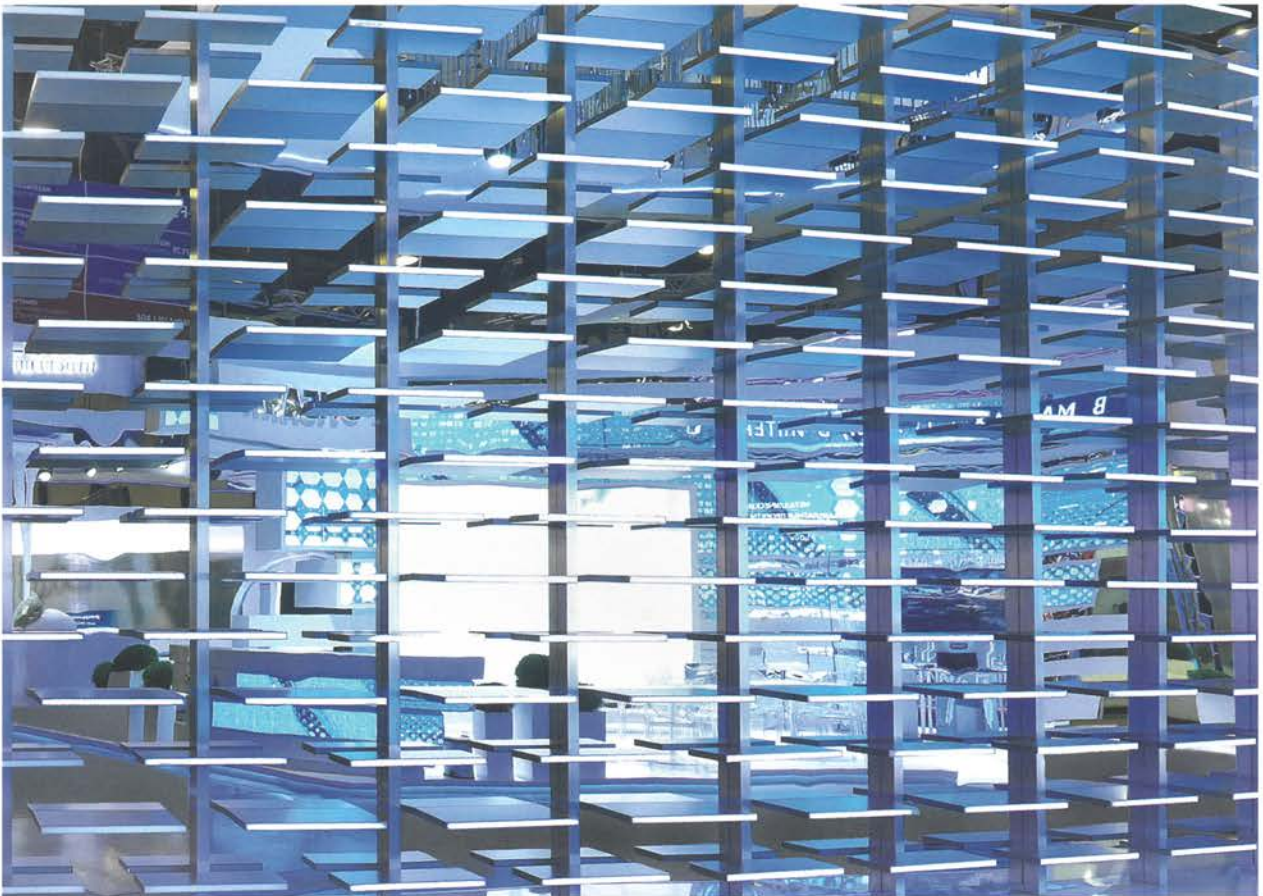


# Report

Magazine for Inspiring Solutions & Systems



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# We build inspiration

## Whatever Works

Dear Reader,

Shanghai, Lucerne, Munich, Barcelona, St. Petersburg, Nuremberg, Hanover, Zurich, Shenzhen, Kirchberg, Cologne, Santo Domingo, Buenos Aires – these are just some of our locations. Wherever we base our activities, though, the most important thing is that everything works – and you'll find plenty of examples of our work as well as statements by interesting personalities in this edition of Report No. 74.

As demonstrated in the Woody Allen film "Whatever Works", simple things can easily become complicated and vice-versa. There are often unexpected twists and turns and the rules of the game can suddenly change. The live com industry seems to be plagued with similar difficulties and demands the exercise of a healthy amount of pragmatism. When we've come to the end of a project, we always ask ourselves, have our actions been appropriate in achieving our customers' goals? Because projects are normally of a limited duration, the world does not usually undergo diametric changes that require continual rethinking and redesigning of the concept.

Nevertheless, a project is usually only one jigsaw piece in a series of tactical, operational or strategic elements that are coordinated

to achieve the desired success. Pragmatism fits very well with our problem-solving approach, not least because our world finds itself in an almost unprecedented period of change. New business models are emerging and are rapidly displacing traditional enterprises. The usual laws of company management that aim for continuous growth are being thrown into question. Long-term strategies are only of limited validity and are being replaced by self-learning, flexible organisations. Digitisation and industry 4.0 offer new opportunities and make many tried-and-tested systems appear outdated.

This rapidly changing environment offers previously unimagined opportunities. However, it requires a high degree of flexibility in terms of understanding, thinking and acting, which is not promoted by rigid hierarchies. By our nature, though, we humans are good at adapting to new situations. We must therefore not be viewed as logical, rational machines. And this offers a great opportunity for the live com industry, which works primarily on human emotions. If we successfully combine emotions and pragmatism, we may not become the next Woody Allen, but we will create effective solutions based on the concept of "whatever works".



W. Stucki


Werner Stucki  
CEO SYMA HOLDING AG

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A large, modern exhibition stand for Continental at the Auto Shanghai 2017. The stand is primarily orange and black, with a curved, dynamic design. It features a mezzanine level with a glass railing, a large screen displaying a car, and several orange reception counters with the Continental logo. The stand is illuminated with warm orange lights, and the background shows the dark, industrial interior of a large exhibition hall with other stands visible in the distance.

Auto Shanghai 2017

# Logistical tour de force for Continental

Technology company Continental made a captivating and lasting impression at Auto Shanghai 2017. Two world premieres and other eye-catching new products were showcased at the dynamic and self-assured stand area which was highly visible and attracted large

numbers of visitors. The stand concept was designed by the German firm Wiesner Messerschitektur GmbH and was realised by SYMA-Asia in close liaison with Continental (Project Manager: Stefanie Waldeck).







