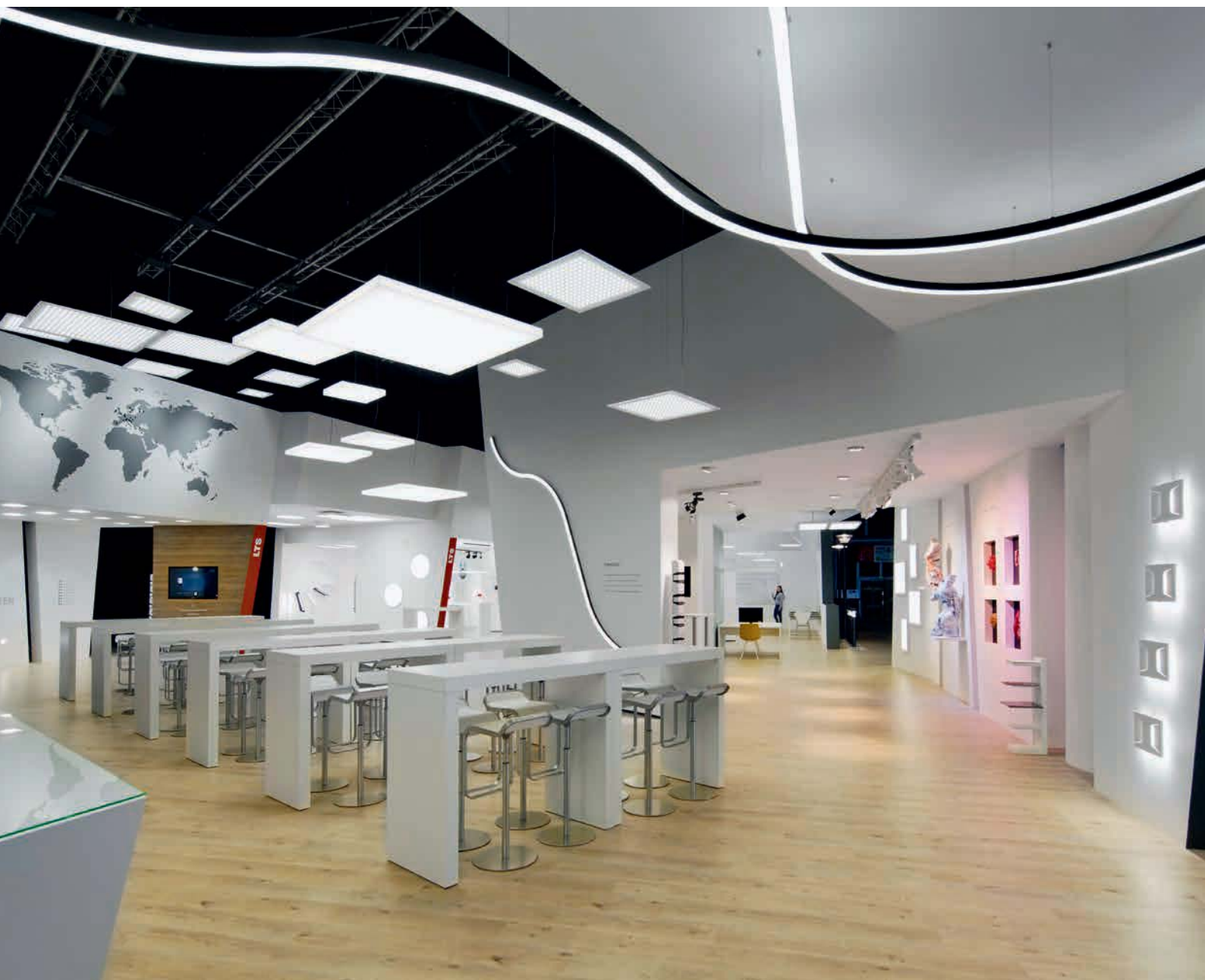


REPORT

Magazine for exhibit systems and services



SYMA-SYSTEM AG

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SYMA®
Global Performance

Editorial

Dear Readers,

If a company has put in place a "brand promise" what does that mean? A promise is a commitment to do something. If it is just noise, will it dilute the brand? Some companies will make promises to attract customers and projects. During stiff competition, they can be heard to promise many things. Later, they are not able to keep those promises. Is this then deception that in the end destroys their brand?

Sometimes in our exhibition industry you will find "noise" packaged as a brand promise, but in reality a promise that cannot be kept. Maybe that noise is sometimes sufficient to get noticed. But on its own, getting noticed isn't enough in the long term to build up a brand message that aligns with a company and its products. A brand message is a promise. But if that promise is not delivered or not honored, the client is disappointed.

A "brand" promise must be believable and the brand must deliver on it. The way I understand it, this means words and deeds are a package. The pair must be delivered consistently over a long period of time in order to build that brand. Each and every one of our exhibition projects is an ideal platform to develop and deliver a brand promise, to continue to build the brand, and to honor our promise as partner at the same time.

To do this we offer our customers professional support and global know-how from a very diverse array of cultures. For example, SYMA's early market entry in China 23 years ago (1991) allowed us to gather valuable experience. This experience we are happy to pass on to our customers.

For us, global experience means promising that our team will have direct influence on the production and delivery of goods and services on location – using our own companies, our management and our production. SYMA has built its "brand promise" delivering results, with its own network, over many years of great experiences. In this magazine you will find some examples of this. Enjoy reading.

