

# REPORT

No. 68

MAGAZINE FOR EXHIBIT SYSTEMS AND SERVICES



SGM 2011,  
Shanghai



Grohe Showroom 2011,  
Vienna

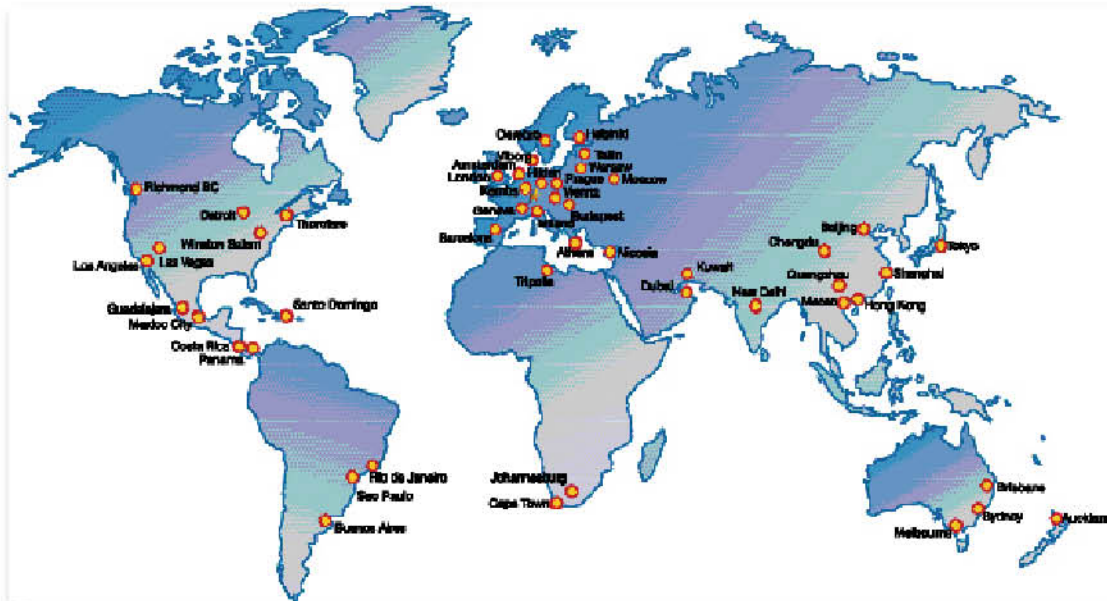


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 **SYMA**<sup>®</sup>  
Continuous Innovation



# SYMA – The World's Local Exhibition Company



SYMA is at home on all continents thanks to its subsidiaries, licensees and partners. Our unique network and many years of experience have made SYMA familiar with the special needs of each location. Questions about the SYMA network? Please contact us at: SYMA INTERCONTINENTAL AG · CH-9533 Kirchberg · Switzerland · Tel. +41 71/932 32 32 · [rolph.ziegler@syma.ch](mailto:rolph.ziegler@syma.ch) · [www.syma.com](http://www.syma.com)

## MILIPOL 2010, Qatar High-tech security solutions

MILIPOL QATAR is one of the largest exhibitions for the security sector (internal state security, police equipment, security in industry and civil defense). Every two years international exhibitors demonstrate their newest developments, technologies and equipment in the branch.

Last year 222 exhibitors from 33 countries used MILIPOL in Qatar as platform to present themselves. Manufacturers, distributors and consultants presented their product innovations in an overall area of 4520 m<sup>2</sup>. Among others presenting in the German national pavilion were the company AGT (Advanced German Technology) as indepen-

dent, leading European IT security provider, ZEISS as internationally leading provider of premium optical products, as well as THEISSEN TRAINING SYSTEMS (TTS), one of the leading manufacturers of target systems. The company, BRUNS Mes-sebau, in Munich was responsible for the stand design and for project management. The SYMA partner, REALIS, with offices in Doha, Dubai and Beirut realized the compact presentations using SYMA-MOLTO 90.







## INTERPACK 2011, Düsseldorf Lasting exhibition experience

On a base area of around 1150m<sup>2</sup> and a further second-storey area of 200m<sup>2</sup>, BÜHLER offered visitors to INTERPACK from around the world a remarkable exhibition experience with various process technology highlights.