The eye-catching Continental stand with its striking use of yellow included a ground floor area of 598 m<sup>2</sup> and an upper floor area of 170 m<sup>2</sup>



The Continental stand was created by SYMA as a complete custom package using conventional components. Ultimate quality was demanded in all areas of the construction. The key elements here were the sophisticated wall surfaces, the exquisite floor coverings and the distinctive choice of furnishings.



Senior Manager,  
Marketing & Events,  
Sales & Key Account  
Management

**Mr Schön, what are the main objectives of Continental on the Chinese market?**

The Chinese market is definitely one of the most dynamic and fastest-growing markets in the automotive industry. We want to grow here more quickly than the market. We are therefore already working closely with local manufacturers and joint ventures. We intend to strengthen this collaboration in the future.

**What message did you particularly want to convey to visitors?**

Our innovations, naturally! We wanted to show what the technology company Continental is really capable of. That's

why we went for an open and inviting stand concept that encouraged visitors to come in and talk to us. The focus was of course on our ideas, our products, our concepts and especially our people. We wanted to give the people behind the Continental brand a face. These people – including more than 30 000 developers – are responsible for putting together the right offer from our huge portfolio for each and every customer. Tyre developers work together here with electronics developers, and materials experts from ContiTech work with automotive ergonomics experts. That was clearly shown again at Auto Shanghai 2017.

**How happy are you with your participation?**

We are very happy! We have received lots of positive feedback from vehicle

manufacturers. The openness and the highly trained and competent staff at the stand were viewed very positively. In addition, the attractive stand design and our striking use of colour acted as magnets inside the hall. Our presence was complemented by numerous employer branding activities undertaken by local colleagues. Overall, it was a great success.

**What can you tell us about the collaboration with SYMA?**

We found SYMA to be a committed and expert partner. They provided very professional, high-quality management of a global project. We are extremely grateful!





Continental is currently represented in 56 countries with production sites in 35 of them.

#### Future sustainability with seven strategic dimensions

Continental has identified seven strategic dimensions to secure its future sustainability. These include long-term value creation, globally balanced distribution of sales and a top market position as one of the three leading suppliers in all relevant markets. Other equally important dimensions are a high degree of localisation, a balanced customer portfolio between the automotive and other industries and a mix of established and pioneering technologies. At the core of the company are people who have the space to be creative in an atmosphere that inspires.

#### Continental world premieres

Over 1 000 exhibitors from 18 countries advertised their products and services on a floor area of around 360 000 m<sup>2</sup>. Continental presented a world premiere of its new generation of driver assistance cameras. These devices offer an integrated cleaning function as well as a reliable database for driver assistance systems and automated driving. Another world premiere for Continental was its compact electrical axle drive. Weighing around 75 kg, the axle drive has a maximum output of up to 150 kw, a maximum torque of 400 nm and overall dimensions of 400 x 500 x 320 mm.

#### Technologies for safe and clean mobility

The new axle drive from Continental is a key factor in enabling Chinese vehicle manufacturers to rapidly expand the spectrum of electric vehicles. The axle module will be manufactured in China. A joint venture with Chinese telecommunications operator China Unicom will form a foundation for growth in the field of mobility services. This year will also see Continental start local production of its 48-volt "People's Hybrid" system in China.





## This cube with pulsating RGB edges housed an eye-catching treasure trove.

The EuroBLECH sheet metalworking fair once again attracted well over 60 000 visitors, with 2 % more foot-fall. Where better for an outstandingly functional design to grab lots of attention? SYMA's subsidiary MIBA built the stand to plans by Munich-based Schmidhuber & Partner GbR. Schuler AG used the stand to highlight its focus on "the digital tomorrow" and to show how revolutionary the future will be.

### Top technology market leader

Schuler AG has its headquarters in Göppingen, Germany and is majority-owned by the Austrian ANDRITZ Group. It employs 5'200 people across 40 countries worldwide. Schuler supplies the whole automotive industry with plant, tools, process knowledge and services; it is a top innovator and market leader in metalworking technology.

### Smart press shop

The future-oriented section of the stand took the form of a Smart

Press Shop, marked out from the remainder by its unusual shape. The Smart Press Shop presented three types of solution to networking in metalworking technology, making the process more reliable and production more efficient. These were illustrated using its "Smart Assist", "Service App" and "Machine Monitoring System (MMS)". The transparent "Machine Monitoring System" in particular created a real buzz and gave completely new insights into pressing.

### Original Schuler design wins award

Schuler AG won an award for the original design of its blue polymer ring which makes coins more counterfeit-proof. The stand, which spanned 595 m<sup>2</sup>, was built by SYMA in 19 working days and was staffed by 35 people. Schuler's stand was the company's calling card, with trademark rounded edges and a combination of oak, grey product frames, and blue-and-white elements.



The CUBE designed by  
Heller Designstudio & Partner





EuroBlech 2016

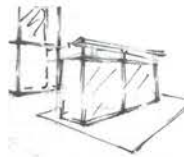
# Schuler shapes the future

EuroShop 2017

# From idea to exceptional presentation







Daniel Fehr  
Head Design  
SYMA-SYSTEM AG



Daniel Fehr: "Based on a briefing comprised of key items, diagrams and sketches of design ideas were produced. From that a preferred concept quickly developed, which was selected for further studies. It took six months from the initial sketches to the final rendering."

**Mr. Fehr, to work on a project basis for a customer is one thing, but is it a different matter altogether to produce something for your own company? What do think?**

Yes, generally there is a difference. One is very familiar with one's own company, and its products and presentation. But with customer projects it is necessary as designer to first come to grips with the respective company. Before a concept can be developed, it is important to gather information about the products and the CI/CD. But for one's own company it is necessary to view an exhibition stand design from a certain distance – almost as if it is for an outside company. That way, routine and familiar things can be considered from a different point of view.

**Which aspects did SYMA focus on for EuroShop?**

One of the main design aspects was to ensure that the new SYMA exhibition stand for Euroshop 2017 communicated clearly and distinctively the new CI/CD. Both graphically as well as architecturally the new appearance had to form a single unit, and it was essential for the individual components to interact harmoniously. The second key aspect was the three main products: SYMA-DOMO, SYMA-

TEXWALL and SYMA-SKY. Important here was to integrate these product groups in the architecture of the stand, but also to showcase them as individual highlights.

