulo.**

DIADEMA, a leading provider of flexible packaging solutions, used its presence at the FISPAL TECNOLOGIA to reinforce its market position. The company specializes in two-layered and multilayered packaging solutions made from synthetic materials, paper and aluminium for the food and beverage industry. The center of the 150 m<sup>2</sup> large exhibition surface was dominated by a cube raised 60 cm above floor level. A simple design and a mix of high-quality materials – a wooden floor, custom-built slat panels and elegant furnishings – made the



air-conditioned reception area into a comfortable meeting place for potential customers.

MAN FERROSTAAL AG took advantage of BRASILPLAST 2007 to illustrate its leading position and core competencies in project development, project management and partner and system integration. The successful company is active through 60 subsidiaries around the world. The taut linear design of the stand, combined with custom-built wood and glass components, communicated a solid global brand image. The customer was enthusiastic about the ease of movement between the reception area, meeting spaces and comfortable seating areas.





THE IMAGE WORKS, Dubai

## Expansive image promotion

Dubai based SYMA partner, The Image Works, is growing rapidly and has now moved into a new purpose built 10,000 square meter facility. The company recently purchased the SYMA Euroshop stand. The entire stand will be reconstructed at the new site, in time for their official launch event, then rented out as a modular service. While participating at a recent show, The Image Works has enhanced the standard two-level stand with a striking custom logo colour scheme in order to give maximum brand impact.



The five rainbow colours in the logo symbolize the five divisions. The overhead displays are constructed from translucent curved panels and circular frames. This branding feature is nicely integrated into the stand design through repetition in back lit floor panels.

Business software provider IFS relied on the professional expertise of TIW for its stand at the GITEX. The order was for a reusable stand with a VIP meeting room, constructed from modular SYMA-MOLTO 90. The prefab pink Plexiglas® panels act as effective eye catchers.

TIW also built a 135 m<sup>2</sup> stand from SYMA-MOLTO 90, combined with custom-built components, for LINE INVESTMENTS at the CITYSCAPE in Abu Dhabi. The design was based on the shape of a crown, decorated with giant panoramas and model buildings.

At the food products fair GULFOOD, six Serbian participants presented their companies under the umbrella brand name 'SERBIA'. TIW provided them with a 90 m<sup>2</sup> group stand, big enough for effective presentations by all six. Fabric panels with appetizing graphics and prefab Plexiglas graphics were harmoniously integrated with the SYMA-MOLTO 90 components.







EuroShop 2008, Dusseldorf

## Increased readiness to spend

With 104,000 visitors, the largest retail tradeshow in the world set a new record. As many as 1,911 exhibitors from over 90 countries filled an area of 107,000 m<sup>2</sup>. Participants were ecstatic about the many interesting contacts and the unexpectedly large number of signed contracts. The high degree of customer satisfaction was reflected in the positive mood and readiness to spend.

Not just the large number of different exhibitors attracted visitors, but also the many special exhibitions. SYMA, too, felt the effects of the positive economic environment at its EuroShop stand, where around 600 meetings with potential customers were held. The feedback about the two-level design, consisting of an attractive outer shell and a futuristic multi-level structure, was without exception positive.

THE IMAGE WORKS, SYMA's partner in Dubai, was so enthusiastic that it bought the stand to use in Dubai in May. Other highlights were the receptions of the Japanese and South African Trade-show Associations followed by a sushi buffet, a Swiss buffet and an original alpenhorn interlude. Over 100 guests from 31 countries participated in the SYMA partners' meeting. The program included a tour of the film museum in Dusseldorf, country presentations, technical lectures, networking and evening entertainment with a dinner show at the Apollo – a perfect opportunity for fostering and deepening relationships.





Multilevel structures with beautiful curves

## Dynamic curved structures



Completely custom-designed solutions can now be created with SYMA multilevel system components, thanks to new curved versions of our beams. These make it possible to build, for example, curved railings on upper levels, to create even more dynamic stand designs.

SYMA is now offering its sturdy 360 mm beams, usually installed in 4 x 4 m patterns, in curved versions. These can be used around the world wherever solutions with high visual impact and strong support are required. They allow tradeshow builders to develop new design variations, such as elegantly curved galleries or dynamic two-level



exteriors, at minimal extra cost. SYMA can produce these curved beams quickly and to exact customer specifications on its CNC machines.

