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Magazine for Inspiring Solutions & Systems



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We build inspiration

Shaping the future

Dear Reader,

With the theme «Connecting Minds, Creating the Future», the first-ever World Expo in the Arab world will take place from 20 October 2020 to 10 April 2021. A total of 25 million visitors are expected, 30 % from the United Arab Emirates (UAE) and 70 % from across the globe. As of now, 190 countries have already agreed to participate in the Expo. SYMA has been working on this mega-event for 3 years. We have equipped DXB Live, the service provider for the Dubai World Trade Center, with an array of system technology and are supporting it on a variety of projects with additional services. DXB Live has systematically built up its knowledge and experience in the application of SYMA technology and is using it to erect a large number of temporary buildings at Expo 2020. I am already looking forward to EuroShop in Düsseldorf in February 2020. This industry forum reflects the entire value creation chain and offers a unique live platform in Europe for direct communication with customers, partners and colleagues from all continents. Furthermore, it was at EuroShop that the initial spark was ignited for SYMA's successful and long-standing collaboration with DXB Live. The leading trade fair in our industry has changed enormously, just as

SYMA is constantly evolving – with agility and innovation. After 34 years in the service of SYMA, it was time to think about my own succession – and to transfer thoughts into action. I therefore developed a phased plan at the end of 2018 in coordination with the Board of Directors of SYMA HOLDING AG, which was initiated in September 2019 with the arrival of my successor Andrea Hürlimann as CEO of the SYMA Group. Personally, I will continue to represent the interests of the SYMA Group as a consultant and responsible for special projects. This includes the effective familiarisation of my successor with the complex tasks of our international business in order to ensure a smooth hand-over to the next generation and the maintenance of knowledge and relationships. I wish and hope that you will place the same trust in my successor as I have received from you in many different ways.

I hope to see you soon in Düsseldorf!



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Metec 2019

Steel City – a powerful audience magnet

PIONEERS
AT
HEART

Primetals Technologies develops visions for the steel industry of tomorrow.

The steel industry's innovation leader relies on our solutions. SYMA-Austria developed a completely new design for Primetals Technologies at METEC 2019 in Düsseldorf. At the heart of the concept is the Steel City – an interactive model of a futuristic, automated steelworks, designed by our partner company Responsive Spaces and executed by SYMA. Four terminals with individual focus themes offered visitors the opportunity to immerse themselves in the world of steel production and experience the innovative power of Primetals Technologies. Business strategies were transformed into lively visual experiences.

Focus theme 1: Digital plants

Primetals Technologies has created tools to take today's steelworks to the next level. In the intelligent plant of the future, all equipment will be digitally orchestrated to improve the production process, save costs, optimise resources and maximise the quality of the end product.

Focus theme 2: Sustainably produced steel

In order to achieve sustainable growth, it is essential to use energy and raw materials as sparingly as possible. Primetals Technologies

continuously develops innovations for environmentally friendly production solutions that are perfectly adapted to local market requirements and national regulations.

Focus theme 3: Plant productivity

It is a great advantage for steel manufacturing companies to know exactly what is going on in their plant. Primetals Technologies offers plant owners advanced software solutions that enable the maximisation of all facets of plant productivity.

Focus theme 4:

Strategic business development

Primetals Technologies can look back on decades of experience in business development, plant construction and conversion, and the evaluation of new opportunities. The company passes this experience on to its customers.

The restaurant is the perfect place for inspiration and networking.





The exhibition stand is organised into 4 focus themes that are combined and can be experienced interactively at Steel City in the centre.



Complex networked processes presented in an attractive way.

Groundbreaking innovations
Primetals is an established authority in the steel industry, leading the way in the automation of entire steel plants and driving their digitisation forward with ongoing innovations. As a pioneer and leading supplier of metallurgical plant solutions, the company works continuously on the development of groundbreaking innovations to secure its customers' business models for the future and to make a long-term contribution to society. The Steel City experience was developed as the core of the exhibition stand at METEC 2019 in order to attractively communicate the company's innovations.

Concentrated expertise communicated interactively

The Steel City is an unusual and extremely advanced way of showing the concentrated expertise of Primetals Technologies. The installation is both an eye-catcher as well as a magnet for all those interested in this area. It fosters new contacts and motivates the 60-strong staff at the stand. It is constructed from several layers of acrylic glass and the buildings are represented as cubes, produced by 3D printing. The complex, networked processes can

be visualised and activated interactively by trade visitors with the use of different lighting, multiple levels and engraving in combination with LED technology. With a stand area of 830 m² together with an additional 180 m² of floor space for meeting rooms, the stand also offers a Future Lab with 7 half-open workstations, Pioneers Lounge, Service Centre for live demos, restaurant and bar, welcome desk, technical room, a table for the Lego EAF and a communication zone.

Completely positive feedback

SYMA received consistently positive feedback from Primetals Technologies staff – both for the design, execution and functionality of the concept, as well as for our on-site service. We hope to be able to continue our collaboration and look forward to the next trade fair in 4 years' time.



Did you miss the interactive Steel City? This video by Responsive Spaces gives some impressions.



Brand identity and functionality in perfect harmony.



Various conference rooms are cleverly concealed behind the large screen, which has the shape of a smile.

Auto Shanghai 2019 was visited by a total of 993,000 industry professionals and other visitors. 11,600 media representatives from 38 countries and regions came to report on this major event. Buick showcased its offer with an impressive exhibition stand designed by Bellprat Partner AG in Zurich.