**Which internal and external requirements had to be satisfied?**

In the design of our own exhibition stand it was vital to use as many of SYMA's own materials and components as possible. Timeless and modern design and the integration of refined features such as "greened partitions", luxurious furniture and presentation elements, and premium lighting were requirements that had to be included in the project planning. Naturally, exhibition guidelines and conditions also had to be taken into consideration, to ensure that the project went off smoothly from start to finish.

**How did the production work out?**

Producing it worked out very well, because we were able to test many of the subjects and applications in advance on our premises. The biggest challenges involved optimizing our exhibits and stand components as far as possible during the design and planning process, so that we could present the best solution during the exhibition.

**Are you satisfied with the overall presentation?**

Our appearance at EuroShop 2017 matched the original design concept very well. Naturally, during the development phase there were the inevitable compromises to be made between design and technology. Our project team consisted of staff from the design, event technology, and system technology divisions as well as project management. It was always possible to approach challenges and arrive at solutions together.

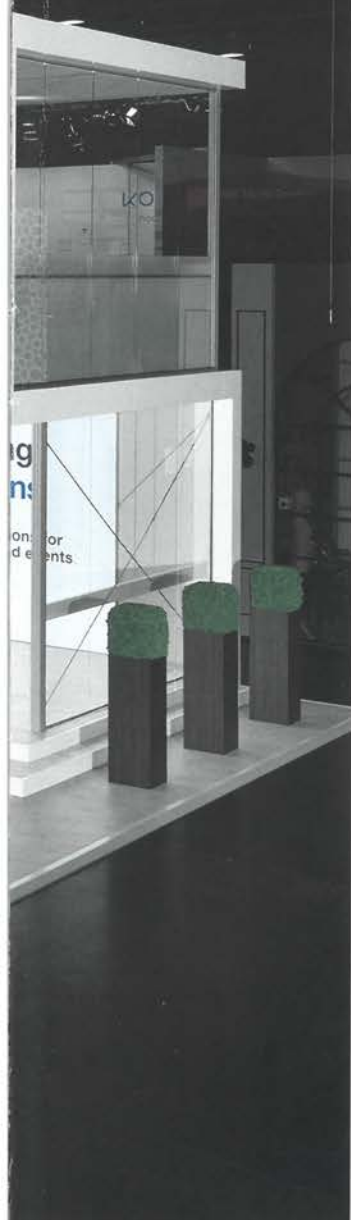
**What inspires you in your work?**

Inspiration is something we can derive from many sources. In conversations at trade fairs or at art exhibitions, for example, or in a downtown street café or the heart of a busy metropolis. We are constantly surrounded by things that inspire us, every day. Very often these days it is on the virtual level. Creativity and flexibility influence our work daily. Always on the lookout for new trends and news, we try to envisage and implement projects even more individually, tailored to our clientele.



**Sweet inspiration**  
Confectionery manufacturer Sprüngli pampered our guests with individually branded praline creations. They were served as a welcome treat or together with a cup of coffee. Word of the stylish delights quickly went around the exhibition grounds and enticed numerous visitors to the exhibition stand to experience these Swiss chocolate delicacies. The sweet inspiration simultaneously reflected SYMA's guiding theme of "We build inspiration".





Jim Lawless in action on the subject of Mission Impossible

## At the heart of the spacious piazza, SYMA offered unforgettable moments for trade fair visitors.

### We build inspiration

"Flexibility in understanding, thinking and acting", in the words of Werner Stucki, CEO SYMA HOLDING AG. SYMA showcased its offering here at a stand measuring over 250 square metres and with an impressive design concept. The focus was on the new stand design, which formed a single architectural and graphic unit with all component parts interacting in harmony. The modern architecture filled many visitors with admiration. The manifestation of SYMA's philosophy and actions in the slogan "We build inspiration" not only impressed trade visitors, it also provided the perfect backdrop for making new contacts and maintaining customer relationships and partnerships.

### Product inspiration: three highlights

SYMA's three new product innovations attracted a lot of interest among visitors from a wide variety of industries. Without a doubt they sparked a burst of inspiration. All new features could be seen fully incorporated in the stand concept. With SYMA-DOMO the underlying structure of the two-storey stand construction was clearly demonstrated. SYMA-SKY formed the crown of the piazza and established the perfect lighting conditions. On the closed side of the stand SYMA-TEXWALL impressed exhibition visitors with a 120 square metre application. The new wall system enabled the creation of complete, seamlessly printed and backlit

graphics walls that captivated on-lookers with a fantastic and brilliant display.

### Eventful network gathering

During EuroShop more than 120 guests enjoyed the great programme at the global SYMA network gathering. The venue was Roncalli's atmospheric Apollo Variété in Düsseldorf on the Rhine. An entertaining time was had thanks to the two keynote speakers. Dr. Veit Etzold's topic was storytelling, and Jim Lawless inspired SYMA partners with the subject of "Mission Impossible". The exciting evening of dining and entertainment closed off enjoyably at the bar with drinks and a DJ.





Freisein 2017

# Exciting leisure and travel show in Zurich Central Station





Where better to focus on the themes of leisure and travel than here in Switzerland? No wonder that organiser Patrik Weidenmann from Eventstation GmbH chose Zurich as the location for the first edition of the "Freisein 2017" leisure and travel show.

#### Positioning as show

The positioning of the event as a show was important to Weidenmann who benefited from the presence of a 10x5 metre fully equipped stage, which was used by the exhibitors for a wide range of presentations. The attractive, lively and diverse programme ideally complemented the exhibition stands and the presen-

tations were transmitted live on an overhead screen.