The design and planning phase of the elaborate exhibition stand began already in April 2010. Part of the multi-storey base construction was clad conventionally, and a truss was mounted on more than

a lasting and efficient exhibition presentation. The stand equipment included a total of 24 installed video screens (32 to 52 inch) and a 103 inch video screen in the presentation area. In addition to the exhibits there was also space on the ground floor for a bistro, a backoffice area, a storage area for materials, and a kitchen. The upper storey with lounge and 4 meeting rooms was used as gathering place for discussions.



300 suspension points above the entire exhibition stand. A 2.5 meter high banner covered the entire truss and established the topmost level of communication, broadcasting a strong appeal into the distance. As central element, two ribbed ellipses were used to represent the future center. It was very important for the customer that all elements could be re-used at other exhibitions (for the first time at GIFA). For BÜHLER this was an important factor for creating



### E·D·I·T·O·R·I·A·L

Dear Readers

The EUROSHOP in Düsseldorf is the ideal platform for launching new products. For SYMA, the market introduction of SYMA-XWALL clearly dominated this year's presentation. Positive feedback and successful sales clearly demonstrate that the strong product benefits of the prefabricated range of frames are met with great approval by its users. High efficiency and diverse design variations were also the main reasons for its successful market introduction in the Netherlands.

Corporate branding on the global level is of increasing importance for international companies. Centrally planned and globally realized exhibition solutions: this, on its own, won't meet expectations by a long shot. Can project management and project steering assure that «Global Branding» lives up to its name? Is it assured that quality and local cultural influences are taken into account? With a global network of its own offices and its official partners, SYMA meets these needs and assures that the demanding projects of global companies are reliably implemented. In this magazine you will find a selection of examples of this.

We wish you much reading enjoyment, and we thank you very much for your great trust in our company!

W. Stucki

Werner Stucki  
CEO, SYMA Holding AG

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### I·M·P·R·I·N·T

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SIMA 2011, Paris

## A strong profile in all off-road disciplines

The CGS group of companies with head office in Prague boasts the largest assortment of rubber products in the Czech Republic. One of the main pillars of the holding is the company, MITAS.

In the year 2004, CGS and Continental signed an agreement for the sale to CGS of Continental AG's

business area, tires for agricultural use. MITAS also acquired the right to use the brand, CONTINENTAL, for agricultural tires. This way, the CGS Group bolstered its long-term strategy for development, production and sale of off-road tires, primarily for agricultural machinery. For more than four years SYMA partner MIBA has produced the

presentation for MITAS. The two company areas are structured using blue and orange wall coverings, and matching floor lighting. Dynamic canopies bearing the two conspicuous brands (fixed on TRUSS and floor) strongly convey their message even from afar.



imm cologne 2011, Cologne

## Impressions with «Express furnishings»

In an area of over 500 m<sup>2</sup>, VON HAGEN GmbH from Blomberg constructed the presentation for the NOLTE GROUP company, EXPRESS MÖBEL, at the international furnishing exhibition «imm cologne 2011» in Cologne.

diverse business areas are represented at the exhibition: all forms of trade, the contract business, the architecture scene, the industry and up-and-coming players in the branch. In addition to the special events showcasing current design trends, the «imm cologne» made a big splash again in 2011 with an excellent support program on the theme of «The future of living».

Also EXPRESS MÖBEL used the potential of the support program to present with great success its innovative product solutions. The company's sustained success is the result of the continuous development of innovative ideas in design and functionality. This image was also reflected in the high quality of the exhibition stand and its stylish ambience. The predominant color, white, accentuated the innovative strength and strong market position of the

company.

VON HAGEN GmbH was in charge of realization, production, graphics and implementation using the system SYMA MOLTO 90 as the base structure. An elegant setting was established and used as meeting place to make interesting contacts or direct sales. This year «imm cologne» once again established the direction of trends pointing into the future.



The «imm cologne» is the central rendezvous for exhibitors and decision-makers from all major markets of the world. The presence of German trade visitors opens up Germany as one of the most important sales markets worldwide. The numerous visitors from abroad open the doors to the markets of the world. All the target groups important for the future of their respec-







## LIGNO NOVUM 2011, Budapest Premium polymer-based brand

With its polymer-based solutions, REHAU is an international leader in the construction, automotive and industrial areas. This was demonstrated by the company at LIGNO NOVUM in their compact stand, realized by SYMA-Budapest.