Markus Göb, CEO & Managing Partner, Bellprat Partner AG

Mr Göb, Buick's exhibition stand displays vivid contrasts and has an extremely dynamic appearance. How did this solution come about, what were the conceptual ideas behind it and what was the aim?

In China, Buick stands for elegance, dynamism and modernity coupled with avant-garde technology. The "Smiling

Face" in the foreground, which was designed for Buick worldwide, was complemented by an equally elegant, curved rear wall. A trail was created for trade fair guests on which they would encounter the various vehicles and communication islands. The sense of movement provided the audience with unexpected, exciting insights, inspired by the brand claim "Sculptural Beauty".

What special features made Buick's exhibition stand unique?

The highlight of the stand and the fair was the VELITE Augmented Reality

Show in the specially designed open theatre. Using Magic Leap glasses, the audience could actively enter into the presentation and discover Buick's new electric vehicle in 3D.

An exhibition stand is used in a variety of ways. What infrastructure does Buick's trade fair presence offer and how did you manage to harmonise brand identity and functionality?

Openness of communication is clearly celebrated at Buick and there are comparatively few areas of the stand that are not accessible to trade fair visitors.



Auto Shanghai 2019 Dynamic curves

Many informal and formal meeting zones between Buick contact persons and visitors are deliberately placed in public areas – sometimes separated by glass walls, but in many cases completely open. The result is a flowing transition from independent browsing to receiving advice. This is a concept that Buick consistently promotes in its own communication policy.

What was the response of visitors to the stand?

The Buick stand in Shanghai was voted one of the top five by trade fair guests and more than met the high-

end demands of the audience. The generous dimensions certainly also contributed, with 22 vehicles on show on a total floor space 3000 m².

What were the challenges and how did SYMA help you solve them?

One challenge was the short planning and assembly time schedule, which seems to have become the norm at Chinese trade fairs, where the stand assignment is sometimes not known even six weeks before the start of the fair. In addition, the Buick stand design is extremely complex and poses special challenges, in particular as a

result of the back wall, which has no clearly defined shape. Our demanding design specifications were developed and implemented in cooperation with SYMA-Asia and various experts in Europe. The quality and precision of the stand construction were outstanding. An achievement of this magnitude within such a short space of time is only possible thanks to many years of successful collaboration between the planning teams of SYMA-Asia and Bellprat Partner in Zurich.



Achema 2019

The flagship for filling and packaging systems



A visit to the SYMA site in Brno reinforced Optima's confidence in our expertise.

This impressive double-deck exhibition stand is a project executed by our subsidiary MIBA in the Czech Republic for the Achema trade fair in Frankfurt. The design is reminiscent of a flagship and underlines Optima's worldwide market leadership.

Internationally oriented

The OPTIMA packaging group GmbH is an international corporate group headquartered in Schwäbisch Hall in Germany. It manufactures filling and packaging machinery with a worldwide workforce of 2,400. Over 85% of its machines and systems are sold outside Germany.

Flagship design makes a clear statement

Optima Pharma was represented with a double-deck stand at the Achema fair in Frankfurt. This company division designs and manufactures pharmaceutical filling, capping and freeze-drying systems for the highest purity classes, as well as isolator and containment technology. Optima Pharma systems provide maximum protection and complete safety for aseptic filling, isolators/RABS systems, freeze-drying, diagnostics and non-sterile filling.

The bright, gleaming surfaces embody the high hygiene standards met by Optima Pharma systems. The unusual shape reflects Optima's position as a company with an innovative mindset.



Optima Pharma offers complete solutions for filling and packaging processes.

Using the SYMA-MOLTO system, we built a spatial structure based on cubic profiles that created an open and transparent look. Architectural profiles and cubic joints are the two basic elements in the system. The designer and developer use the surfaces of the open structure not just as large-scale graphic displays but also as functional space dividers.

Optima Pharma's filling, capping and process technologies are used to manufacture syringes, vials, cartridges and bottles. This wide range of systems enables the creation of comprehensive and complex turnkey solutions.

Unusual trade fair architecture

A total of 42 professional installers worked for 12 days to erect the 661 m² Optima double-deck exhi-

bition stand at Achema 2018. The two-storey exhibition stand has the strikingly unusual shape of two futuristic ships and is based on the SYMA-MOLTO system, together with individual wooden structures. The main lighting for the exhibition stand was installed on an aluminium truss structure. The biggest eye-catcher was the 321 LED screens, measuring 50 x 50 cm each, placed around the entire exhibition stand

and showing animations created by Optima Pharma.

Confidence reinforced

Our contacts at Optima were also invited to the opening of the SYMA site in Brno in the Czech Republic. The Grand Opening Party was the perfect opportunity for them to check out at first hand our production facilities and quality. This reinforced their confidence

in our expertise, especially for the ongoing joint Achema project. During the collaboration, we established a very good working relationship with Optima and are already looking forward to the next projects that SYMA will be able to execute for Optima in Germany and Italy in 2019.