W. H. W.

Werner Stucki,
CEO SYMA Holding AG



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? roger.wyss@syma.ch | www.syma.com | CH-9533 Kirchberg | Phone +41 71 932 32 32

Impressum

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ALLES FÜR DEN GAST 2013, Salzburg Tailor-made catering trade concepts

Multi-specialist wholesaler KASTNER was keen to adapt its trade fair stand in Salzburg in line with the revamp of its overall profile. It opted for a compelling SYMA-AUSTRIA concept using SYMA-XWALL, which completely met its economic and design requirements.

With 6 cash-and-carry stores, the KASTNER Group is one of the leading suppliers of the catering trade in Austria. As a long-

term partner of the company, SYMA-AUSTRIA was commissioned to organise the wide-ranging product assortment into attractive groupings and optimally showcase each brand. The design was based on the SYMA-XWALL system, which included open bridge elements for merchandise presentation and the use of backlit LED frames and product shelves. A huge and highly visible brand banner was the perfect finishing touch to the open stand concept.





SWISSBAU 2014, Basel

Versatile drainage technology

As one of the largest construction and real estate trade shows in Europe, SWISSBAU offered an effective platform for the wide range of products of BGS BAU GUSS AG. SYMA KIRCHBERG was able to integrate the company's offering in a prestigious exhibition stand.



The product range of BGS Bau Guss AG from Härkingen in Switzerland comprises well over 600 quality products, including manhole covers, intake screens, surface and tunnel covers, floor drains, tree grilles, manhole linings and drainage channel systems.

The task of SYMA for SWISSBAU 2014 was to create an impressive stage for the diverse product offering of the com-

pany. The completely custom designed exhibition stand with a floor area of around 180 m² offered not only open presentation areas but also an attractive water feature, stunning rear wall graphics, a lounge area and a storage/kitchen area. BGS successfully exploited the huge visitor potential and received lots of positive feedback.

LIGHT+BUILDING 2014, Frankfurt

Optimised energy efficiency

LIGHT+BUILDING impressively confirmed its role as the world's leading trade fair for lighting and building technology and not only celebrated new records in terms of exhibitors and floor space, it also attracted more visitors (210,000) than ever before. SYMA customer LTS welcomed its guests at a sophisticated stand with an area of over

600 m²; already for EuroShop SYMA EXPO GmbH realized a 255 m² stand.

The central theme of this year's LIGHT+BUILDING was the issue of energy efficiency. It is also a key area of focus for LTS Licht und Leuchten GmbH, whose activities over the past 29 years have been shaped by the multifaceted medium of light.

Its development and production of innovative reflector technologies will make possible significant reductions in energy requirements. Following the successful collaboration during EUROSHOP 2014, SYMA was again engaged to realise the company's presence in Frankfurt. As previously, the stylish concept specifically designed to focus on the effects of lighting was projected by LTS architect Birgit Tränkle. It authentically symbolises the quality standards, innovative capacity and sustainability of the company. The construction chosen by SYMA with conventional elements based on the SYMA-SYSTEM platform enabled a visually distinctive and superior design at optimal cost. The solution had to meet a wide range of aesthetic and functional requirements for the LTS lighting presentation.



SINO DENTAL 2013, Beijing

Futuristic research station

The impressive "Dental Technology from Germany" industry showcase at SINO DENTAL offered an outstanding platform for the German dental industry with its SCIENCE LAB special show. At the spacecraft-like research station, which focused on the theme of "Innovation and Research", the "Photo Screening" unit proved to be a powerful audience magnet.



The Science Lab was realised as a box-shaped design with rounded edges and semi-matt white painted surfaces. The

"clinical" tone of the station was enlivened by interactive LED panels on the front facade which alternated with semi-transparent textile prints. The interior of the Science Lab, which was subdivided into three areas, showcased four research stations with an array of innovative technologies and products created through collaboration between the German dental industry and a number of prestigious universities and research laboratories. "Photo Screening" – the smallest station next to the exit – was an extremely popular interactive attraction. On leaving the research station, visitors had the opportunity to be photographed with "new teeth" and have their picture published on the "Wall of Smiles" or take it home with them. Architects Holland Papert & Birnbaum developed the inspiring spaceship design, which was realised in close cooperation with SYMA-ASIA.



EMO 2013, Hanover

Multi-functional machining centres

WFL MILLTURN TECHNOLOGIES is the only manufacturer in the world to focus exclusively on the production of multifunctional turning-boring-milling centres – and it effectively showcased three of these units at EMO.

As the world's leading metalworking trade fair, EMO Hannover attracted over 2,100 exhibitors from 43 countries under the theme of "Intelligence in Production", including WFL which presented three of its MILLTURN turning-boring-milling

centres to an international trade audience. The double-deck steel structure with integrated smoked glass surfaces was realised by SYMA-AUSTRIA according to the design concept of Michael Jaritz (INDUSTRIAL DESIGN). The meeting rooms and VIP Lounge were built as seamless wooden structures and served as popular meeting points. SYMA-AUSTRIA will adapt the concept for use at 15 or more trade fairs up to 2015.





EXPO GUADALAJARA / FIL BOOK FAIR, Mexico

Cultural showcase

Mexico is developing as a significant trade fair location, with its main venues located in the cities of Monterrey, Guadalajara, León and Mexico City.