With a cross section as example, REHAU demonstrated its innovative strength in the develop-

ment of materials and systems, as well as surface technology. Supported on only four corners and braced by MOLTO clamping elements, the ceiling construction of the open, transparent stand design was built using SYMA-MOLTO 90. An upbeat large-format digital print established a stimulating atmosphere, and the flooring with neon illumination made the stand appear to be floating.



## BRAU 2010, Nuremberg Aromatic fruit juice concentrates

Ybbstaler, a renowned producer of fruit juice concentrates and natural beverage compounds is one of the main players in the branch worldwide. This fact was also reflected at BRAU 2010 in the stand design, which was first realized in 2008.

Working closely with the customer, SYMA-AUSTRIA planned a refreshingly friendly exhibition presentation, with a high level of recognizability. The walls on



the front and rear of the main block were decorated with a fabric graphic, to the full height of 4.5 m. Integrated on the sides, two light boxes displaying varying motifs loosened things up somewhat. The same was accomplished by two bars with backlit fronts displaying fruity-fresh motifs. Of great importance to the client was the re-usability of the graphic elements for the walls. These were produced in a way that satisfied this wish. The freely hanging elements with string curtains were one of the main reasons the overall effect of the stand was so successful. These were subsequently also used with great success at the ANUGA in Cologne and at DRINKTEC in Munich.

## ÖDG 2010, Congress Center Salzburg Innovative forms of therapy

With head office in Denmark, NOVO NORDISK is an internationally active pharmaceutical company, the largest provider worldwide



of insulin, and a major provider of hormonal preparations. The company made use of the ÖDG conference of the Austrian Diabetes Association in the Congress Center in Salzburg as information exchange platform.

As optimal method of achieving the objective, SYMA-AUSTRIA realized the NOVO NORDISK presentation in the form of a booth with three sides open: The customer was looking for a lounge-like quiet zone, combined with settings for the three main product groups (NovoRapid®, NovoMix30®, NovoMix70®). SYMA solved this by producing three conspicuous «product frames», so called stelles, and added bold accents in red, green and blue, and a white strip with advertising slogans. The inviting lounge zone with comfortable seating arrangement and bar area in white was perfect for encouraging an exchange of information with guests. The

successful stand concept will be used again many times this year.





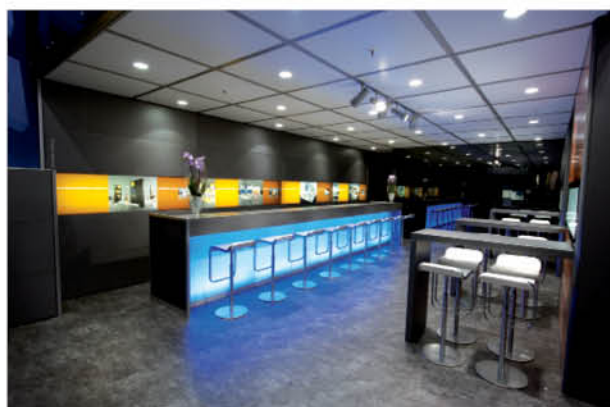
## EuroShop 2011, Düsseldorf

### Festive anniversary program

**SYMA made use of the branch highlight for an inspiring meeting of partners, and also celebrated their 50th anniversary. A cubic, two-storey concept for the stand was chosen as setting. The attractive, technically elaborate overall structure came across authentically as the temporary company headquarters of the SYMA Group.**

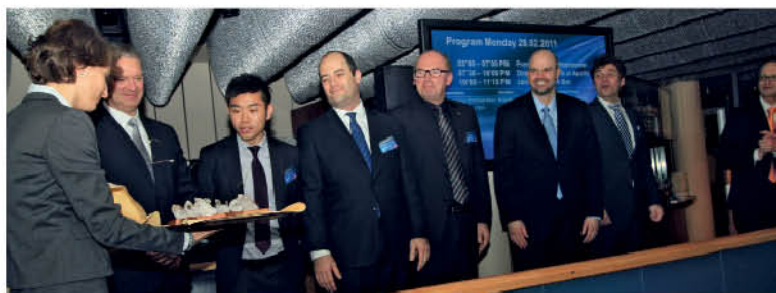
The aim of appearing at the exhibition was to present the capabilities of the entire SYMA network, and with that, to be perceived as internationally active partner by interested parties and customers. At the same time the stand also presented an example of a system which was to

serve as valuable idea for visitor's own presentations. The flow of visitors could be channeled perfectly because of the stand's two openings.