Showroom 2018

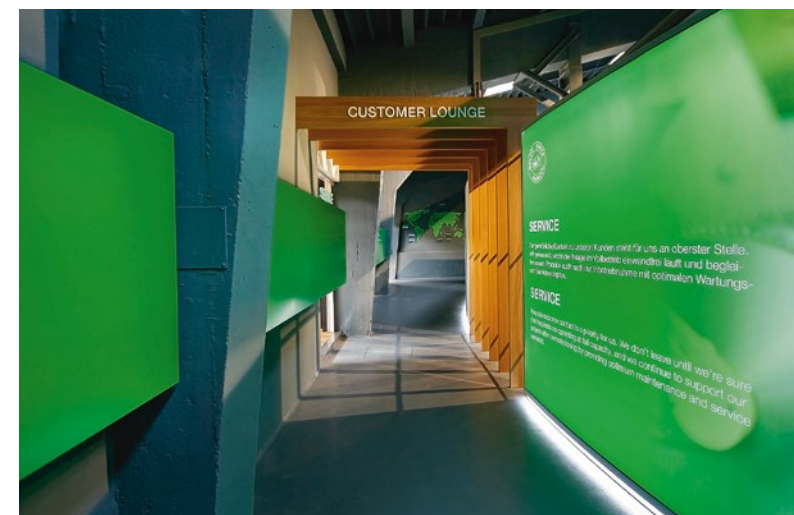
Springer with year-round showroom



The architecture of the showroom meets all usage requirements, e.g. for customer events, presentations or sales promotions.



THE NUMBER ONE for innovative solutions in the wood processing industry – worldwide.



Not just for trade shows: This attractive SPRINGER event and presentation space impresses potential buyers throughout the year. Since 1952, the family business with its head office in Friesach (Austria) has been planning, developing and producing bespoke machines and conveyor systems for the wood-processing industry. All processes relating to the transport, sorting and grading of wood are optimised to the highest level and implemented in a technically sophisticated way. The SPRINGER Group employs over 500 people worldwide and is now managed by third-generation family members, Timo and Gero Springer. SPRINGER systems are manufactured with the utmost care and precision. They are intelligent, low-maintenance, optimised for maximum performance and offer state-of-the-art quality.

Showroom displays range of competence

Together with architect Favier Diaz Martinez, SYMA developed an authentic overall concept for a multifunctional showroom that reflects all facets of the Springer family business. Curved walls guide guests through the world of Springer. Space has been created for the company's history, for innovations, products and services as well as for a section focusing on research and the future. The lounge offers a cosy setting for discussions and specific consultations. The cafeteria and extension provide a complete hospitality package. The architecture meets all usage requirements and enables SPRINGER to develop relationships and contacts in different settings, to conclude sales and much more.

Intelligent solutions

SPRINGER is active worldwide, operates sites in Austria, Italy, Canada, Sweden and Finland and has an annual turnover of around 120 million euros. The Group also includes partner companies MICROTEC, WoodEye, FinScan and SPRINGER Kommunaltechnik. The combination of different competences and system components enables the development of intelligent solutions, which give the wood processing companies strong competitive advantages.

International companies rely on our close-knit network of partner organisations.



Stefan Grob
Exhibition Manager
HUBER+SUHNER AG

Mr Grob, what can you tell us about your collaboration with SYMA and the confidence you have in each other?

The cooperation with SYMA is well structured and therefore very effective. We have great confidence in SYMA, especially because of our long-standing collaboration and the understanding of internal processes.

Please can you tell us about some particularly difficult tasks for which you were able to find solutions together with SYMA.

Years in which several regular trade fairs take place almost in parallel with each other – within a few weeks or

even a few days – pose a particular challenge. It is then all the more important to use the available resources efficiently. In such cases, SYMA always offers a solution. Similarly, cultural misunderstandings can be reduced with SYMA's worldwide partners when local professionals are involved in the project. This enables us to manage trade fair projects from Switzerland very effectively.

What do you particularly appreciate about working with SYMA?

The fact that SYMA's project managers immediately sense what the project involves when they receive an enquiry and are able to deliver solutions quickly. SYMA is a reliable, creative and very flexible partner.



Many eye-catching and unusual solutions have resulted from our close collaboration.



SYMA-Network

Achieving success worldwide through partnership

Over the past 20 years, HUBER+SUHNER and SYMA have developed a close partnership focused around exhibition stand construction and the creation of presentation areas. Based in the Swiss town of Herisau, HUBER+SUHNER is a global company involved in the development and manufacture of components and system solutions for electrical and optical data transmission and is present in more than 60 countries.

Worldwide network

One ingredient in the success of our long-term collaboration is familiarity: SYMA staff are familiar not only with the corporate design

of this global player from Herisau, but also with the array of solutions presented at numerous trade fairs. Another essential ingredient is the human factor: For more than a decade now, the same project managers on both sides have been working together – they know each other and they know each other's needs. Of particular importance, too, are SYMA's global partner companies, which range geographically from Rio de Janeiro and San Diego to Moscow and Germany.

Workshops bring innovative results

The design of the HUBER+SUHNER trade fair presence has been constantly developed in various joint

workshops in line with current trends. Whereas at one time the focus was on the individuality of the exhibition stand, the use of coloured standard furniture was popular in other years. A major challenge here is the broad spectrum of activity of HUBER+SUHNER, and therefore the diversity of the relevant target groups. Creative solutions have always been found for this challenge thanks to our excellent, long-standing collaboration.

Capturing the smart home market with intelligent REHAU windows.