With an exhibition area of 119,420 m² EXPO GUADALAJARA has the largest exhibition hall with 2,000 car parking spaces and is the most important trade fair organiser in Central America. Designed to international standards, the two-storey centre



has 15 spacious entrances and loading/unloading platforms as well as function halls able to hold up to 50,000 people. With 25 years' experience in the industry, this trade fair venue in the heart of a major shopping and hotel district – and just 35 minutes from the international airport – has established itself internationally as a location for major events, including the international FIL Book Fair, the international Expo Mueble furniture trade fair, Intermoda, ANTAD, Expo Transport, Expo Joya, Ferreteria Nationalen Expo and others.

International Book Fair

The 9-day FIL Book FAIR is one of the most important book fairs in the Spanish-speaking world and offers a comprehensive range of cultural events. At the heart of these were the literary events and the programme organised by the guest nation of honour Israel. On the trade visitor days the Book Fair offered a detailed programme on specific themes. In addition, publishing houses and agencies were able to meet with trade visitors in the "Salón de Derechos" and the "Centro de Negocios para Profesionales".

SYMA partner GRUPO OMEGA realised for guest nation Israel an arena-style library in a refined wood look, symbolising the "Mount of Olives" that was based on the design idea of Enrique Norten from TEN ARQUITECTOS, Mexico.





New premises for GRUPO OMEGA

SYMA partner GRUPO OMEGA moved into its new 6,000m² works at the company's headquarters in Guadalajara – the company also has premises in Mexico City. With almost 25 years' experience in the trade show industry, the company provides comprehensive services and individual advice to organisers and exhibitors and is also a general contractor for print services. GRUPO OMEGA develops and realises single and double-deck trade fair structures in system and custom designs and collaborates with the global SYMA network on overseas projects.



MAGNA / GRUPO OMEGA

MAGNA is a leading global automotive supplier with over 128,000 employees in 29 countries. For the past seven years it has entrusted its trade fair presence to the services of GRUPO OMEGA. Expo Transporte ANPACT is a key reference point for the Mexican transport industry and the company was there presenting a cross-section of its products for heavy trucks at a 200 m² SYMA-MOLTO 150 stand.



SIMMONS / GRUPO OMEGA

The SIMMONS SELTHER brand of box spring beds combines state-of-the-art technologies to ensure a comfortable and healthy night's sleep. The company started production in 1923 in Monterrey, Mexico and now has around 100 licensed partners. For its presence at EXPO MUEBLE GRUPO OMEGA realised a compact SYMA double-deck stand. The 30m long black fascia was made by using SYMA-MOLTO 150.





AUTO CHINA 2014, Beijing Automobile showdown

China is the boom market of the automotive industry. This fact was once again demonstrated at this year's Auto China show in Beijing, where more than 2,000 exhibitors from 14 countries were represented, including SGM, which used the opportunity to showcase the latest Buick and Chevrolet models to their relevant target groups.

With an exhibition area of 3,000 m² and the creative design, SGM succeeded in drawing the attention of visitors to its latest technologies and models. Chevrolet aimed at a young, sporty audience, while Buick concentrated on the mid-range sector. The kinetics of the live moving and rotated wings underlined the dynamic architecture, the idea for which came from the unique shape of the chrome bars of the BUICK radiator grille. The design was launched at



AUTO SHANGHAI 2013 and has been adapted for all following trade shows. Chevrolet, too, employed symbolism and used the bowtie from its logo for the ceiling design as a sign of energy and vitality.

In contrast to AUTO SHANGHAI 2013, SGM this time used Alcantara leather – similar to the Buick interior – for the walls of the VIP Lounge. Chevrolet chose new high-end wall graphics for the meeting rooms and the walls on the second storey.

It took only one week for SYMA-ASIA to assemble this complex stand.

Design: Bellprat Associates Zürich

Project management: George P. Johnson



FENSTERBAU FRONTALE 2014, Nuremberg High-end aluminium products

FENSTERBAU FRONTALE in Nuremberg is the leading international trade fair for windows, doors and facades. The demand for increased sustainability and comfort is the innovation driver for this impressive industry highlight, which aluminium specialists the GUTMANN Group perfectly reflected with its stand.

The GUTMANN Group is part of the Greek ALCO HELLAS Group. The company has various production sites at which it manufactures high-quality aluminium products that are setting standards in the automotive, mechanical and electrical engineering industries.



SYMA EXPO GmbH created an open and modern stand design with a floor area of 260m² at FENSTERBAU. The striking and high-quality construction was realised using sustainable and reusable materials in a hybrid construction. During the production phase special presentation stands for the exhibits were developed in close cooperation with the GUTMANN Group. Numerous conventional components in combination with a SYMA platform provided the basis for this eye-catching and highly visible stand.

CeMATAsia 2013, Shanghai Innovative material flow technology

A total of 490 exhibitors gathered in Shanghai for the CeMAT ASIA 2013 intralogistics trade fair. SYMA EXPO GmbH developed a sustainable stand concept based on the concept of "Quality & Innovation" for JUNGHEINRICH AG's presence at the event.

JUNGHEINRICH has transformed itself from a small company with just ten employees to a leading global supplier in

the field of intra-company logistics. The SYMA design together with the choice of conventional construction materials enabled the creation of an extremely attractive and high-quality stand at optimal cost. The double-deck structure offered an elegant, professional presentation

area on the ground floor and – by contrast – a comfortable, sophisticated lounge with alpine flair on the upper floor.