### SYMA partner meeting

As a popular meeting event for all SYMA partners, it offered an ideal opportunity for some intensive relationship work. On Monday SYMA held its partner meeting in the panorama platform of the Rhine tower, including an afternoon buffet and various presentations by the partners. The concluding evening meal was held in the hall of the APOLLO, and was enriched by a variety of show segments. On the occasion of the 50th anniversary of the company, Werner Stucki, CEO of SYMA, was pleased to receive a very special tequila gift from Alejandro Escalante (Grupo Omega Mexico).





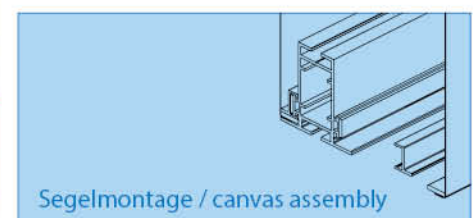
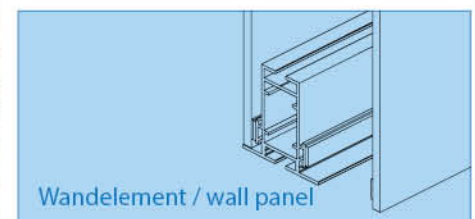
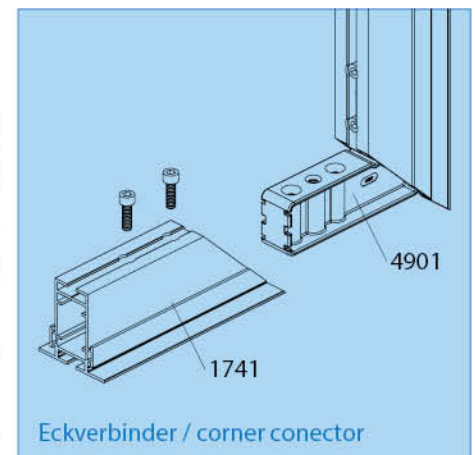
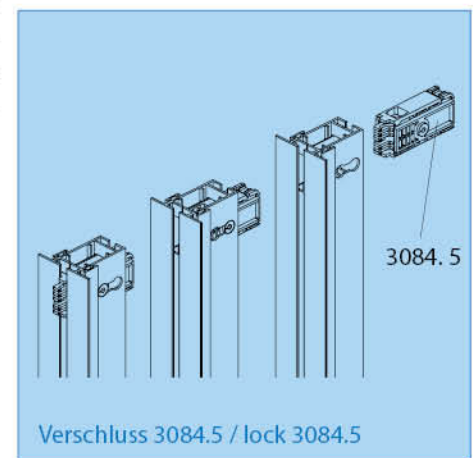
## SYMA-XWALL – EuroShop 2011, Düsseldorf Ingenuously simple ready-to-use frame range

The clear highlight at SYMA's stand at the EuroShop was SYMA-XWALL. The new ready-to-use frame system is based on a completely different construction than conventional exhibition construction systems, and generated a great deal of interest among visitors.

With its typically ingenious SYMA joining technology, «SYMA-XWALL» opens up entirely new dimensions in exhibit solutions. True to the motto «keep it simple», assembly of the innovative product is extremely easy, and offers considerable advantages both for exhibition constructors as well

as exhibitors. While conventional structures use bearing sections which are joined by frame profiles and then covered, XWALL uses ready-to-use frames in standard sizes. This means that formerly the exhibition constructor had to join each of the vertical supports and the horizontal profiles. Now the constructor simply erects ready-to-use frames which are joined together by the proven SYMA latch lock, with two simple hand movements and a simple tool. Then the standard coverings are seamlessly attached. The prefabricated frame elements can be assembled in a modular way in any direction, beside and above one another, and covered with various materials such as wood, textiles, and Alucobond. These, in turn,

open up all kinds of effective decoration possibilities using promotional graphics in large or small sizes. The response to XWALL is very promising, which is why it will soon also be available with rounded arches.