Modern technology has become an integral part of our lives and homes – and now our windows. When looking for unusual designs, innovative materials or smart solutions, architectural offices and construction companies turn to REHAU products to inspire their customers. REHAU windows, house doors, balcony doors and lift-and-slide doors are incredibly versatile and can adapt flexibly to the needs of today. REHAU positions itself with strong window products, planning tools and services in the rapidly growing smart home market.

REHAU presented an array of ideas, including these exciting developments:

- Anti-burglar systems that deter intruders before any damage or loss occurs
- Smart windows that do away with

the need for slat blinds and curtains

- Closed ventilation
- Wood-look window frames and doors with numerous advantages over real wood
- New oversize dimensions
- 24x noise reduction, transforming homes into oases of calm

The design of the exhibition stand is based on clear lines, elegant, understated styling and the use of media technology and large LED screens. The restrained colours and the use of white and imitation concrete in the wall structures serve to highlight the exhibits effectively.

Five exhibition stands in 2018

SYMA won various calls for tender and was commissioned in 2018 to execute five stands for the following fairs:

- Fensterbau in Nuremberg, 860 m², two-storey
- Light+Building in Frankfurt, 135 m²
- SHK in Essen, 120 m²
- IFH in Nuremberg, 180 m²
- IFAT in Munich, 270 m², two-storey

An impressive stand

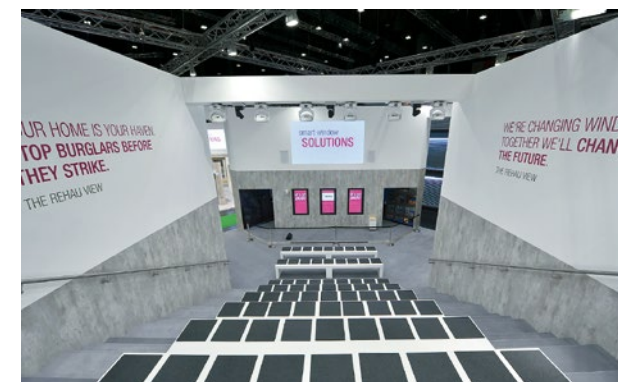
The striking, high-quality design was executed using sustainable and reusable materials in a hybrid construction. In addition to conventional components, SYMA used a wide range of proven SYMA systems as the substructure. The impressive stand with outstanding long-distance visibility for the presentation of industry-specific REHAU solutions was the product of close collaboration.

Fensterbau Frontale 2018

See-through revolution

This presentation space offers an acoustic refuge for the audience while at the same time being open and accessible.

REHAU revolutionised the window market in 2008. It was the first company to apply the principle of fibre-reinforced composite materials – previously used mainly in the construction of racing cars and aircraft – to windows and combined the best properties from the worlds of PVC and glass fibre. Since this time, the market has developed rapidly.



A concrete look and clear lines direct the focus of the stand towards the company's latest product developments.

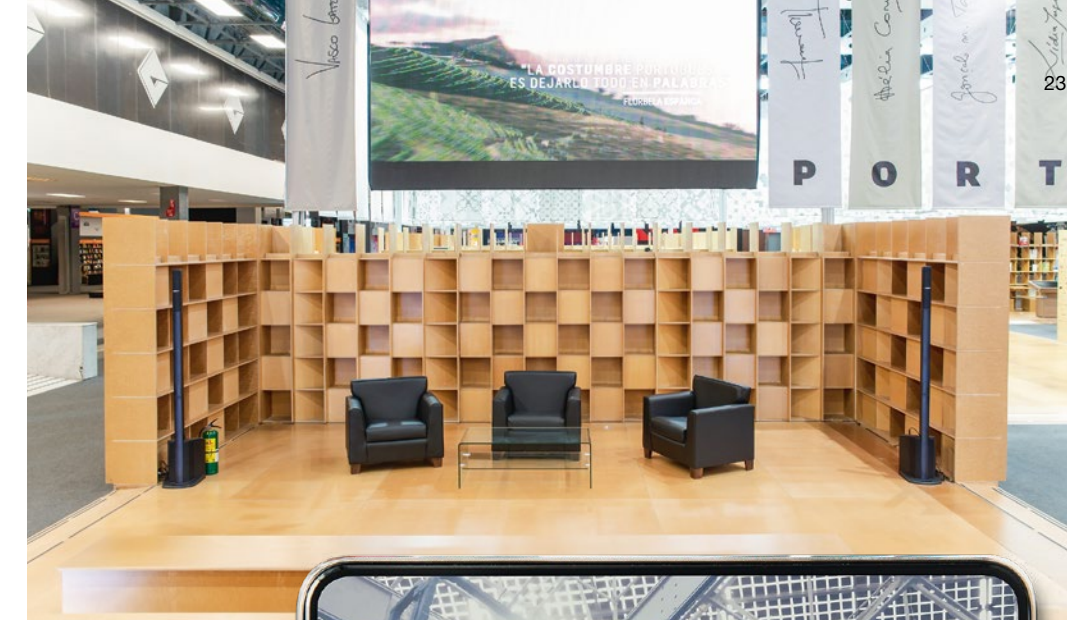
FIL Guadalajara International Book Fair

Portugal's literature in Mexico

SYMA relies on strong partnerships worldwide. The OMEGA GROUP developed this impressive pavilion in collaboration with the Portuguese architect firm Santa Rita Asociados. It was used to house the guest of honour – Portugal – at the FIL International Book Fair in Guadalajara, Mexico. With 2200 publishers from 47 countries, the event attracts over 800,000 industry professionals and interested parties and is the second

largest book fair in the world. The country's best new publications were exhibited on shelves, which resembled those of a library, and banners above them held the names of all those writers who have inspired Portuguese literature and film. The pavilion offered two areas for cultural activities and one for conferences, symposiums and discussions with the authors.