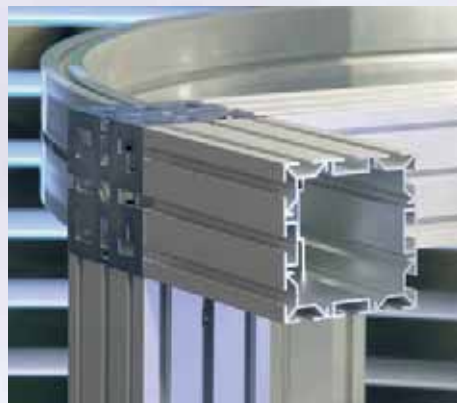


Additional modules for SYMA-MOLTO

## Staggered wall and graphics panels

The new SYMA-MOLTO connectors add even more flexibility to an already versatile system. The square connectors come with three grooves so that wall and graphics panels can be mounted at three different depths.

This innovation makes it possible, for example, to protect more vulnerable panels with a Plexiglas panel or to create special effects with backlit superimposed fabric panels. This opens up all manner of new possibilities for creative tradeshow builders.



Better optics for self-contained fabric panels

## Fluid transitions

Thanks to a new clip-on profile, SYMA tradeshow profiles can now be enhanced with flush-installed self-contained fabric panels, even after construction is complete, at little cost.

The clip-on profile can be clipped in the grooves to receive beading installed on the panels. The result is a fabric graphics panel that is flush with the profile structure. Benefits: simplified planning (no need to take the panels into account), fast installation, low cost.





Miele at KIBIS, U.S.A.

## Global premium brand

Quality, innovation and consumer trust – worldwide Miele is the only premium household appliance brand that is present on five continents. This year the company participated in the two main US tradeshow – the Kitchen and Bath Industry Show (KIBIS) and the International Builder Show (IBS). The stand design



is the work of SYMA licence holder ART GUILD, which recreated a kind of luxury window shopping environment reminiscent of 5<sup>th</sup> Avenue in Manhattan. The custom-built shop window mock-ups, constructed from beams and wall components, displayed Miele's wealth of inno-



vative products to passersby before they actually came through the entrance. Inside, the space was subdivided by several beam structures to allow for separate display groups for the different household areas. The elegant stand with its modern, eye-catching colour schemes was the perfect backdrop for Miele's latest generation of high-tech appliances. Pleased with its outstanding collaboration with ART GUILD, Miele has already put in an order for an additional smaller stand, to be used for another dozen shows a year. Miele's motto is «Always Better» – a prime example of good quality and branding rewarded by very high levels of consumer trust.



## GSMA Mobile Asia Congress 2007, Macao Billion-dollar illusion



**Macao has an annual economic growth of over 20%. The current showpiece of its building boom is being completed on an offshore artificial island. 3000 suites, 10,000 employees, an investment of 2.4 billion dollars – the VENETIAN in Macao is a luxury hotel in the Las Vegas style that can only be described in superlatives.**

The American Las Vegas Sands hotel-casino chain has erected the largest building in Asia on reclaimed land in China's Macao Special Administrative Region. The VENETIAN offers the world's largest casino, a concert and performance arena holding 15,000 spectators, a tradeshow and conference center, 30 restaurants, 350 shops and a hotel with 3,000 rooms. The

upper floors feature an amazing artificial Venice setting with true-to-life towers, bridges, canals piloted by gondoliers and passages enlivened by buskers.

The GSMA Asia Congress 2007 used the Venetian Macao Resort Hotel as a magnet for the many visitors. SYMA Guangzhou developed the two-level booth for CHINA MOBILE, Official Supplier of the 2008 Olympic Games. The stand enclosed

in neon-blue glass with its integrated light boxes symbolized the company's leading position in China. SYMA's local presence was a great advantage



when it came to implementing the various needs of the customer.



SYMA office in Macao

17<sup>th</sup> floor





PT / EXPO COMM 2007, Beijing

## Thriving communication

SK, a South Korean telecom company founded in 1984, currently has a 50.5% local market share in its industry and figures among the top 10 companies on the KOSPI stock index.

SYMA Beijing completed a 400 m<sup>2</sup> stand for SK's presentation at the PT/EXPO-COMM '07, held at the China International Exhibition Center, in just two weeks.



The fast implementation of the project was in part due to the long years of collaboration with BIZMARCOMM Ltd., the designer of the stand. The great team work also paid off in terms of sensitivity to the culture and needs of the customer. The focus of the colour-intensive display were the three-dimensional neon TK logos, framed by glossy acrylic panels on the outside. Great eye catchers, they kept the SK corporate image front and center. Feedback from both the customer and the public was very positive.