SYMA-ASIA was responsible for the design, production and realisation and repeated the stand concept at CeMAT INDIA 2013 in New Delhi on a smaller area.



ANALITICA '13 / VELIJA '13 / FIDAE '14, Brazil / Chile

South-American partnership



SYMA's engagement in South America is bearing fruit in the form of interesting stand construction and event projects – including the joint German stand at ANALITICA 2013, the presentation of LIBBS LABORATORY at VELIJA 2013 and the offering of Russian client UAC at FIDAE 2014.

LIBBS LABORATORY took part in the annual VELIJA CONVENTION held at the "Espaço das Americas" in Sao Paulo. It reviewed the happenings of the current year and identified perspectives for the future. AAG WORKSHOP developed and realised the event, including a special light and sound concept with cuboid image lights that gave a unique feel-good atmosphere.



UAC, one of the most important companies in the aviation and aerospace industry, was an exhibitor at the 28th edition of FIDAE in Santiago de Chile. This biennial fair is attended by leading global companies and is the most important aviation industry event in this region. The individual stand concept with its completely timber structure was planned and organised by INTERFORM Moscow with AAG WORKSHOP being responsible for the realisation on site.

ANALITICA Latin America 2013 took place in Sao Paulo and was organised by NürnbergMesse GmbH. The official 260 m² German pavilion featured an information stand run by the Federal Ministry of Economics and Technology – the organiser of the initiative – as well as 19 other exhibitors. SYMA EXPO GmbH won the contract for stand construction and realised the project on site. The pavilion was created using elaborate conventional components and design elements and served as a prestigious and highly visible platform.



BLECHEXPO 2013, Stuttgart New outfit

The international BLECHEXPO trade fair has rapidly gained a leading position in Europe and now ranks second in the world league table of sheet metal processing trade fairs. The globally active BRUDERER company from Frasnacht in Switzerland used this platform to showcase its latest developments.

It was in fact celebrating two launches – its BSTA 810-180 high-performance stamping press and a completely revamped corporate design. For its trade fair presence, SYMA-KIRCHBERG realised an inviting 150m² island stand with the brand-new precision machine at its centre. The new seamless SYMA-TEXTILE canvas technology was used to create an attractive fabric covering, which emphasised the clear lines and opened up large surfaces for effective messages in the new corporate design.

The meticulously planned stand concept was particularly appreciated by the BRUDERER personnel as it enabled

them to provide optimal customer care, which included the long-established BRUDERER tradition of offering its trade fair guests a selection of refined Swiss culinary specialties.



K 2013, Dusseldorf Increased productivity

The desire to increase productivity drives the industry forward. KAMPF, a technology partner of foil and film manufacturers and processors, addressed this complex and topical issue at K 2013.

The numerous discussions and a number of new projects provide clear evidence of the relevance of KAMPF's trade



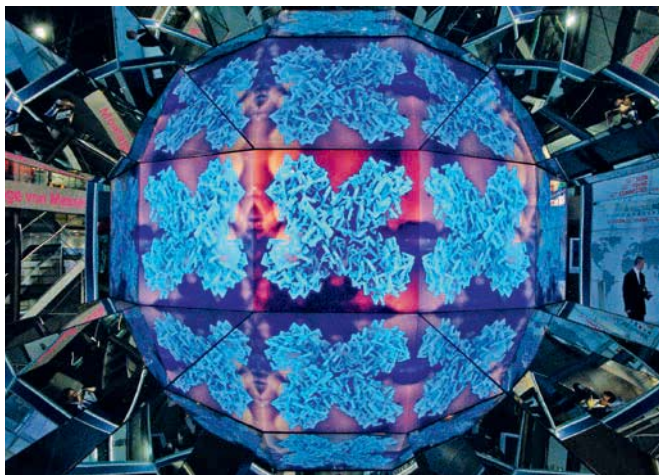
fair theme – "Let's focus on pure productivity" – with its focus on the highly productive new Autoslit III with double turret. The flexible machine concept enables the development of optimal overall solutions together with the customer. CONFORM realised a multi-level, segmented stand architecture with overhanging elements and rounded lines that emphasised the corporate dynamism of KAMPF.

EuroShop 2014, Dusseldorf Outstanding individuality

The world's leading retail trade fair had a new look this year and gave clear signals that this is an event no exhibitor keen for market success can afford to miss. SYMA astounded the 100,000+ visitors from more than 50 countries with a youthful contemporary design.

Conceived as a 100% system solution, the design displayed a surprisingly individual character. "Tunnels meet Tubes" reflected SYMA's dual strategy with the use of two large tunnels to symbolise its two business segments – Trade Fair Services and System Technology. The solution was realised in SYMA-CUBIC, SYMA-XWALL and SYMA-MOLTO 90. The outer facade with LED wall together with a faceted mirror wall in the left tower and multimedia funnel mirror illusion in the right tower were eye-catching elements that proved to be strong audience magnets. SYMA used the opportunity to demonstrate the benefits of its products directly in the presentation. For the first time SYMA-CUBIC was showcased to an international audience as a new solution for multi-storey structures. With strong structural properties and ideal compatibility, the benefits of the sophisticated "quick-build system" were compelling.