#### Fantastic venue

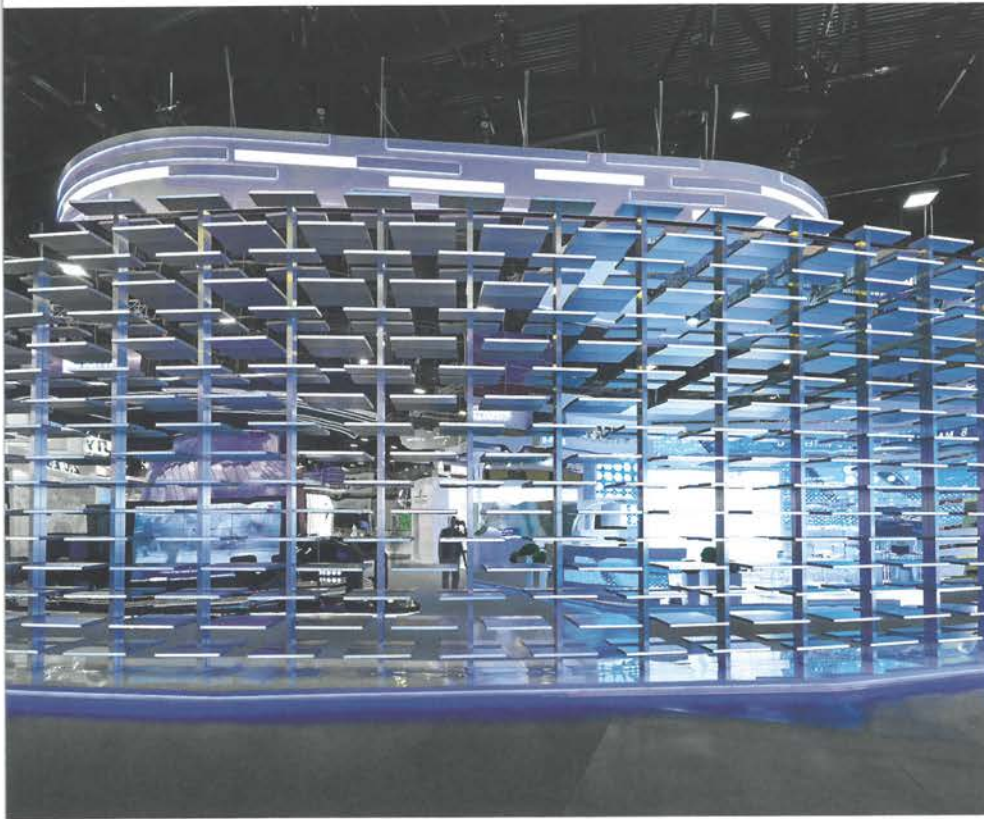
With around 100 000 people passing through Zurich Central Station each day, it is the ideal venue for travel operators, airlines, shipping lines, national representatives, leisure parks and regional tourist boards to showcase their offer. The stand concept realised by SYMA was based on 4-metre tall back walls containing logos, images and printed areas. Each stand was appropriately furnished and as everything was already on site, this made the organisation of participants easier. With a total of 52 stands, visitors and passers-by

enjoyed an open, spacious and extremely visible presentation area.

#### Tailor-made SYMA solution

Small, open and friendly exhibition stands provided the opportunity for brief and lengthier discussions between exhibitors and visitors. There was also space for additional advertising areas – from the 75 m<sup>2</sup> LED screen to the Peron section. The organisers Eventstation GmbH have set the trade fair bar high. SYMA offered a carefully tailored solution and is looking forward to being involved in the organisation of stands and events for "Freisein 2018".





Creativity and technology in harmony: the visually impressive stand was created for the VTB Group using SYMA-DOUBLE DECK for the base and main lattice structure.

## The VTB Group stand brilliantly reflects the strength of the company.

The VTB Group is a global provider of financial services, comprised of over 20 credit institutions and financial companies operating across all key areas of the financial marketplace. At the St. Petersburg International Economic Forum (SPIEF), a unique economic and business event, the VTB Group impressed attendees with its superlative stand. The core message of a "world without barriers" was translated to dramatic effect for the numerous visitors. Realised by SYMA's Moscow-based partner Interform, the stand underscored once again the

importance of combining custom design with sophisticated technology to create internationally sought-after solutions.

### A facade with a message

A coherent, modern media facade concept using dynamic lighting effects emphasises the VTB Group's strength and ambition. The stand's signature structure has sweeping curves, equipped with inbuilt, high-resolution LED screens. The resulting facade is full of meaning and message, as the shape repeats and blends into the whole.

### The perfect platform for presentations

The stand framework formed a perfectly integrated system component, cleverly deployed to display technological possibilities, content and artistic visualisations. These represented the various fields of activity of the VTB Group. Radial patterns with decorative plexiglas inserts really caught visitors' eyes, as did the lights on the shimmering floor and the striking central information area. Inside the stand was an open area for business discussions and communication.







International Economic Forum (SPIEF) 2017

# A barrier-free world

## Skyscraper illusion

The facade walls were designed to look like a skyscraper, symbolising the international nature of the Group's activities. A blue and white colour scheme and 3D logo seamlessly injected the VTB Group corporate style. This illuminated stand was visible from almost everywhere in the pavilion.







GUTMANN AG showcased its offer at BAU 2017 with an acclaimed product and brand presentation featuring a new double-deck exhibition stand with a 117 m<sup>2</sup> lower deck and 78 m<sup>2</sup> upper deck. The understated colour palette used in the design created an elegant and superior look with impressive long-distance visibility.

#### Safety redefined

The focus here was on a redefined safety concept as well as on the company's built-in frame fall prevention system. Its recently launched range of lifting-sliding door systems

with large glazed areas opened up new, crystal-clear vistas. Other effective eye-catchers at the stand were the Contour integral 50 system with its filigree lines, a series of modern, sophisticated window and door systems and various Gutmann accessories offering unrestricted mobility. Founded eight decades ago as a light metal wire foundry in Weissenburg, Bavaria, GUTMANN specialises in the manufacture and sale of high-quality aluminium products.



## The GUTMANN product portfolio is divided into three core segments: Building Systems, Aluminium Profiles and Special Wires.



GUTMANN AG at Bau 2017. This leading international trade fair with over 2000 exhibitors from 42 countries attracted 250000 visitors.



Katja Benesch  
Head of Corporate  
Communication

### Ms Benesch, what were your expectations for GUTMANN's participation at Bau 2017?

BAU 2017 more than ever proved its position as the industry's leading international fair. The high quality of the visitors – architects, designers, planners and installers – was again confirmed. There was also a more international visitor profile. BAU is a great opportunity for us to present our innovative products and areas of focus to a wide audience. The challenge at this year's fair was to present our diverse range of products on a relatively small stand area while also satisfying all the expectations and requirements of our

customers. The architectural highlights incorporated in the stand construction concept were emphasised and reflect the philosophy of BAU 2017. The targeted use of form, materials and technology expressed the quality and innovative strength of GUTMANN AG and its products at the fair.

### How successful was the double-deck design?

The double-deck stand included our catering area and gave us the opportunity to hold in-depth discussions with interested customers, architects and planners in a quiet and pleasant atmosphere.

### What can you tell us about the collaboration with SYMA?

SYMA creates individual and innovative exhibition stand concepts for GUTMANN AG. We are always able to rely on their complete range of services that cover all aspects necessary

for a successful trade fair presence. This includes everything, including concept planning, architectural design, manufacture, logistics, problem-free setup and on-site support during the event. Fixed contact persons and excellent process transparency come as standard and contribute to a positive cooperative partnership. With the tailor-made designs that we created in close collaboration with SYMA, GUTMANN AG has set visual and functional trends.