China International Industry Fair 2007, Shanghai

## Organic design



STCEC is known for its spectacular presentations at the China International Industry Fair. SYMA Beijing created a group stand with custom-designed units covering an area of 2,000 m<sup>2</sup>.



Typical for the entire structure were the asymmetric, large wraparound acrylic panels, colour-coded for the various themes. The blue area represented genesis and progress in research and development, while the orange area was dedicated to innovation. The philosophy behind the stand design was unity and independence. Around 70 exhibitors congregated here under the theme of strengthening cooperation and innovation to build harmony in science and technology. The overall goal of the exhibition was the presentation of new technologies in a variety of industries, such as IT and environmental protection, and conveying the efforts to achieve balance between development and conservation in the ongoing industrialization of the Yangtze River. SYMA's challenge was trying to capture the spirit of the government in an efficient all-in-one solution.



## HUNGORO 2008, Budapest Brilliant time keepers



SYMA Hungary not only took care of the complete superstructure but also of the entire organization of the HUNGORO at the SYMA Sports and Event Center, where 46 Hungarian and 13 foreign participants filled Hall C with displays of jewellery and watches that covered more than 1,000 m<sup>2</sup> and shimmered under the spotlights. As the host



country, Andalusia was represented by eight jewellery makers who shared the group stand of the Jewellery, Silver and Watchmaker Association of Cordoba. Their jewellery was also featured at the opening fashion show. For CAPRICE INTERNA-



TIONAL, an Israeli company that is one of the largest diamond and jewelry companies producing in Europe, SYMA Hungary produced an individual stand, using an elegant mix of materials, including leather, glass, wood and Plexiglas. One of the main features of the stand is that it can be reused for parties and presentations in hotels, where the display cases can also be detached from the stand.



## BOAT SHOW 2008, Helsinki Streamlined watersports lover

Even in 2006, the BOAT SHOW was already a giant success. And, of course, so was this year's. Finnish Fair Helsinki created a two-level stand for FISKARS, the maker of BUSTER aluminium boats.

On the ground level, FISKARS displayed non-sinkable models, while the upstairs, with its panorama lounge, was reserved for discussions with retailers. Panels with illuminated BUSTER logos mounted on SYMA-MOLTO 90 components enhanced the advertizing impact.



## EuroShop 2008, Dusseldorf Dynamic multimedia space



**Von Hagen Architects and Multimedia Specialist ICT enjoyed a perfect symbiosis with their joint display at the EUROSHOP 2008.**

prefab front combined with white ceiling panels and slats. What was really special: on display were architecture and equipment without being obviously on display.

Von Hagen GmbH designed the multilevel joint stand, which featured an eight-meter long reception desk and a VIP area. The latest audiovisual media from ICT adorned the interior of the stand in the form of mosaic-like wall installations of displays and flat screens showing synchronized clips activated with TouchVision. An attractive and very dynamic look! The structure was built from SYMA-MOLTO 90 with a





HUSUM WindEnergy 2007, Denmark

## Sustainable power source



For the company's display at the HUSUM WindEnergy show in Northern Friesland, JYSK DISPLAY produced a two-level stand from SYMA-MOLTO components. The open design with its sparse elements gave it an airy look and provided ample space for large-size messages that could be seen from a considerable distance. By giving the stand a blue floor and exterior, JYSK DISPLAY created an 'open sky' backdrop, perfect for a company selling wind turbines. In addition, a row of



Wind power is a sustainable, reliable and clean source of energy. With a market share of 23% and 35,000 installed wind turbines, the Danish company VESTAS is the world's leading provider of wind power solutions. Wind turbines are quickly installed and able to satisfy the demand for independent power sources even in the largest economies in the world. For VESTAS, wind power is also a 'state-of-the-art energy'.



windmills attracted attention from even the youngest visitors. Those interested in technical details were able to view an entertaining presentation on the ground floor of the cinema.

The reduction of CO<sub>2</sub> emissions through the use of wind energy was documented live with an original Vestas windmill. Since the beginning of the trade show, visitors have been able to track the continuous rise by means of an indicator.

Fall Seniors Show 2007 / BAUEN & ENERGIE 2008, Vienna

## Exciting retro look

SYMA-AUSTRIA developed a stand for WIEN ENERGIE that can be reused in different configurations. The bright orange colour, reminiscent of the 70's, gave it a retro look.



The custom-built stand, with its rounded edges, was characterized by a strikingly modern design, while its main colour was inspired by the customer's corporate identity. With its illuminated graphics banners and logos, it drew attention from across the hall. The retro look main block featured backlit images on all sides, featuring the Leadershop topics.