There was also a very positive response to the SYMA-XWALL frame system with its array of features, including unique flexibility, multifunctional capability, versatility of use as well as excellent stability and robustness. A further stunning highlight was provided by the trendsetting SYMA-TEXTIL. The cost-effective solution was demonstrated to visitors as a seamless and

acoustically effective wall and ceiling cladding on a matching aluminium support system, e.g. as a forest panorama. The wide freedom of choice of facade elements enables a flexible and adaptable look, thus allowing users of SYMA system technology to keep pace with the latest innovations.



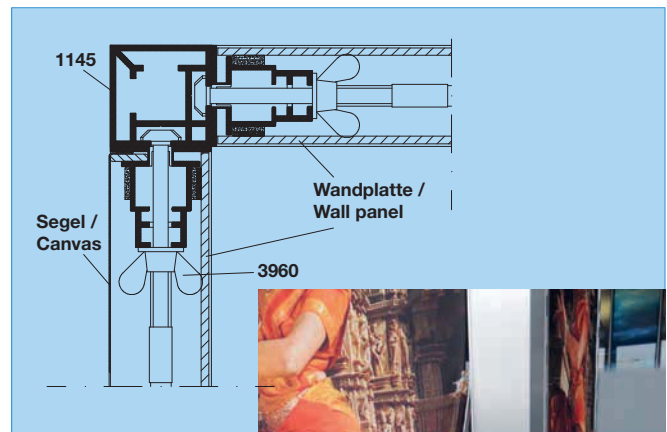
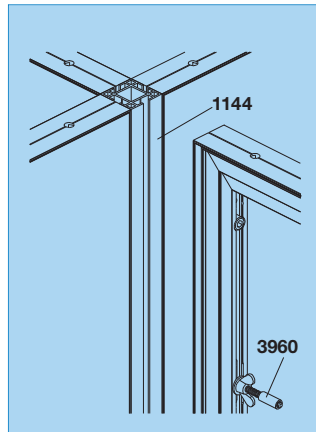
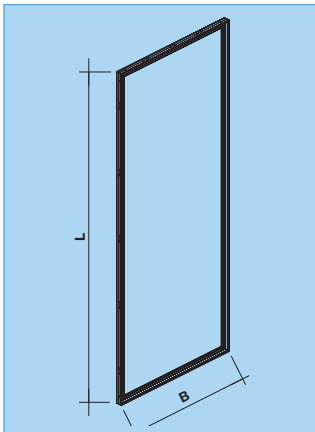
SYMA-XWALL 40

Sophisticated prefabricated frames

The easy-to-assemble SYMA-XWALL 40 prefabricated frame with proven SYMA latch fastenings was developed with meticulous attention to detail and opens up new dimensions not just in exhibition stand construction but also in shopfitting. In line with its "keep it simple" philosophy, erection is extremely easy and the system is suitable for DIY assembly. The prefabricated frame elements are part of a modular system and can be combined in any

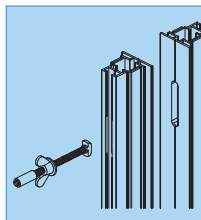
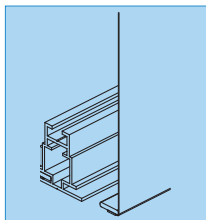
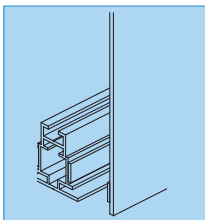
direction, next to each other and on top of each other. They can also be clad with various materials, including wood, textiles and Alucobond, and used to display small or large-format graphics.

SYMA-XWALL
series 40



Create an impressive, bespoke exhibition stand with very little investment – SYMA-XWALL 40 makes it possible! Exhibitors who want complete stand cladding can achieve an outstanding visual effect with very little outlay. Thanks to the sophisticated profile technology, there is a very small joint gap when building with SYMA-XWALL 40. Visitors have the impression of large and completely continuous surfaces – but without the constructor losing out on the advantages of the modular construction system or the exhibitor losing out on the cost benefits. An outstandingly wide array of materials, e.g. wood, glass, plastic, metal and textiles, can be used on either side of the

prefabricated frame elements to create a totally individual visual effect. Thanks to the quick fastenings using Velcro and push-on strips, the system is ideally suitable for all applications where graphics elements need to be changed rapidly as well as for movable walls, office partitions, displays or complete shop concepts with custom shelving configuration.



INTERPACK 2014, Dusseldorf Feeling right at home

Right from the time the doors opened, exhibitors at INTERPACK 2014, the world's leading trade fair for the packaging industry, welcomed large numbers of high-quality visitors from across the globe. Many companies experienced such a rush that their stands reached their capacity limits more than once. SYMA client Bühler AG from Uzwil showcased its Cocoa, Chocolate and Coffee business units at the fair.

The interest and decision-making authority of visitors as well as their willingness to invest appear to have been even higher than at the previous event, which itself was an outstanding success. A great many exhibitors rated as particularly positive the actual business deals and sales concluded at the fair – some of which were completely spontaneous. This development also benefited Bühler AG who were presenting 20 of their latest machines on an exhibition area of 1,200 m² – the largest of which was an impressive 21 metres in length. A spacious lounge area in "chalet chic" style provided visitors with a relaxing break from the hustle and bustle of the fair. In the bistro, with its green coffee oasis ambience, guests were treated to a range of tempting delicacies by the company's own chocola-



tier. The upper deck, which was constructed as a gallery and accessible via two staircases, contained fully equipped meeting rooms and a VIP Lounge. The concept was rounded off by an atmospheric lighting concept, two seamless plasma big screens and an unobtrusive sound system. A sophisticated infotainment offering informed visitors of the company's latest technical achievements and services.