Auto Shanghai 2017

# Automotive dynamism from the Far East



In 1889, Buick's founder David Dunbar Buick planned to start a small engine factory simply in order to provide for his family. This proved to be the first page in a continuing success story. At Auto Shanghai, the company showcased the debut of the Buick Regal sedan, a strategically global model. Also appearing in public for the first time was the Buick Velite 5: an electric vehicle equipped with a range-

extending conventional engine. Creating the Buick stand presented SYMA with a stimulating challenge and opportunity.

Powerful cars framed by a floating ribbon  
A personal, Far-Eastern touch graced the stand's interior. Within this framework, the Buick brand concept was memorably conveyed to visitors. The complete stand drew

the eye inexorably towards its most attractive feature. Striped wooden slats floated effortlessly through the air, with controllable lighting to highlight the interior.

A complex build  
The bottom line with key questions such as how to hang the slats, and the best material or sealant to use, is: test, test and test again. In the end, the answer was high-density



**Sleek lines and reflections give a feel of China. This elegant design was targeted squarely at customers from the Far East.**



fibreboard (HDF), which gives flexibility and great stability. The precise distance between the slats was calculated for optimum effect. The desired authentic style was achieved using wood veneer stickers, imported from Korea.

Then there was light  
Ensuring the right lighting required additional controllers and cabling for the 182 m long, nine-ply slats.

The solution was to produce small sections in-house, to be fitted in situ. Adding transformers and a slender string of lights made for an elegant solution.

Committed to construction  
The second challenge was the band of white fabric that crowned the stand, with its variable width dimensions. SYMA's construction department engaged fully in finding

a solution. They created a 3D max animation model, so they could cut the band into smaller sections. The fabric was then gently wound around the model frame. After the intense focus this challenge required, SYMA was immensely proud of the end result.



BrauBeviale 2016

## Beverages perfectly presented



For maximum enjoyment – close your eyes and take a first sip. Images of meadows in bloom spring to mind. And the buzzing of bees on a summer's day. Austria Juice beverages arouse a deep awareness of the intense aromas of nature. The company had a 130m<sup>2</sup> exhibition stand at BrauBeviale 2016 where it offered an outstandingly enjoyable experience of Austria Juice beverages to around 37 000 trade visitors from Europe and across the globe. The creative stand concept designed by SYMA Austria received extremely positive feedback.





## Austria Juice was delighted with the planning and realisation of its stand concept.

### High-quality raw materials straight from the fruit

Austria Juice is one of the most significant producers of high-quality fruit juice concentrates, beverage compounds, fruit wines, NFC juices, natural aromas and fruit sweeteners. The company is based in Kröllendorf, Lower Austria and also has 14 production facilities in Austria, Germany, Hungary, Poland, Romania, Ukraine and China. At the BrauBeviale stand, visitors were able to experience the core of the AUSTRIA JUICE Group's success: a balanced combination of high-quality raw materials, corporate

responsibility, professional, innovative production as well as first-class quality control and logistics.

### Strong and direct communication

The SYMA Austria-designed stand allowed Austria Juice GmbH to present its product highlights. The company's new design lines were perfectly showcased. The stand concept also met all marketing and sales requirements. The focal point of the stand was the spacious bar area with a range of innovative cocktails. The roofed lounge with its designer furniture, specially designed LED-illuminated display cases,

a tasting counter and background music was well attended. Large textile graphics on the walls contributed to the visual communication. Banners and logos rounded out the effective presentation of the new brand design. The use of state-of-the-art seamless screens perfectly communicated the brand message to the audience at the show. BrauBeviale is the most important international trade fair for capital goods along the beverage production process chain. And Austria Juice is already looking forward to the next joint projects with SYMA.



Swiss Museum of Transport / Swiss Council for Accident Prevention

# SEE YOU – see and be seen



## SYMA has developed a unique world of experiences and mirrors together with Loosli & Zehnder.

We all like to feel safe, but safety is something you have to work at. There are threats to our safety all around, for example from traffic. We need to really watch out for other road users. We also need to see and be seen. Sometimes we have right of way, sometimes not. We all like to look ahead – but sometimes it's good to check in the rear view mirror, too. At the Swiss Museum of Transport in Lucerne, visitors can experience these sorts of situation for themselves in the refurbished Road Traffic Room. The Swiss Council for Accident Prevention (bfu) commissioned SYMA to design an exhibition for part of this space.

### Unique labyrinth to explore

Mirrors, lights and reflectors give us a clearer, safer view in road traffic, but they can also be a distraction. The unique modern World of Mirrors in the Road Traffic Room

gives visitors of all ages the chance to experience "seeing and being seen". The installation fills 85 m<sup>2</sup> and is based on uniform hexagons. Visitors are drawn into the magical world of mirrors and reflections.

### Interactive stations

Within the maze of mirrors, visitors move freely and explore their surroundings, including several interactive stations. Various road users are dotted around the labyrinth. Rotating mirror units provide an ever-changing layout and lighting conditions. The mirrored sections include access hatches which open automatically, "spy" mirrors and a revolving triangular mirror column. Key elements of the installation include the floor, and the ceiling made of light-diffusing acrylic sheeting fitted with state-of-the-art LED lighting. This acts as a kaleidoscope, multiplying the images to give the illusion of a giant, labyrinthine environment.







The bfu (Swiss Council for Accident Prevention) is the national body responsible for road safety. As Switzerland's centre of excellence for accident prevention, it undertakes research into road traffic, sports, home life and leisure activities. It shares its findings with private individuals and professional bodies through consultations, communication and training.





The World of Mirrors is based on modular SYMA SYSTEM components; 68 mirrors make for an intense experience.



Thomas Zehnder  
Managing Director,  
Scenographer at  
Loosli & Zehnder,  
Basel

**Mr Zehnder, how did you get involved in this work and where did you get the idea for the project?**

The Swiss Museum of Transport invited us to tender for the revamping of the bfu's exhibition space. After the month-long tender process and a presentation, our project was selected as the winner. Our brief was to work with mirrors in connection with road safety, in a two-part exhibition area. We translated this into a dense, experiential World of Mirrors, and a Test Lab area containing various experimental stations. First, visitors experience the World of Mirrors; then they enter the laboratory area where they can build on this knowledge.