## GUANGZHOU 2010 ASIAN GAMES, China

## State-of-the-art multimedia technology

The global leader SAMSUNG demonstrated its innovative power in the futuristic pavilion at the «ASIAN GAMES» in China. SYMA-ASIA realized the presentation on a 440 m2 area, in close cooperation with BizMarComm.



As co-organizer of the competition, with roughly 4000 visitors each day, SAMSUNG recognized the importance of the booming consumer market in China, and took advantage of the opportunity to present its consumer product lines. They exchanged views directly with visitors and, using SAMSUNG's newest technology, marveled together at the competitions. With the sophisti-

cated façade construction combined with lattice design as exterior shell of the pavilion, SYMA provided a convincing demonstration of its special capabilities. This futuristic setting, combined with the fascinating color effects on the LED screens, enriched the various events.

8<sup>th</sup> China International Automobile Exhibition, Guangzhou

## Demonstrating drive

At the eighth international automobile exhibition in Guangzhou, SYMA-ASIA realized the presentation for FORD, which launched promotions of the new global slogan «Feel the difference».

In addition to the new slogan, the exhibition presence also dealt with the four aspects «Quality,

Green, Safe and Smart», which were conveyed by means of information pillars. The solid corporate design accentuated the FORD brand in the familiar blue, accompanied by alternating, large-format



wall graphics produced on impressive LED technology. The visitors were entertained by various interactive games and stand elements. In addition to the involved planning for the stand, SYMA was also responsible for the AV equipment, video editing, the unveiling ceremony, as well as the brilliant setting for the vehicles, including the stands and the monitoring of these.





## STYLE HONG KONG 2010, Shanghai

### Urban oasis

At STYLE HONG KONG the organizer HKTDC took care of over 30 exhibitors to promote their products in a central exhibition zone under the motto «URBAN OASIS».



The Hong Kong Trade Development Council (HKTDC) is a semi-state-run non-profit organization that promotes Hong Kong's international economic ties. With a global network of more than

40 offices in about 30 countries, HKTDC provides a platform for business contact with China and Asia. HKTDC organizes trade fairs and exhibitions as well as business missions, to facilitate businesses' contact with Hong Kong and the Chinese mainland. Over time it has developed into the



major exhibition organizer of Asia.

The aim of STYLE HONG KONG is to promote the lifestyle, brands and cultural achievements of Hong Kong. In an area of 1600m2, SYMA-ASIA realized in Shanghai an urban oasis as symbol of

the unlimited possibilities. Orchid-like sculptures symbolized how good ideas ultimately lead to successful products. A large number of HKTDC logos assured the omnipresence of the organizer.

The main challenge for SYMA-ASIA was that the open-air project was subjected to harsh, rainy weather conditions.



## AUTO SHANGHAI 2011, Shanghai

### Crowning LED technology

RENAULT made modifications to its exhibition concept for AUTO SHANGHAI 2011, and in doing so, acted as model demonstration of SYMA's well-oiled network in Asia and Latin America. EXPOMOBILIA from Effretikon was responsible for the overall concept including project management and project direction as well as comprehensive customer care; in team-sharing with EXPOMOBILIA, SYMA-ASIA was responsible for realization.

Elegance, simplicity and brilliance – these are the attributes that define RENAULT's stand de-

sign. The well-versed SYMA team did a repeat performance of the great job of the previous year. Premium quality is of the highest importance for



Renault. The highlight and main public attraction was a suspended crown, consisting of 18 LED elements. Under this the unveiling of the new design line concept car DeZir (desire) took place. Here, a fascinating look at the future design was offered, with its emphasis on sensual contours, behind which were concealed an advanced light-weight construction and environmentally friendly engineering. An artistic atmosphere was established by two flanking illuminated walls with key visuals, with the logo and the slogan, "DRIVE THE CHANGE" in alternation.







## AUTO SHANGHAI 2011, Shanghai International growth spurt

True to the exhibition motto «INNOVATION FOR TOMORROW» SKODA is currently on the verge of a new growth spurt, and plans to expand considerably in coming years, especially in international markets. For the 11th consecutive time the company was distinguished as price-performance leader.