IGEHO 2013, Basel

Impressive brand performance

NESTLE SUISSE S.A. welcomed its guests during IGEHO at a SYMA double-deck stand surrounded by lively brand worlds. Impressive high-end professional photos printed on large fabric sails acted as a central eyecatcher in each of the product areas.

Around 76,000 trade visitors took the opportunity to find out more about the latest trends in hotels and catering, food production and the meat industry at the largest and most important trade platform in Switzerland. Nestlé sent 9 nine of its best product ranges to the show. Famous names such as Nescafé,



Leisi, Mövenpick, Imperial, Frisco, Findus, Buitoni, Henniez and Maggi wooed visitors with product-specific worlds of experience – and provided plenty of opportunities to "browse, taste and communicate" away from the hustle and bustle of the rest of the fair.

SYMA-KIRCHBERG created a double-deck stand on an area of around 600m² with a centrally positioned kitchen on the ground floor and office and storage areas on the upper floor as central stand elements. The presentation was subdivided into the various brand worlds with partitions and featured an impressive 880m² of themed sail area.



IAA 2013, Frankfurt Exclusive "demonstrators"

At the world's largest car show, automobile manufacturers and suppliers showcased their products in an opulent, often extravagant setting and in some cases took over complete halls as stages for their latest ideas. FAURECIA highlighted its 4 product areas with the use of "demonstrators".

The global French automotive supplier commissioned SYMA with the ambitious task of dis-



for each segment, positioned at the top spots on the stand and made accessible exclusively to interested potential customers. There was an extremely positive response to the technological know-how of FAURECIA reflected in the products and innovations on show. The upper deck with meeting rooms, offices and comfortable lounge covered half of the elegant exhibition stand, which was constructed from superior-quality materials.

tilling each of the Emissions Control Technologies, Automotive Seating, Interiors Systems and Exteriors Systems areas of business to one main product. "Demonstrators" were created

Realisation: SYMA teams from Kirchberg and Prague.

ÖDG 2013, Salzburg Twin-track island solution

ROCHE and NOVO NORDISK are market leaders in the diabetes segment of the pharmaceuticals market. As a long-term partner of both companies SYMA-AUSTRIA was asked to realise the companies' joint stand at Austria's largest diabetes congress.

They chose a completely open and accessible design concept within the framework of an island solution. Striking bridge elements divided the stand visually into different areas. Thanks to the clarity of the graphics that were illuminated with aisle-facing light boxes, the two companies were able to communicate their individual messages while still clearly showing their synergies. The joint stand was realised in SYMA-SYSTEM 30, the fabric graphics were created with SYMA-TEXTIL and all structural parts were elegantly finished. A further challenge here was the short erection deadline of just 1½ days, which SYMA-AUSTRIA met with its usual professionalism.





LAUNCH EVENT 2014, AUDI A3, Shanghai

Targeted growth strategy

With the A3, which celebrated its official world premiere at AUTO SHANGHAI 2013, AUDI has entered the largest global market segment – the compact class. SYMA-ASIA realised the structure for a further launch event in Shanghai in 2014. The concept was based on a global industrial design theme and a dockland atmosphere was created using SYMA technology.

Comeback of the notchback – the new AUDI A3 marks the entry of the Ingolstadt-based car manufacturer into a new market segment. The new growth markets are in China and the USA, both of which are of strategic importance to the VW subsidiary, which has set itself the goal of annual global sales of more than 2 million vehicle units by 2020.



Although the LAUNCH EVENT in Shanghai was aimed primarily at invited guests, media representatives and corporate customers, it was also accessible during the day to the general public. The presentation comprised two areas: the urban, futuristic launch stage and the exhibition area that emphasised the scientific and environmentally friendly philosophy of the company together with the typical AUDI lifestyle. CHINA KINGWAY LIVE EVENTS was responsible for the atmospheric interior, which was designed to resemble a dockland environment. At night the atmospheric lighting with LED-backlit A3 brand logo made sure the AUDI presence was eye-catching and highly visible.

Implementation of the technical design and its construction within an extremely tight time frame posed a challenge for the local SYMA team.



DRINKTEC 2013, Munich / ANUGA 2013, Cologne

Concentrated pleasure

DRINKTEC is the industry's number one platform for launching new products on the world market. The "world summit for the beverages sector" is held every four years in Munich and market leader AUSTRIA JUICE made a lasting impression in 2013 with its refreshing "Fruit Oasis".

Around 1,400 exhibitors from over 70 countries presented the latest technologies for processing, filling, packaging and marketing all kinds of beverages and liquid food, including raw materials and logistics solutions.

Pure fruit was the focus of the AUSTRIA JUICE trade fair presence – the clear lines underlined its high quality standards and openness to innovations. The company showed its modern business credentials with the use of iPads and LED screens as information platforms. The meticulously defined concept included authentic taste experiences and clever details, such as the "apple curtain" on the rear wall of the lounge. Overall, a miniature world had been created that expressed the company's philosophy. The AUSTRIA JUICE

Oasis was rated as one of the Top Ten displays among the 400 exhibitors.