**What was the biggest challenge in terms of implementing the project?**

The main challenge was handling the many reflections properly. With my business partner Mirjam Loosli, I spent hours with the model figuring out which objects would be reflected where, and how often, within the space. We have built a lot of different experiences and wow factors into our World of Mirrors to give visitors surprising new insights – so we didn't want the reflections to reveal too much, too soon. The tight timetable and many technical details also posed challenges, but thanks to SYMA we had all that in hand.

**Are you pleased with how it turned out?**

The results far exceeded our expectations. The illusions in the world of mirrors are fantastic and visitors are really fascinated by this new museum highlight. We are currently tackling the second phase of the revamp, which puts greater emphasis on the road safety element. This will offer visitors something new to discover on their next visit to the exhibition.

**What was SYMA like to work with?**

Straightforward and professional. Right from the start, we were secure in the knowledge that SYMA was the right partner to have on board. Working with reflections and creating spatial illusions was new to SYMA too. We took up this challenge together, creating a unique project in Switzerland – it took a lot of technical expertise and a healthy dose of collaboration. Erwin Maurer was the extremely capable SYMA project manager. His favourite phrase at our meetings was "We'll make it possible", and he lived up to his word.





Mobile World Congress 2017

# Free as a cloud





This thoroughly integrated stand boasted an overarching concept which reflected the company's different business areas and overall integrity.

## The stand proudly presented Huawei, a world leader in ICT solutions.



Anyone looking to generate fresh ideas and items needs to venture off the beaten track. Nowhere is this more true than with Huawei's products and services and its entrancing presence at the Mobile World Congress 2017. Huawei's products are available in over 170 countries and are used by a third of the world's population.

### Compelling viewing

From within, this stand and its giant size were overwhelming in both look and effect. Clouds conjured up the idea of space, and an openness that exemplifies Huawei and its global activities. The open transition to an outside area, complete with chillout zone, made for a bright and breezy atmosphere.

### Effective cooperation

Successful collaboration between the SYMA team and Huawei guaranteed the design was implemented as planned. Our project team targeted its efforts to the client's plans and requirements at all times, consulting both on these and on the detail. Questions arising within the team and beyond were handled pragmatically as they arose. This was an ongoing process throughout the preparation and build phases, then during the show and dismantling. It was an approach which guaranteed the best environment for perfect implementation of the entire concept.

The realisation involved some special materials, including metal, wood and UV prints. The multilayered visual effect was achieved with a cloud motif on suspended transparent acrylic sheets. The event and the exhibits aimed to promote newly launched products (mobile phones, tablets and networks), and to help Huawei connect and exchange information with visitors and guests.



Living Kitchen 2017

## Ceramic and colour expertise à la Villeroy & Boch



What knowledge did Villeroy & Boch share exclusively with visitors at Living Kitchen? How to bring understated and lively colour palettes into the kitchen. How to integrate stylish and functional kitchen fittings. How Subway ceramic sinks are suitable for families, couples, singles, kitchen artists and minimalist chefs. And how Villeroy & Boch products are both tough and attractive. The company achieved all this at its inviting and high-quality stand.





The Villeroy & Boch stand provided interesting insights and opened up new vistas for visitors.

## With its long history, Villeroy & Boch has deeper roots in European culture than almost any other premium brand.

### A big name in Germany, Europe and across the globe

Villeroy & Boch was responsible for the design, concept, construction coordination and technical project management. The project manager and coordinator was Raphael Spang. The realisation, execution of the construction and implementation was the responsibility of SYMA. This represents another example of our ability to realise solutions on the international stage.

**Innovation, tradition and style**  
Family-owned since 1748, the

company has become a famous lifestyle brand offering ceramic products for the bathroom, tableware and wellness segments and is now present in 125 countries. Villeroy & Boch employs a workforce of around 7 500 employees worldwide.

### Strong attraction

In 2017, the colour specialists at Villeroy & Boch opted in their kitchen designs for strong colour highlights and more neutral tones such as grey, used in a variety of shades for furniture fronts and worktops.

This trend was consistently reflected in the extremely attractive 186 m<sup>2</sup> stand with its elegant smooth surfaces and impressively backlit graphics. The striking contrast with raw natural wood panelling on the walls was eye-catching. High-quality parquet and carpeted floors were also used. Living Kitchen has established itself as a key meeting place for the kitchen world and is a leading international trade fair for kitchens, electrical appliances and accessories.



21st Shenzhen-Hong Kong-Macao  
International Auto Show 2017

## High-end Bentley Gala



The resulting stand offered a pared-down elegance with a presentation thought through right down to the tiniest detail.

SYMA had just three weeks to prepare for the build, which began at the Shenzhen Exhibition Centre on 26 May 2017. A week later on 3 June, the show opened its doors. The entire Bentley stand design was constructed from scratch. The build was based on precise production plans. SYMA conducted tests and compared samples to select the right materials. Stand furniture was procured according to strict criteria.





## SYMA created an exemplary modular construction for the glamorous Bentley stand. The concept will help simplify complex stand engineering in future.

Bentley designs and manufactures over 10000 luxury cars every year, which offer a unique combination of sophistication and performance. Bentley is well known as a supplier of cars to the British royal family and has been part of the Volkswagen Group since 1988. It insists on the highest standards for its participation in trade shows and SYMA made sure the Shenzhen stand made the grade in every respect – as befits a premier global brand. The Bentley stand was a shining example, pairing top-notch design with a modular approach.

### The result was refined, up-standing and very high-quality

The stand's high-sheen rear wall with its diamond pattern exuded flawless elegance. A dark-brown logo wall clad in fine leather exactly matched Bentley's expectations. The maple wood windsurf décor also hit the exclusive spot. An elegant boutique provided bespoke souvenirs as an added attraction.