The presentation of the SKODA brand at the Shanghai Auto Show 2011 underscored the feeling of optimism and highlighted the importance of the Chinese market, now the largest foreign market of the manufacturer. In addition to the current range of models, Skoda also revealed for the first time in Asia the design study «VisionD» which includes design elements of future models, as well as the fresh, modern company design, and the updated company logo. A further highlight on the over 1400 m<sup>2</sup> exhibition stand was the Octavia Green E Line. SYMA-ASIA gave



an especially strong performance with its construction of an attractive 3D cinema, including the interior and full audio-video equipment. Further special features included an LED wall with corpo-

rate images, and an illuminated wall on the upper level with flowing light effects. All was produced by a team that worked very efficiently throughout the entire project process.

## AUTO SHANGHAI 2011, Shanghai Successful comeback

**Low-carbon-content technologies and sustained development were the focus of the exhibition in the New International Expo Center in Shanghai. «Green growth» was an inevitable exhibition trend, which SGM oriented itself to with its new line of cars.**

The marvelous feedback from the public for the brand new stand design at the last BJ-SHOW was the main reason why SGM retained the basic concept and requested only a few small changes. In only 36 hours SYMA-ASIA installed all the «I-beams» in a total area of 5000 m<sup>2</sup>, and in 24 hours all paper elements

for the ceiling arrangement. For Buick, a section of the «wall ribs» had to be cut into 3D forms – alluding to a vehicle silhouette. In addition to the brilliant setting for the new models, interactive games provided for the amusement of visitors.

(Stand & communication design by Bellprat Associates / Interior design & project management, George P. Johnson)







## PU TECH 2011, INDIA

### Sustained upward trend

The IPA (Indian Polyurethane Association) opened wide its doors on the occasion of the third polyurethane exhibition and conference, PU TECH 2011, at the India Expo Centre near New Delhi.

The polyurethane industry is one of the strongest growing branches in India. The sustained upward trend is being forecast also for the coming

year. BASF INDIA is one of many companies that profit from this growth potential. They took part in PU TECH with a 108m<sup>2</sup> pavilion in SYMA cubical design, and sizable illuminated acrylic glass cabinets.

Realization: SYMA partner SWIFT India.



## BC INDIA 2011, INDIA

### Expressive design vocabulary

In Mumbai at the construction machinery trade fair, Germany took part with a joint stand of approximately 1,600m<sup>2</sup> in size. SYMA partner SWIFT was responsible for the standardized design concept, as well as the realization of an information stand.



Experience shows that a large number of the international exhibitors set up enormous stands of their own, often with two stories. The German contingent tied itself in here using an expressive design vocabulary, typical branch colors, and a generous information lounge. Here, the design elements also tended toward the tall side (up to 5 meters construction height). Vertically running, orange-colored profiles and light gray design

elements attracted attention in the open design of the information stand, and tied together the overall appearance of the joint exhibition. The design concept and the combined materials were optimally made for re-use, which has a positive effect on stand construction costs.



## CARIFEX, Santo Domingo

### A smart, compact solution

Small areas – but extremely effective! Whenever efficient use of a stand's area is of high importance, the SYMA partner CARIFEX demonstrate themselves as experienced specialist. For its participation in the 14th book fair in Santo Domingo, the Central Bank of Dominican Republic commissioned CARIFEX to provide a new exhibition



design. In an area of around 43m<sup>2</sup> they built a superstructure using SYMA 30 and 60, combined with acrylic panels and a roof construction using SYMA-ORBIT. Back-lit graphics demonstrated their ability to attract attention, especially at night time.



At «EXPO UMPIH» in the Fiesta Hotel in the Dominican Republic the flour producer MOLINOS MODERNOS presented its products along with excellent samples. The tasting stand was realized using SYMA-SYSTEM and blue acrylic panels.







## SRS – SYMA RENTAL SYSTEM, Mexico Growing rental business

SRS was founded in Mexico in the year 2008. Marketing SYMA products in Mexico and renting SYMA double deck structures are its main focus of business. Numerous valuable partnerships have been formed with local and international event organizers, exhibition builders and independent architects.



The client, TECART & DESIGN, took advantage of the products and services of SRS for a 120 m<sup>2</sup> double deck stand for their customer, EVANS, at EXPO NACIONAL FERRETERA in Guadalajara.

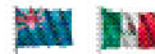
This year ELIPTIC placed its trust in SRS Service for the production of a two-story presentation of the WALMART chain (total 345 m<sup>2</sup>).