Watch a time-lapse sequence showing how this impressive pavilion was constructed:
www.youtube.com/SYMAtv



Library housing Portugal's best new literary output.

Cost factors minimised

Close collaboration was vital in the search for the right solution for designing the Guest of Honour Pavilion. The OMEGA GROUP recommended our SYMA-DOUBLE-DECK system, which completely does away with rigging and special trailers. Not only was it possible to significantly reduce the costs and erection time for the 6.6 m high, 400 m² stand, the quality of the design was also enhanced. This solution immediately impressed the architecture team.

Safety has number-one priority

In order to guarantee the required strength for safe visitor access in a stand of this size, custom-built steel bases weighing more than 250 kg each were mounted at the posts. These and many other technical features, which were invisible

to the public, ensured that visitors could focus their full attention on literature, art and culture during the nine days of the fair.

Portugal's relationship to the world of books

The pavilion highlighted Portugal's extremely intense relationship with the world of books. The Guest of Honour at the fair presented the best of its current literary output to a sophisticated and receptive audience. The main activities took place at the exhibition centre itself with literature forums and opportunities for the publishing industry to come together. Portugal's presence in November and December 2018 also extended to museums, cultural centres and galleries throughout the city of Guadalajara.

Immo Messe Schweiz 2019

Highly radiant redesign



4608 LED lenses were used to guarantee uniform illumination of the 35 m² wall surface.

The new SVIT design impresses with its pleasantly fresh look.

The fresh and modern redesign for the real estate association SVIT Eastern Switzerland was an absolute eye-catcher. In March 2019, Immo Messe Schweiz, Switzerland's largest trade fair focusing on the planning and purchasing of residential property, took place on the grounds of Olma Messen St.Gallen. The fair offers an enormous wealth of specialist knowledge and covers the entire real estate life cycle, from planning right through to renovation and refurbishment.

Custom-built exhibition stand
SYMA constructed the exhibition stand for the Eastern Switzerland section of SVIT (Swiss Association of the Real Estate Industry), using

a fresh, eye-catching stand design that reflected the new logo and contemporary look. The bespoke stand with a floor area of 63 m² contained elaborately crafted furnishings and stand construction elements and, together with the large free-standing LED back wall, provided a real eye-catcher in the hall.

Illumination concept with SYMA-TEXWALL

The new lighting concept is based on complete LED backlighting of the textile surfaces. The result was a perfectly illuminated and completely shadow-free area with enormous radiant energy. High stand visibility was ensured thanks to the use of large, striking ceiling cubes.

The largest uniformly backlit wall in our SYMA-TEXWALL system to date.



Great feedback

The high-quality, eye-catching stand design created an attractive focal point at the fair and was the object of significant visitor interest. The completely individual and unmistakable design as well as the consistent and compelling use of colour guaranteed a high recognition factor. The exhibition stand gave a pleasant impression of freshness and was very positively received by our client. SYMA is delighted to have had the opportunity to execute this attractive project and our team is already looking forward to the next Immo Messe.

Gifa 2019

Foundry competence with heart

The exhibition stand of ASK Chemicals at GIFA 2019 reflected the company's expertise and engagement and was received with huge interest. ASK Chemicals is one of the world's largest suppliers of complete solutions and tailor-made consulting services for the foundry industry. The core of the company's activity involves the manufacture of all foundry consumables required for the production chain as well as providing optimum technical services in order to perfectly adapt its products to the processes on the customer's premises.

Exhibition stand concept reflects engagement

At ASK Chemicals, foundry expertise goes hand in hand with the use of forward-looking technologies, global thinking and local action, as

well as commitment to environmental responsibility. ASK Chemicals employs approximately 1500 people worldwide. In order to give the products a human component, slogans such as "We think casting. For you." together with portraits of employees decorate the exhibition stand.

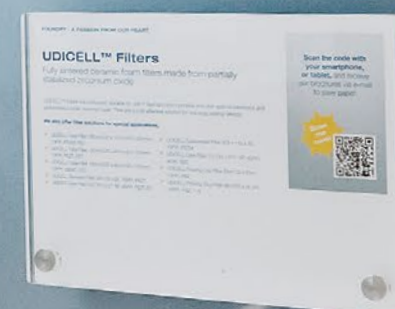
SYMA wins creative competition

The impressive two-storey 810 m² exhibition stand offers visitors space to discuss current trends and new product solutions with experts from ASK Chemicals. SYMA prepared a creative, dynamic and atmospheric stand design that won the concept competition. The most striking design highlights are the high-tech features, active lighting and LED tracks as well as a clever division of the presentation, consulting and catering areas. The key elements of

the stand concept are the sophisticated presentation of the exhibits and the emotionalisation of the visitor experience.

Sustainable success

SYMA executed the concept to a high standard, on schedule and within budget. During the intensive planning phase, there was on-going liaison between SYMA-Czech and ASK Chemicals. The collaboration of the two teams was characterised by trust and transparency. The outstanding support ASK Chemicals was able to offer its customers and partners during the fair made this year's GIFA a great success. The stand with all its interactive features provided trade fair visitors with a memorable experience.