At the Fall Seniors Tradeshow 2007 and the environmental protection show Bauen & Energie 2008, SYMA's lacquered surfaces and polished synthetic furnishings were in the spotlight. When selecting its furnishings,

WIEN ENERGIE gave priority to their quality and it was not disappointed. SYMA's design also fulfilled the customer's wish for a variable configuration of the components.



## Adidas Olympic Road Show, Beijing 3 sporty stripes

As one of the main sponsors of the Olympic Games 2008, Adidas assigned SYMA-ASIA



with a special challenge: a 16-day road show campaign. On December 1st 2007 Adidas launched its official Olympic advertising campaign, which has been the largest independent action in a country until now. For Adidas, the scene of the games Beijing is the key market to focus on their supreme pioneer project – the «Adidas Street Experience Zone». The innovations team of SYMA-ASIA developed a spectacular branding program with interactive promotion stands in cooperation with TBWA. On WangFu-Jing Avenue, the shopping street in the heart of



Beijing, SYMA realized a 540 meter long experience zone consisting of 10 individually designed outdoor stands and two very large reception portals. These included the newest «Motion-Tracking-Technology» with interactive games (Programming by TBWA), but also mechanic systems animated with basketball, volleyball and soccer accompanied by large-scale pictures of popular athletes. Game design, technology development, project management and technical support are a full service program by SYMA.



## CeBit 2008, Hanover Flawless reception quality

**Success even during a poor state of economy gives the exhibitor the feeling of having relied on the right partner for trade fair construction.**

This year again, the Blaupunkt GmbH was very satisfied with the full service of Beutler Werbetechnik from Hanover. The innovative concept and the noble design of

the SYMA two-story stand pointed out the high quality level of the products. Embedded in white high-gloss surfaces and staged with directed lighting they were a guest magnet.



## AFG-Corporate Center 2008 opening, Arbon Fulminant opening ceremony

**The Arbonia Forster Group (AFG) celebrated a two-day opening of their new Corporate Center in Arbon. VIP clients and representatives from the political community commuted for the official opening from the new building to the Seeparksaal Arbon with shuttle buses.**



Dr. Edgar Oehler welcomed the approx. 900 invited guests who were entertained with shows in between the dinner. The hand-over of keys by the architect was followed by the

main attraction along with the world premiere of the Edgar Oehler March. SYMA-Eventtechnik provided for the perfect sound engineering, directed lighting, the camera coverage on big screen and realized the entrance portal.





GRUPO OMEGA, Mexico

## The powerful market leader

Being the largest franchiser in Mexico, PEMEX sells gas at its petrol stations to the end-customer. Today, PEMEX achieves approx. 40% of the national budget. Every year, SYMA partner GRUPO OMEGA realizes several trade show presences for its long-term customer PEMEX REFINACION. Recently they placed an order for a new, communicative stand concept with a clear, blue design as well as red and green details.



As a superior goal, an ecological look defined the stand character. A VIP zone with rounded, blue acrylic structures was developed for discreet shoptalk. On the stand top, a rotating display with the PEMEX logo provided for a strong signal effect. GRUPO OMEGA used SYMA-MOLTO 150, which also formed the



framework for 6 atmospheric graphic banners with guiding themes to PEMEX. (Infrastructure, employees, transport solutions) Furthermore, 4 different backlight displays were installed and basic data from laptops was brought in via 4 internet-connected plasma screens.

Polyurethane Exhibition &amp; Conference – PU TECH 2008, India

## Growth-supporting cluster strategy



With its research strategy, BASF combines important technology-driven, future-oriented themes in five growth clusters: Energy management, commodity change, nanotech-

ral projects throughout India. For the presence at the PU TECH (60 m<sup>2</sup>), BASF additionally called in the design agency «AMC ASIA». Together with «AMC», SWIFT coordinated the production and the

nology, plant biotechnology and white biotechnology. For the research activities within the 5 growth clusters, a total of 920 million Euros have been at disposal from 2006 to 2008.

SYMA's partner in India SWIFT has already been working closely together with BASF INDIA for 8 years with several

successful realization of the individually designed two-story stand in only 10 days. SWIFT realized the construction including the individually made MDF-facings, the graphic banners as well as the installation. «AMC» developed the CI-compatible design with a combination of orange and white. All BASF members as well as the neighbouring exhibitors responded very well to the final product.