Since its founding, the list of customers of SRS Mexico has been growing continuously. For example, 520 m<sup>2</sup> double deck structures were installed in the year it was founded. This figure grew to 2000 m<sup>2</sup> already in the third year of operations. Parallel to the introduction onto the market of SYMA double deck, also SYMA-MOLTO 150 and 90 were introduced. The areas of display cabinets and shop construction subsequently followed, and constructions for museums are also newly on the increase. The three reference examples FITA, EVANS as well as the global player WALMART demonstrate a cross section of SRS. Art display, commissioned by the International Fair of Tourism of the Americas (FITA), realized with services of SRS the two-story MEXICO PAVILLON (144 m<sup>2</sup>).







## ALIMENTARIA, Mexico Spanish hospitality



**ALIMENTARIA is the food industry's most important exhibition in Mexico. This year 1200 national and international trade visitors and over 475 exhibitors from 25 countries gathered in CENTRO BANAMEX in Mexico City.**

For three days the exhibition visitors had the opportunity of gathering exhaustive information on changing consumer preferences and the newest marketing strategies. The presentation of a total of around 5000 new products, accompanied by an interesting support program, attracted the public in droves.

ICEX (Instituto Espanol de Comercio Exterior) commissioned the collective production

«SPANISH PAVILLON», in which 50 companies presented products originating from Spain. The Spanish company M.R. Asociados Ferias, S.L. was responsible for stand design and coordination, and the SYMA-Partner, GRUPO OMEGA, for realization. The 1100 m2 stand was produced entirely in Mexico. The uniform corporate design with yellow-red tones as key visual was coordinated with the national colors of Spain. Individual back-lit graphics for customers were the central focal point, while the exhibitors presented their products and select delicacies on shelves and in display cabinets.



## MICROSOFT TECH ED 2010, New Zealand One-to-one IT challenges

For the 3-day Microsoft conference TECH ED in the Sky City Convention Centre in Auckland, Events Direct Ltd chose SYMA Partner V3 to construct exhibition spaces for HP and Microsoft as well as signage systems throughout the venue.

Using equipment which included some very special SYMA-MOLTO applications, V3 created some very inviting communication platforms for Microsoft, HP and Xbox. These platforms were where developers and IT experts were brought up to date on current and future product releases, as

well as new solutions and services. The IT industry and Microsoft experts offered a 1:1 challenge with educational programs to increase understanding of the products, to be prepared for the innovations of tomorrow.





## WORLD GAS CONFERENCE, Argentina Clean energy source

The last World Gas Conference took place for the first time in Buenos Aires. Under the heading «The Global Energy Challenge: Reviewing the Strategies for Natural Gas» the topic of focus was the assurance of future supply. The

largest meeting of the industry is held every three years, with the participation of companies and organizations from every continent. Also among the participants were the energy company EDF (Énergie de France) and the gas pipeline operator EUSTREAM. The French agency «N.G.C.» developed the stand design for EDF, and the Slovakian agency «Agentura Evka» that of EUSTREAM. The SYMA partner STUDIO HOCHMANN made sure that both projects were professionally implemented. EDF's visuals were based on four striking rectangular towers with backlit graphics. In addition to four rooms for important meetings, a hospitality zone with mini-football extended an invitation to visitors to relax. The custom presentation produced by EUSTREAM featured atmospheric, illuminated ceiling canopies sporting the



strong EUSTREAM brand. Gathering areas in white and gold yellow corresponding to the corporate design established a relaxed setting for business meetings, enriched by exhibits of famous Slovakian artists.

## SHOWROOM, GROHE Vienna Premium water delight

GROHE is Europe's largest manufacturer and the leader worldwide in the area of premium showers, bathroom and kitchen fittings, thermostats, spray heads and installation systems. Following the successful work accomplished at AQUATHERM in Austria, they chose to commission SYMA-AUSTRIA to create the new showroom in Wiener Neudorf near Vienna.