The sophisticated presentation of the exhibits reflects the high quality of the products.



Attractive furniture and lots of space offered the perfect foundation for successful customer service.

A conscious break with industry-standard colours was made here.



Testimonials from ASK Chemicals staff give the products an emotional component.



Verena Sander
Global Marketing
Communications
Manager
ASK Chemicals GmbH

Ms Sander, what were the objectives of ASK Chemicals with its presence at GIFA/METEC 2019?

With our presence we wanted to promote customer loyalty and strengthen the positioning of ASK Chemicals as a leading supplier of future-oriented, integrated solutions. In particular, ASK Chemicals is committed long-term to the issues of environment, efficiency

and innovation and serves as a reliable foundry partner. We work to ensure our customers are always one step ahead – thanks to high-performance products, in-depth expertise and the passion of our teams for casting technology. Our range of products and services for our trade fair presence was emotionally charged with a testimonial campaign under the slogan "Foundry – a passion from our heart".

What, in particular, did the company want to convey to visitors?

We wanted to convey two messages to our customers. Firstly: ASK Chemicals is a strong partner for the future.

This is reflected in the modern presentation of the exhibits and the multimedia features. And, of course, in the choice of exhibits. We made sure that each exhibit told a story about current and future issues in the industry. Secondly: ASK Chemicals is a partner that is passionate about the industry and its customers. Our stand team demonstrated this impressively with great customer service. In terms of design, this aspect was reinforced by emotional statements on the walls and large-scale testimonials. We also created a feel-good atmosphere with warm colours and attractive furniture in the catering area.

What were the challenges and how do you rate the result?

One of the challenges for us was to create a differentiated design. At industrial goods fairs, you often find very similar stand designs, all characterised by very straight, angular lines and shapes. In the foundry sector, dark colours such as black, grey or red dominate. The decision for a white, light and open stand with curved lines and organic shapes was a conscious effort to break away here. At this point, we would like to once again to express our huge praise for SYMA-Czech, with which we developed a truly first-class stand design.

How would you describe the collaboration with SYMA?

It was very good, we developed an open, trusting relationship, had regular meetings and "jours fixes". It was obvious to us that the SYMA team was fully behind this project and showed a great deal of heart and commitment – right from the pitch through to the end of the fair.



The exhibition stand symbolises the digital transformation process.

Alibaba accelerates the digitisation process in telco operators.

This superb exhibition stand in the form of a digital cloud demonstrates the development potential of telco operators. Alibaba Cloud is a subsidiary of the Alibaba Group and the largest cloud computing company in Asia. Based in Singapore, the company provides cloud computing services to online businesses and Alibaba's e-commerce ecosystem in 19 regional data centres and 56 availability zones around the globe. The company sees itself as a key player in the digitisation process and clearly embraces the opportunities of change.

Driving transformation

Alibaba aims to transform telco operators into data-driven digital powerhouses and to actively accelerate this transformation through

a combination of innovative approach, leading data technologies and field-proven experience. Its presence at the Mobile World Congress successfully reflected this.

Rapid execution and great flexibility

The construction of the 157 m² exhibition stand was completed in a very short space of time. The highly professional project team had just 9 days to assemble and correctly coordinate the 375 movable elements. Thanks to the use of round shapes and the spray-painted walls, the stand had a very light and graceful appearance. The design represents the mobility and flexibility of the company. The international stand construction company Difer executed the sophisticated concept.



Mobile World Congress 2019

**Data-driven
digital powerhouses**

Audi Global Brand Summit 2018

Digitisation picks up speed

Audi defines the digital driving experience of tomorrow.



Artist Daya sent a thrill of excitement through the audience. The Audi rings are spun from an elaborately produced LED net in a way reminiscent of the Olympic Games in Beijing.

The e-tron presented by Audi as prototype combines the latest technologies with fully electric automobility. With its moving elements the elaborate ceiling construction enhanced the show effect.



The impressive event construction was developed and implemented by SYMA-Asia. In China, the world of tomorrow is already being created today. Enthusiasm for technological progress in digitalisation, artificial intelligence (AI) and electric mobility is what makes China a role model for the automobile world.

Situated in China just north of Hong Kong, Shenzhen is known as the Silicon Valley of the east. Everything here is a bit faster, more colourful, and more networked. All of China's leading high-tech companies are based here. Working closely with Audi are specialists in robotics and artificial intelligence. So Shenzhen is the ideal location for the Audi Global Brand Summit, the event to present the newest developments from Audi: the launch of the Q8 SUV Coupé and the prototype electric vehicle of the future, known as the e-tron.

Outside area sets the tone for the highlights

To set the tone various Audi models were presented in attractive outdoor pavilions showcasing the newest developments in AI technology and other automotive technologies. To find their way into the impressive and futuristic-looking event building with its rounded form and metallic facade, guests went through a triangular LED tunnel. Inside, Audi entertained its guests with an event of superlatives.

Event hall with open-air spectacle

In the main hall a myriad of moving audio-visual installations formed the backdrop for the impressive staging of the new Q8 and the e-tron prototype. The rear wall of the stage was constructed by SYMA as an oversize LED-covered gateway, which could be opened completely for certain

programme elements in the show, turning the event into an open-air spectacle: The newest Audi models drove across the stage against the sparkling backdrop of Shenzhen's city lights. Elaborately mounted, moving ceiling elements produced fascinating show effects.