Thanks to the reusable SYMA-**XWALL** solution, SYMA-AUSTRIA was able to realise the stand in almost the same design just 3 weeks later at ANUGA in Cologne.



BAUEN & ENERGIE 2014 (BUILDING AND ENERGY), Vienna

Ground-breaking visions

The global player VELUX ÖSTERREICH GmbH imparted its vision of developing better living conditions under roofs with the help of daylight and fresh air at BAUEN & ENERGIE 2014.

This year's stand slogan: "One experiment is better than a thousand expert opinions" is based on the philosophy of VELUX founder Villum Kann Rasmussen. In line with this guiding principle, through its presence VELUX is signalling courage

to use unconventional, new solutions. In collaboration with the Institut für Architektur und Entwerfen der technischen Universität Wien (Institute for Architecture and Design at the Vienna University of Technology) competition contributions for a new VELUX trade fair presence were drawn up during 2011 and 2012. One project inspired the jury above all through its artistic, poetic solution, which imparted lightness and elegance through its simple design. The suggestion is ground-breaking

for the future as a result of its open, expansive approach. In addition to the presentation of new products, the recognition value and vision were perfectly embedded into the design with high architectural quality and innovation.

SYMA-AUSTRIA implemented the stand base as a floor construction with backlit LED edges including a steel frame with holders for the laminated timber with cables that were milled in. The oval ceiling components with the VELUX logo were particularly eye-catching.





AUDI Q3 LAUNCH EVENT, Shenzhen

Lively premium SUV

At Shenzhen AUDI launched the Q3, a compact premium SUV. It's sporty, efficient and versatile – an urban model that is at home on all types of road. In line with the style of this new vehicle, the CHINA KINGWAY LIVE EVENTS design office created an interior to match the fresh, trendy spirit of the young generation.

Throughout the 2000m² event location there was a cool, relaxed atmosphere. The waiting lounge was arranged as a coffee shop and the official Q3 launch was held on a dramatically brilliant water stage. The young audience was invited to the Gala Dinner, which was held in tents with palm trees and a beach atmosphere.



During installation of the impressive external structure the SYMA-ASIA team also had to conduct a special operation to deal with challenging weather conditions.





LANDESMUSEUM, Zurich

Impressive garden of mirrors

For the "Foray into Happiness, 1900-1914" exhibition at the Landesmuseum Zurich, SYMA-KIRCHBERG was again commissioned to construct display cases, booths and partitions and assemble them on site.

The exhibition combines historic objects from the collection of the Swiss National Museum with works from other major museums and private collections. Pictures by Wassily Kandinsky, Pablo Picasso, Egon Schiele and Ferdinand Hodler are also on display.

SYMA's task was to ensure the perfect integration of material from the previous exhibition with the new requirement for additional square and rhomboid display cases. A great deal of logistical expertise was also needed to coordinate the supply from two different storage locations as well as the large volume of material. The installation team was faced with the particular challenge of erecting the 3.4 m high display cases and walls. Black powder-coated SYMA-SYSTEM 30, black painted MDF board and 6mm laminated safety glass with reflective foil were used. A major advantage here is that the majority of the system can be reused for the next exhibition.



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CTT EXHIBITION, Moscow

Prize-winning outdoor pavilion



The CTT EXHIBITION of Construction Machinery has been held in Moscow since 2000 and is now established as a leading trade fair in the construction sector. SYMA partner INTERFORM created a prize-winning outdoor pavilion for the VOLVO TRUCKS presentation.

With its strongly international profile CTT EXHIBITION provides access to the target markets of Russia and Eastern Europe and also serves as a business platform for information exchange and networking. This offered an ideal opportunity for VOLVO TRUCKS to benefit from this excellent environment



with its approx. 600 m² presence. The design was based on SYMA-MOLTO90 combined with decorative larch elements, coordinated to VOLVO's corporate design and worldwide standards. The robust connectors and outstanding stability of SYMA-MOLTO made it possible to realise the 250m² glass-walled pavilion in the terrace and air-conditioned lounge area to a depth of 6 metres without trusses.

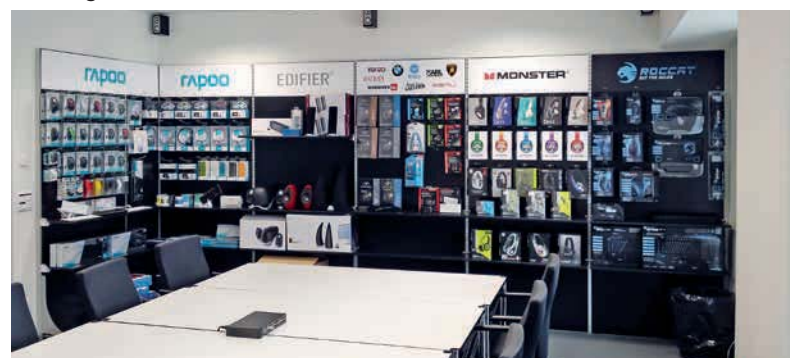
ABC Distribution & Retail Solutions GmbH, Buchs

Complete entertainment

For 23 years this successful Swiss company has stood for reliability and unique expertise in the areas of distribution, marketing, trade marketing and PR. It commissioned SYMA-KIRCHBERG to realise its training and meeting room.