The special challenge here was to harmoniously integrate the existing modules of the exhibition stand with the structures already established in the showroom. The modules with wood construction were given a high gloss lacquer, and adapted

with additional, printed glass dividers. In some cases new ones were installed. The aim was to create on one location an appealing backdrop for the premium fittings and sanitary equipment of GROHE, where it would be possible to present the diversity of the products in a modern setting. SYMA-Austria did this successfully with the help of SYMA-Czech Republic. The results present potential customers with a quick overview, and make it easier to make a choice because of the way the product lines are structured. GROHE Austria was very pleased with the results, and they are already planning further work together in this area.

GROHE – enjoy water!







The Court of Wil [Hof zu Wil] is the crowning feature of the Wil old city, with over 800 years of history. The oldest part of the court, the square tower, was restored between 2008 and 2010 and then reopened to the public. In it court history can be viewed and experienced – also thanks to an exhibition for which SYMA KIRCHBERG realized the display cabinets.

With only a few small modifications, the proven SYMA museum display cabinets satisfied all the customer's needs. The dividing walls and rear walls of the high display cabinets were constructed with extractable Boutique Booth, and the pedestals with lacquered MDF boards of various

## CITY MUSEUM, COURT OF WIL, St. Gallen Collection of city history

heights. The advantage of these walls is that it is easy to simply hang up aluminum shelves of different sizes. The display cabinets have security locks and are made of Optiwhite laminated safety glass, and can be opened by swinging doors. Integrated adjustable LED spotlights can be dimmed for each cabinet element, emit no ultraviolet radiation and little warmth, consume very little electricity, and their lifespan is much longer than conventional lighting. For the models of the buildings SYMA constructed covered cabinets with fiber optic lighting (integrated in the base). Aluminum tubes were bent and fitted with fiber optics for the lighting. In consultation with the model constructor the lighting was adapted to the way shadows are cast by the movement of the sun.



## Graubünden canton school, Chur Successful campus renovations

In the course of the renovations for the Graubünden canton school Halde in Chur, SYMA-Kirchberg was commissioned with the realization of various display cabinet constructions. Their size and enormous weight, however, turned out to be a special challenge.

For the corner display cabinets in the atrium a very discreet construction with a transparent effect was chosen for the cabinet supports. It was necessary to ensure a high degree of stability, without any sagging, despite the limited number of supports. The hanging display cabinets in the renovated old

schoolhouse are fitted with low-voltage spotlights, adjustable shelving, and swinging doors with concealed, integrated cylinder locks and hinges. The model display cabinet provides protection to the replica of the existing burial chamber. The foundation was positioned on waterproof plates



because of the moist conditions in the room. Special bolts were used for the full glazing of the covered substructure. A specialty of the display cabinet: the contours of the model had to be transferred onto the glass by a film cover and template.



## General Meeting, GEORG FISCHER AG, Switzerland

### Multimedia equipment

Georg Fischer focuses on the 3 core divisions of GF Piping Systems, GF Automotive and GF AgieCharmilles. Founded in 1802, the industrial concern has its head office in Switzerland and operates around 130 companies in 30 countries. For this year's general meeting, SYMA received a contract to handle the media technology.

The general meeting of GEORG FISCHER AG in the steel foundry Schaffhausen was held for the first time with media technology and event professionals from SYMA. Here, six full HD projectors, a four-camera control system, more than



30 loudspeakers, and far more than a hundred spotlights were utilized. A special challenge was to flood the steel foundry with pleasant lighting, and provide good quality audio right down to the last seat. The close cooperation with the customer made it an evening to remember.



## General Meeting, RAIFFEISENBANK, Switzerland

### Regional member meetings

This year, SYMA SYSTEM AG had the opportunity for the first time to equip and look after the innovative event technology at multiple general meetings of RAIFFEISENBANK.

RAIFFEISENBANK commissioned SYMA for the events at the following banks: Unteres Toggenburg, Raiffeisenbank region Haslital-Brien, Münchwilen, Mörschwil, Schaffhausen, Tobel, Wängi-Matzingen and Unteres Rheintal. Here, emphasis was placed on individual solutions to suit the specific locations, in order to optimally meet the needs of each of the branches. The range of requirements included large screen projectors, hall audio systems, audio mixing for an orchestra, hall and stage lighting, and even live satellite broadcasting. Meticulous planning and very constructive meetings in advance with each of the people responsible on the customer side meant that all general meetings could be realized successfully and within budget.



The general meeting of the Raiffeisenbank Schaffhausen, in the former steel foundry in Schaffhausen