A transparent LED net displayed the Audi rings in a way reminiscent of the Olympic Games. Specialists from SYMA-Asia made the net construction by hand and fitted each knot with a specially-made, waterproof and panchromatic RGB LED spot. This produced professional effects at a low cost.

Mission to the moon

Awaiting the guests on the upper floor was an outer space setting of discovery – a universe of science fiction character where the latest technology was explained.



All the constructions withstood the typhoon with its wind and heavy rain.

Here, Audi presented its spectacular mission to the moon with the Audi lunar quattro – propelled by the legendary quattro drive-train. The event area was set up on an artificial lake. For this, SYMA developed a special framework construction with an area of 200 m². The site conditions in Shenzhen are extremely demanding. Audi has been working with SYMA-Asia already since the launch of the Q3 in 2013, and they have organized several events here

before. Now Audi put their trust in SYMA once again – a strong sign of customer confidence.

Typhoon as exceptional challenge

During the day in Shenzhen it is 45 °C, which is why the setup work was done from 5 o'clock in the evening until early morning at 7 am. But that was far from the only challenge. A typhoon developed just as the opening ceremony was taking place. The wind and heavy rain were

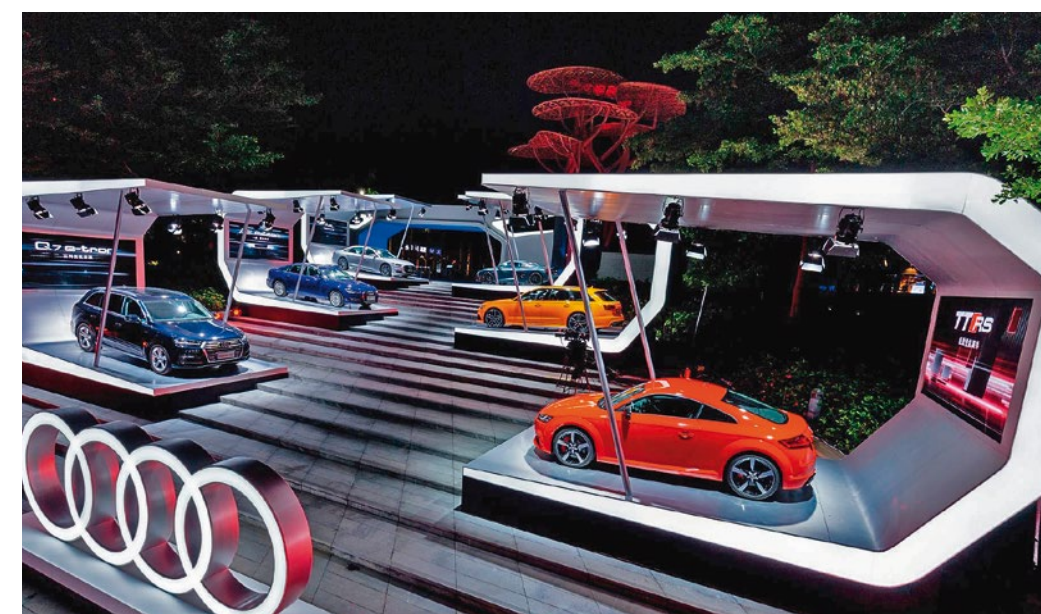
a major threat to the structure of the pavilion. SYMA reacted promptly and inspected the construction for possible water leaks or loose roof structures, and took effective measures with additional reinforcements and more intensive water drainage. So it was possible for all activities to take place without incidents even during the typhoon.

Various Audi models were presented in attractive outdoor pavilions to showcase the newest developments in AI technology and other automotive technologies.



With the "Mission to the Moon" Audi sends out a clear signal and opens up new territory, both on the moon as well as in the mobility of tomorrow.

Technical edge. The future begins in Shenzhen. The pavilion looks like it comes from another galaxy. In autonomous driving Audi is increasing its lead and developing a new philosophy for the city of the future, based on the space-saving technology of piloted driving. A journey into the world of tomorrow which fascinates the trade audience.



Carifex Santo Domingo: Stands for MSME trade fair

Small is beautiful

It is the business event aimed at the micro, small and medium-sized enterprises of the Dominican Republic, organized by the Ministry of Industry, Commerce and Micro, Small and Medium-sized Enterprises. Objective: Promote the development of financing to entrepreneurs. Booth: National Entrepreneurship Network. It is built with a Syma structure 30/30 and 30/60 and CBB, covered with 3 mm PVC and finished in orange and white adhesive vinyl, with acrylic logo and flooring with grey fair carpet, ceiling with recessed LED lighting.



LAAD Defence & Security 2019: Dynamic design

Defence and security trade fair in Rio de Janeiro

AAGwk represents SYMA in Latin America and was commissioned by the international agency Hawt Dotz to create an exhibition stand for ASELSAN. The Turkish armaments company Aselsan showcased its offer on a floor area of 200 m² at LAAD Defence & Security in Rio de Janeiro, the sector's most important trade fair in Latin America.

Custom-made presentation surfaces

A large open space invites visitors to discover the products, which are exhibited on custom-made, diagonal presentation surfaces and displayed on the large LED wall.

The interior area consists of two conference rooms, also featuring diagonal design elements, both equipped with tailor-made, high-quality furniture and lighting elements. The interior layout

also included a storeroom, kitchen and presentation room.