### Breathtaking reveal

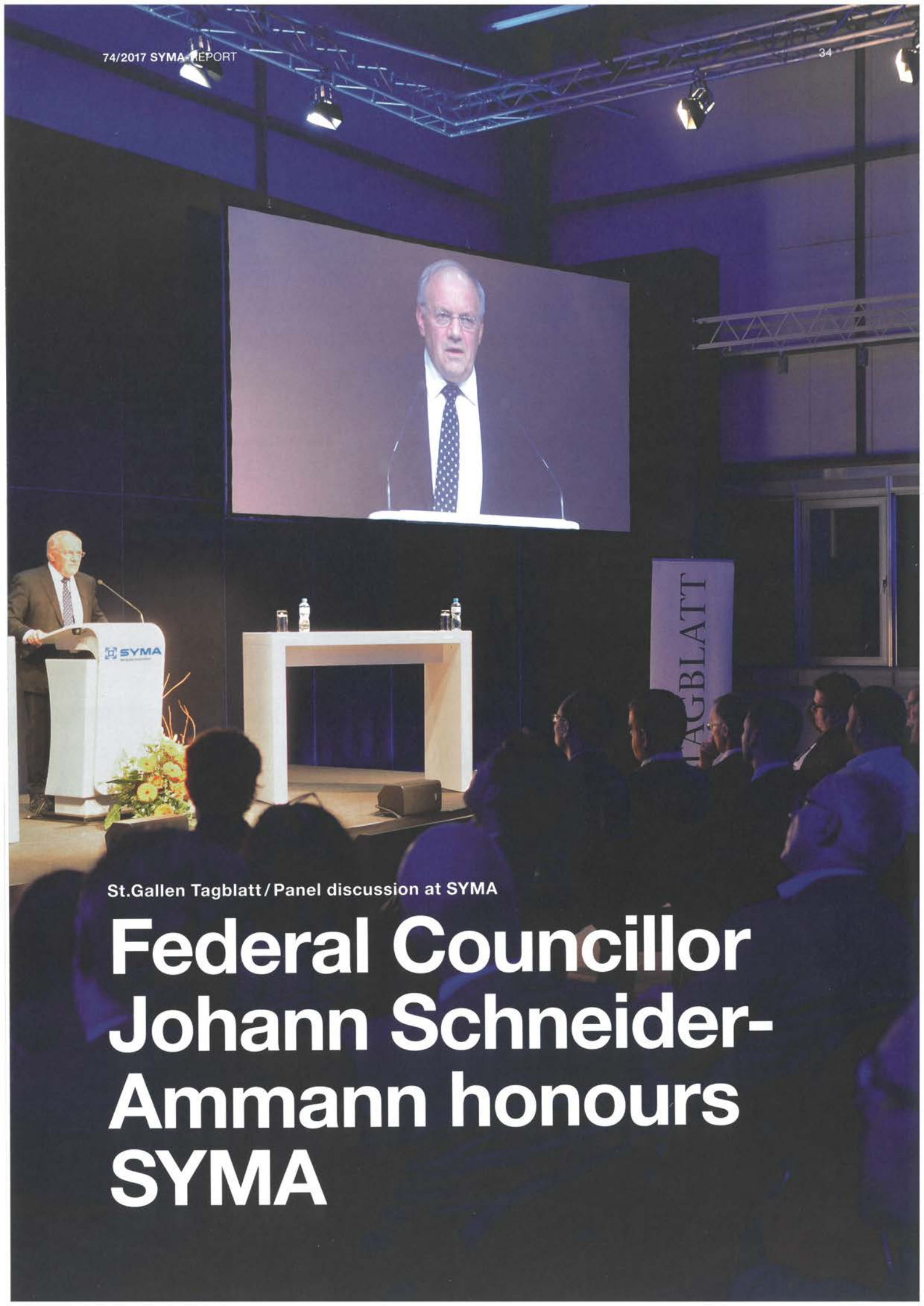
Everyone held their breath as the Bentley brand unveiled its presence at the opening. And they weren't

disappointed. After the challenge of creating a suitably high-end stand, our understanding of this classic brand was greatly increased. Bentley is a cut above the rest, luxurious but always innovative. This is a prime example of a tailor-made SYMA stand. The entire team was proud and happy to have been involved in the project and to be able to share in the recognition enjoyed by this famous company.



The Bentley stand in Shenzhen was built with reusable modules, which ultimately proved both cost-effective and environmentally responsible.





St.Gallen Tagblatt / Panel discussion at SYMA

# Federal Councillor Johann Schneider- Ammann honours SYMA





Federal Councillor Johann Schneider-Ammann: His willingness to listen to the local business community was highly appreciated by all participants.

## Federal Councillor Schneider-Ammann tours SYMA premises.

Prominent political figures, including Federal Councillor Johann Schneider-Ammann, Head of the Federal Council of Economic Affairs, Education and Research, attended the Tagblatt Panel Discussion on Corporate Tax Reform III at SYMA, which was organised by the St. Gallen Tagblatt newspaper and Mediapolis.

### Production facility transformed into discussion arena

Political figures crossed verbal swords with supporters and opponents. As host, SYMA managed to quickly transform the production

facility into an event arena offering an outstanding experience to an audience of around 400.

### Federal Councillor at Business Forum

Prior to the Panel Discussion, SYMA had the opportunity to organise a Business Forum with Federal Councillor Johann Schneider-Ammann. Various high-profile individuals from regional companies were invited and joined in lively exchanges with the Federal Councillor who was very impressed by the entrepreneurial spirit of the participants and involved himself personally and openly in the discussions.

### Tour of SYMA

Once the Forum was over, Federal Councillor Johann Schneider-Ammann proceeded to find out more about the SYMA company itself. He was inspired by his personal contact with staff and showed great interest in their work and products. It was clear that the high degree of flexibility and long-term trust in SYMA's solutions and products are significant components in the company's growing global success.



## Central Bank of the Dominican Republic: 70th anniversary project

Feria Internacional del  
Libro 2017, Santo Domingo

The Central Bank of the Dominican Republic has been an independent, decentralised organisation since 1947. At the 21st International Book Fair in Santo Domingo, the bank made a bold statement with its pavilion designed for its own 70th anniversary. The 3D logo really stood out with RGB colours providing striking backlighting. The modular construction system underpinned an open, aesthetically pleasing layout. In the exhibition, shelves were supported with trays, and sophisticated LED lights and aluminium profiles were used to give character to the internal and external wall structures. The materials and colours worked in perfect harmony. This build used SYMA 30/30 and 30/60 units, with a roof made using a SYMA

orbit structure. The Central Bank of the Dominican Republic was extremely

pleased with its participation, which resonated positively with the public.



## ASSA ABLOY: Brilliant project

Putting on a show at  
FEICON-BATIMAT 2017

This project for São Paulo was developed by AAG Workshop together with ASSA ABLOY, the largest global supplier of intelligent lock and security solutions, based in Stockholm. Some 90 000 visitors and potential customers flocked to this construction and architecture exhibition. ASSA ABLOY wanted to really shine with a compelling presentation of high-end security solutions. At its heart were elegant displays and exhibits showcasing a variety of products and brands. The main structures comprised walls and ceilings using a type of artificial leather lamination called "bagun", which is widely available on the Brazilian market. The exhibits and other elements were finished with automotive paint

and a special plastic lamination. Superb stage lighting on the roof set the scene for a brilliant stand. Timing was among the biggest challenges with this

job undertaken by AAG Workshop: the ideas had to be developed, and the project planned and implemented, all within one month.