ABC Distribution & Retail Solution GmbH was originally primarily involved in the distribution of entertainment software for consoles. However, after progressively expanding its product assortment and developing the market for PC games, its focus has shifted to the user software market. Leading Swiss retailers have benefited for many years from the professional solutions offered by the company, which plans and implements the marketing and sales promotion measures directly. SYMA-KIRCHBERG won the contract to execute a shop-style conversion of the training and meeting room. SYMA-XWALL 40, which was developed as a multifunctional framework sys-

tem for shopfitting, was ideally suited to meeting the requirements of the client. The back walls were fitted with perforated wall boards that were completely compatible with standard industry hooks for product presentation. In addition, vertical shelf rails were installed between the frames, to which practical shelving could be added.



PAMASOL Willi Mäder AG, Pfäffikon SZ

Double-sided protective measures

PAMASOL Willi Mäder AG with its registered office in Pfäffikon SZ is an innovative manufacturer and supplier of filling machines and accessories for the international aerosol industry. The company was founded in 1965 and has now become a technology leader. SYMA's contribution is the individually produced machinery cladding.

PAMASOL satisfies every aerosol or spray system desire. Based on extremely personalised customer care, its solutions are always tailor-made. The company develops, produces, installs and maintains machinery ranging from the individual station to complete manufacturing facilities.

The comprehensive range of products includes all the necessary machinery and components associated with filling aerosols. The name Pamasol stands for reliability, innovation and aerosol know-how.

SYMA-KIRCHBERG produces the corresponding cladding for the filling and auxiliary machinery in order to protect the operating staff and/or the product appropriately. The SYMA machinery cladding is specifically designed and built to meet the requirements of PAMASOL Willi Mäder AG. The multi-functional SYMA technology, with matching accessories, offers a high level of flexibility during use.



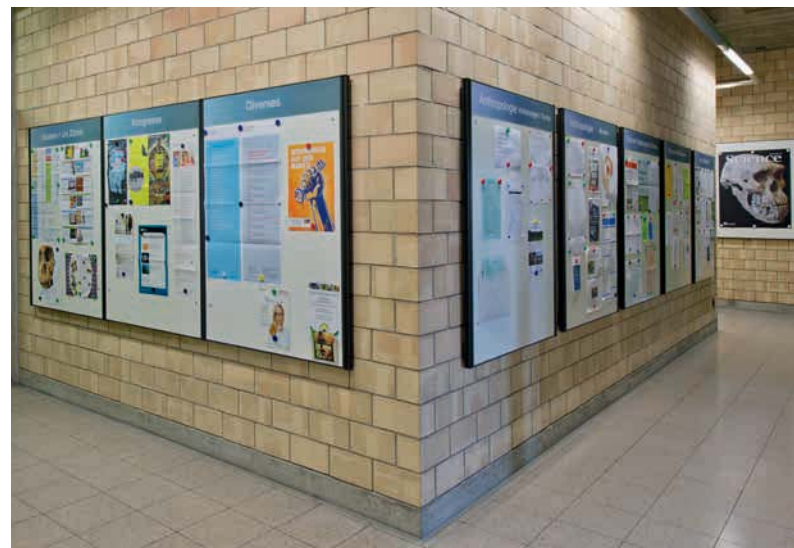
UNIVERSITY IRCHEL, Zurich

Expandable information system

Most of the institutes of the MNF (Faculty of Mathematics and Natural Sciences) as well as the dean's office and the office of the Dean of Study Affairs of the MNF are located on the Ircchel Campus in Zurich. The latter instructed SYMA-KIRCHBERG to create and supply a large number of notice-boards with various designs.

The first notice-boards in this form were already designed by SYMA over 20 years ago for the University of Zurich. The first-class quality, the different versions and the advantage that the existing design can be expanded with identical boards were the decisive factors for a follow-up order totalling 296 information boards. These included 78 boards with glass swing doors and a cork linoleum rear wall for sporadic changes of information, 30 boards without a glass door with a cork linoleum rear wall for posters as well as 186 additional boards without glass doors with a metal rear wall for information placed by students.

The optimal size of the notice-boards means they can be used in landscape or portrait format and are easy for the staff to install.



EuroShop Party & Partner Meeting, Apollo Dusseldorf Entertainment and networking



The traditional SYMA Partner and Licensed Agent Meeting with 100 participants from around 40 countries is held every three years at EuroShop. It offers an ideal opportunity to cultivate existing relationships, exchange information and develop the SYMA network during a varied entertainment programme.



In the afternoon the Max & Willi duo started their performance, which resumed at intervals throughout the evening as well. The duo then took the audience off to the Variété Apollo in Dusseldorf where Werner Stucki (CEO SYMA Holding AG) discussed the latest developments in the SYMA Group, followed by talks from three experts:

- Joachim Schäfer (CEO Messe Düsseldorf) on the theme of "International Trade Shows – Dinosaurs of the Event Industry or Trendy Meeting Platforms".
- Prof. Dr. Jörg Beier (Cooperative State University Baden-Württemberg) on the theme of "What's next? The future of the exhibition industry".
- Marc Henry (Co-Founder Agency brandstorm Geneva) on the theme of "Brand architecture: Future Trends in International Design".

The Variété Apollo then hosted an evening programme with a mix of spectacle, dance, shows and artistes. The Max & Willi duo provided a humorous thread throughout the evening while guests were treated to a tempting range of delicacies. The evening ended in traditional style in the Apollo Bar.