Special construction

The entire stand was constructed of wood and completely covered with imitation leather. LED strips were installed in floors, walls and panels to create lighting effects that criss-crossed the stand at different angles. This created a striking visual impact throughout the area.



Bau 2019: Transparent innovation

Thiele Glas opens up new perspectives

This exhibition stand for Thiele Glas displays a clean, purist, contemporary and elegant look – a successful mix of rigour, precision and aesthetics. Various glass exhibits were also integrated into the stand. The main attraction, though, was the glass truss, which was particularly intricate and challenging to execute. This eye-catching element above the information counter had impressive dimensions while still conveying a sense of lightness and, in combination with the green LED lighting, ensured a high degree of visibility. The clear message of this exhibition stand is: With glass, anything is possible!

Glass in maximum dimensions

Thiele Glas opens up completely new perspectives. The company is the ideal industry partner, offering outstanding solutions and perfect quality in glass installations. The unrivalled

dimensions provide planners and developers with undreamt-of possibilities and the high-quality Thiele finishings allow full scope to the imagination. Thiele Glas meets the highest standards in toughened safety glass, laminated safety glass, insulating glass and innovative design products such as switchable and printed glass.

Compelling products and services

With a combination of bespoke planning and creativity, Thiele offers tailor-made solutions – from one-off creations through to small or large-scale production runs. Thiele Glas stands for craftsmanship combined with state-of-the-art technology, high flexibility and a dedicated team with many years of experience.

The company's customer service is also unique: Goods deliveries are tailored to individual wishes and requirements, and the risk of glass breakage is minimised through optimum production processes. SYMA is proud to

have executed an exhibition stand for Thiele Glas that convincingly reflects the strengths of the company.

Record visitor numbers

BAU 2019 achieved record figures. On the largest-ever floor space for the fair (200,000 m²), 2250 exhibitors from 45 countries presented their products and solutions for the construction industry. A total of 250,000 visitors from over 150 countries, including 85,000 from outside Germany, underscore BAU's status as the world's leading trade fair for architecture, materials and systems. With almost 70,000 participants, nearly a quarter of visitors came from the fields of architecture, engineering and planning.



News from the SYMA Forge: Design first! The invisible frame



Reto Bosshart
Head Development
SYMA-SYSTEM AG

Mr Bosshart, what role do textile walls play in a good trade fair presence?

These days, the trend in exhibition stand construction is for large continuous graphic areas. In order to meet these requirements, it must be possible to cover the basic structural elements as simply and quickly as possible. Fabrics and plastic films are particularly suitable for this purpose. The advantages of these materials are their low weight, the small area they need for storage and transport and the manageable costs.

To what extent does the design benefit from the use of SYMA's new textile wall solutions?

The fabric covering consists of newly developed profiles which are compatible with our proven SYMA-SYSTEM 30. These profiles can be retrofitted to an existing structure. They have a narrow groove that accommodates the keder, which is attached to the textile element. This enables the achievement of graphic surfaces in an incre-

dibly wide range of sizes. Internal and external corners with continuous graphics create a homogeneous design. This gives each exhibition stand a completely new look which can easily be changed.

The fascias have also been improved. What are the benefits for the brand presence?

In order to attract the attention of trade fair visitors, banners with text are often mounted above the stands or suspended from the hall ceiling. This makes it possible to see the brand from a greater distance. We have developed the SYMA-XWALL 60flex banner to meet this desire for maximum visibility. Based on the existing SYMA-XWALL system, both sides can be covered with textile elements. External and internal corners with continuous graphics can also be created, which offers a wide variety of exciting design and layout options. Thanks to the modular system, the height and width can be individually defined. Here, too, the appearance can easily be changed by replacing the textile elements.

How are priorities set with regard to further developments?

Primarily, we need to meet the requirements that our customers place

on our systems. At the same time, we are also striving to set or pick up new trends and implement them in a practicable way for exhibition stand construction. For example, architectural influences play a major role when it comes to developing new systems. We are therefore moving forward in a permanent state of change.

To what extent is customer feedback integrated in the process?

This is very important to us. We are in the fortunate position of not only constructing systems, but also building our own exhibition stands. We therefore have direct contact with the market, which gives us an advantage. Through regular discussions, new products can be optimally designed to meet customer requirements.

1. SYMA-XWALL 60flex
2. SYMA-SYSTEM 30



The brand image can extend across all corners, inside and out.



Armageddon 2018, Auckland: Fitting in with the character of the game



VR gaming area with SYMA-SYSTEM 30

Armageddon in Auckland, New Zealand, is a convention for pop culture, comics, video games, animation and much more. Around 70,000 people attend the event, many of them wearing costumes they have created themselves, depicting their favourite characters from gaming franchises or movies. PlayStation is an important participant and the exhibition stand construction company V3 has worked together with SYMA for over ten years to design its presence at Armageddon. In 2018, the 288m² stand immersed visitors in the "World of PlayStation" and showcased new gaming content and technologies in an interactive environment. The upper floor of the SYMA-CUBIC stand housed a VIP area and viewing bridge. SYMA-SYSTEM 30 was used to create areas for VR (Virtual Reality) games. With the 180° Vixi camera system, visitors could create an animation of themselves in character costumes. These were shown on a large suspended projection screen, accompanied by a DJ sound system and light show. The PlayStation stand was a huge success for the Sony brand.

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