## Pulling the stops out for the Turbo Channel: **Discovery Communications, LLC**

International Conference  
ATVC 2016, Buenos Aires

For the third time in succession, AAG Workshop, SYMA's partner in Brazil and Argentina, was tasked with designing and building the Discovery Networks stand. Discovery Networks Latin America/U. S. Hispanic was established in 1994 as a division of Discovery Communications, the leader in global entertainment. Discovery satisfies curiosity, entertains and inspires viewers with high-quality content through global brands. What was the greatest challenge with this project? The tricky matter of building on previous years' quality and design in the same space (6m x 3m). All the usual functionality was required, despite the space restrictions. This time, AAG Workshop worked with the Hilton Hotel Buenos Aires to offer a private space which was visually linked to the stand, creating a single unified area. Visitors could view the stand as

a whole from the entrance. The entire design was aimed at making the stand inviting to visit. In order to focus on the main product "Turbo Channel", LED lights were used to create an atmospheric mood. The perfect material and

colourway were chosen: white combined with melamine. Thanks to skilful management of the spatial constraints, Discovery enjoyed a compelling presence in Buenos Aires.



## SK Telecom: **Spectacular "T.um Mobile" teaching**



Mobile World Congress Barcelona

SK Telecom is a South Korean company with its headquarters in Seoul. One of the highlights of the MWC 2017 was SK Telecom's "T.um Mobile", which provided local children with the chance to experience cutting-edge ICT. Demonstration classrooms for 10 to 12 year olds were set up to offer IT-enabled arts and humanities lessons, alongside classes in coding for the robot "Albert", each lasting around an hour. The pyramid-inspired marquee provided 400m<sup>2</sup> of space, with a height of 9m. It was the brainchild of Niz Space, was made in South Korea and shipped to Barcelona for the event. SYMA needed a cherry picker for this installation. The build went smoothly and the materials were of a high quality, which helped the marquee survive the unexpectedly severe winds and rain.



## Space for trendsetting solutions: SYMA Hilden showroom

### Outstanding multi-level concept

Inspiration is at the heart of the new SYMA-SYSTEM GmbH showroom in Hilden, Germany. The space is ideal for the creation of multi-dimensional tangible solutions suitable for the international stage

### Starting point for unique projects

The showroom offers a space where stand constructors, shopfitters, interior decorators and shop designers can find practical advice and support for the creation, design, planning and realisation of their projects. Well-qualified specialists guide visitors through the design process and support customers on the path to individual solutions.

### Basis for perfect realisation

The latest SYMA product innovations together with technical aspects are presented in a spacious area where industry professionals can find valuable inspiration and information for the realisation of their projects. In an area of over 100 m<sup>2</sup> the showroom offers a

variety of applications for exhibition stand construction and an extensive range of materials and claddings.

### We build inspiration

This is the philosophy behind our system concepts. An example application of SYMA-TEXWALL is displayed here in an area of more than 27 m<sup>2</sup> with

unique full-surface LED backlighting. Just under the ceiling, SYMA-SKY soars to a height of 6 metres. Square and rounded examples of SYMA-XWALL as well as technical and covered examples of SYMA-MOLTO are also on show. Visitors can also view a multi-level solution in the form of a 16 m<sup>2</sup> SYMA-CUBIC stage.



## Ipsmiller Wine Estate: Tasting room



### A multi-sensory experience

Together with the Ipsmiller family from the beautiful wine-growing district of Schrattenberg, SYMA-Austria developed a high-class, multi-sensory concept for the revamp of the firm's own wine tasting room. The project combined both traditional and modern elements. And the team never lost sight of the primary function of the room. The imagery was integrated into the overall room design through the skilful use of various SYMA systems. The Ipsmiller family were delighted with the excellent SYMA concept and the seamless realisation of the project.



## XAVER Award 2017: Marcel Strässle receives XAVER of the year



### Recognition for outstanding lifetime achievement

Marcel Strässle, founder of SYMA, has received the XAVER OF THE YEAR AWARD 2017. With this award, the Expo-Event.Live Communication Association Switzerland honours outstanding personalities for their lifetime achievements and services to the industry. The award was presented on 18 May 2017 in the Samsung Hall in Zurich. As the inventor of the exhibition stand construction system, Marcel Strässle revolutionised the industry more than 50 years ago. With his wealth of ideas, research ability, visionary thinking and action, he laid the foundations for SYMA, which is now an internationally successful company.

### Brilliant personality

It's impossible to ignore the powerful and dynamic personality of Marcel

Strässle. And it's this energy that is at the core of his lively, resourceful and unique character and that has driven him to write a significant chapter in the history of the industry. Key to his success have been his determination as well as his willingness to embrace collaboration and an interdisciplinary approach. Marcel Strässle has both charisma and a strong sense of mission. He is also a creator and a visionary. He has always found solutions to major challenges. It is primarily thanks to him that SYMA's intelligent exhibition stand construction and space utilisation system is known all over the world and is capable of even further expansion.

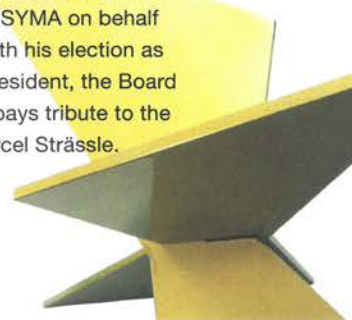
### In focus: The idea behind SYMA

The SYMA concept has always been Marcel Strässle's number-one priority. He developed and patented the first components of the SYMA system in Kirchberg in 1961. This involved meti-

culous and space-consuming tinkering and inventing – attributes that are fundamental to his personality. Marcel Strässle developed the company from its first production facility in Switzerland right through to the establishment of foreign subsidiaries. The development of production under license was targeted – as was the opening up of the Asian market. He has helped to shape the further development of SYMA technology with creativity and new ideas.

### Appreciation of his major achievements

The presentation of the "XAVER of the Year Award" underlines the high regard in which Marcel Strässle is held by the entire industry. We are proud to congratulate the founder of SYMA on behalf of the entire staff. With his election as Honorary Lifetime President, the Board of SYMA HOLDING pays tribute to the achievements of Marcel Strässle.





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