## Coin gallery and antiquity collection of the City of Winterthur

### A stable currency

The Winterthur coin gallery with its collection of coins dating from the early days of the city library (1660) can look back over a 347-year history. A dedicated coin gallery has existed since 1861 within the walls of the city library, which is managed by a curator. It gradually broke its confines to become a museum in its own right in the city of Winterthur in 1982.



The coin gallery with its antiquity collection is a museum with two collections documenting the history of coinage and archaeology. It is active in four different areas of interest: exhibition, education, study collections and services.

The coin gallery commissioned SYMA-Kirchberg to produce new display cases intended not only for the display of coins but also for medals of various sizes, and which placed specific demands on the display case lighting. SYMA chose fluorescent lighting with integrated energy-saving bulbs, which set off the various materials to perfection. Pyramid plexi and parabolic louvre ensure uni-



form distribution of the light throughout the entire display case. Special LED spots were also mounted on both sides of the glass to highlight individual exhibits. The selected lighting solutions ideally fulfil the requirements for heat and UV radiation. The display case fitter mounted special contacts on the display case locks to enable connection to an alarm system. The display cases were manu-



factured in the dimensions 600 x 600 mm and 1200 x 600 mm in SYMA-SYSTEM 30 and equipped with adjustable glass shelf units. SYMA chose 8 mm thick VSG glass optiwhite for the glazing. The concept dovetails perfectly into the stylish ambience of the rooms.





## Partition Wall FOSAG, Switzerland

**Wavelike Communication**

FOSAG AG specialises in three-dimensional communication for exhibitions, events and decoration.

SYMA-Kirchberg produced partition walls for an individual customer order with distinctive columns from SYMA-MOLTO 90. The s-shaped bend was manufactured specifically for the shape of the customer's building and, with the curved panel, served to conceal an unsuitable corner. The partition walls are positioned on base plates measuring Ø 30 cm that are fixed to the columns by means of a SYMA fastening technique. The advantage of this communication platform is its reusability for other purposes (trade shows, customer events, presentations etc.) and the convenience of being able to change graphic content on the partition wall at any time with few hand movements.



The Tinizong power station has been operational since 1959 and delivers electricity to the entire city of Zurich. Together with the Tiefencastel power station it runs today in so-called tandem operation and covers approximately a quarter of the electricity requirements of the city. In the entrance area the gigantic structure is documented with original drawings by the Swiss artist Zarli Carigiet. He first gained recognition with his illustrations for the children's book «A Bell For Ursli».

## Tinizong Power Station, Switzerland

**Vibrant Power Dispenser**

The pelton turbines and the pipe room are of particular interest. Before the water hits the blades of the pelton turbines at 340 km/h and is converted into electricity, it has to pass through the rotary valves in the pipe room.

In summer a large quantity of condensation water forms around these rotary blades. In order to minimise the forming of condensation water in the plant, SYMA-Kirchberg built covers around the rotary valves and over the pipe room. By means of exhaust air the moisture is then conveyed outside. The covers are arranged one by one so that during an inspection of the rotary blades they can be removed laterally.





Showroom HUBER + SUHNER, Switzerland

## Seamless Corporate Design

HUBER+SUHNER AG consolidates under one roof core competencies in high frequency technology, fibre optics technology and low frequency technology and offers a first-class product range for the principal markets of communication, transport and industry. The industry group, with its headquarters in Switzerland, was founded in 1969 and is today active in all world markets with 17 subsidiaries and 3500 employees as well as having over 100 representations in other countries. SYMA acts as their main supplier for the entire exhibit program and at the same time, created the new showrooms in Herisau and Pfäffikon.



Access to the 120 m<sup>2</sup> large showroom in Pfäffikon is gained via a 2x2 m large sliding door made from etched glass in combination with facade brackets. On this door a world map shows the global significance of the company. SYMA used the three available walls for a strip made up of adjacent lighting modules with integrated flat screens. The entire surface of the lighting modules is printed with graphics with each row on the walls summarising a market segment. The centre of the showroom is framed by three rounded reception counters arranged in a circle consisting of an



individually manufactured body, blue sidewall and rounded overhead panel. Display cases are embedded in the body of the counters which are decorated with exhibits relating to the themes communication,



on, transport and industry. There is copious storage space with access via a door fitted to the side of the counter. Into each overhead panel five HQL lights are integrated for optimal directed lighting. The centrally arranged building column has been covered on three sides with boutique booth walls and on one side with a glass door. This gives insight into the technical inner workings. The corporate design in Pfäffikon was seamlessly transposed along the lines of the showroom in Herisau.