



SYMA®

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# REPORT

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MAGAZINE FOR EXHIBIT SYSTEMS AND SERVICES



**HYUNDAI 2008,  
Ukraine**



**German House  
Olympics 08, China**



**AFG Event 2008,  
Switzerland**



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# SYMA – The world's local exhibition company



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

## ELECTRONIC INDIA 2008, Bangalore A quality competitive advantage...



Global Network – With our partner SWIFT, SYMA is at home at tradeshow events everywhere in India. Not only can exhibitors count on the usual high quality, they will also benefit from SWIFT's local connections and long years of experience. Since it was founded in 1972, the tradeshow company has developed into a full-service partner. From concept and planning to professional installation, SWIFT can take on responsibility for all the stages that go into the creation of displays for tradeshow events, live presentations and showrooms.



## ...and the home advantage in India with SWIFT partnership

In this example, IMAG asked SWIFT to produce the German group stand for the ELECTRONIC INDIA 2008 show at the Bangalore International Exhibition Center. Working with the tradeshow theme, Dieter Reiermann, Germany, developed a plan dominated by large rectangular and square light boxes marked with the logo – a light-suffused linear design that also allowed for the use of custom components. SYMA partner SWIFT installed the cubic design over an area of 520 m<sup>2</sup> (height 5 m).





AUTOTEC 2008, Brno

## Tons of heavyweights



SYMA partner MIBA's cooperation with Studio VVD for the displays of SCANIA dates back more than 10 years. In 2007 both companies created a design studio as a hub for independent architects and designers. Under the leadership of Jiri Nemec and the management of MIBA, it also handles outside contracts.

SCANIA's setup at AUTOTEC 2008 bore the signature of Studio VVD's chief architect, Jiri Nemec. The giant stand combined standard SYMA-MOLTO 90 components with a multi-level SYMA-ORBIT 40 structure using custom-made



mounts for the cladding. The cylindrical structure covered in smoked-glass panels proved to be an out-of-the-ordinary eye-catcher.

TUBE 2008, Dusseldorf

## Profile-reinforced ergonomics

Under its new marketing tag line «the world of welser», WELSER PROFILE presented itself at the TUBE 2008 international trade fair (the precursor to EUROBLECH) with ergonomic style. A style that was carried over seamlessly to the seating, built from custom profiles.

A half-shell backwall constructed from panels with full-surface graphics and a backlit Plexiglas globe (ø 2m) separated the display area from the meeting space. To add to the pleasant atmosphere, an illuminated ceiling was suspended from SYMA TRUSS beams.



### E • D • I • T • O • R • I • A • L

Dear Readers,

Even if the virus of «spending money you don't have on products you don't need just to keep up with the Joneses» did not spread to the tradeshow industry, we can probably expect the effects of the present economic situation to be felt in our sector no later than in 2009.

With dark clouds gathering on the economic horizon, it will soon be easy to tell apart those who succeeded in building strong relationships/partnerships with clients from those who only looked for short-term financial gain or, in other words, to recognize «those who jumped in the water without a bathing suit at high tide and are now stranded naked on the beach at low tide», as the saying goes.

Continuity and long-term planning are also elements of the foundation for successful corporate branding in the tradeshow sector. Conscious strategic positioning while building up and showcasing a brand helps companies raise their profile and increase their shareholder value. That is why we at SYMA are doing everything to apply and share this principle every day with our market partners. And we would be happy to count you, our SYMA Report readers, among them.

W. Stucki

Werner Stucki  
SYMA Group Management

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### I • M • P • R • I • N • T

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## MOTORSHOW 2008, Belgrade

### Drivers' Paradise

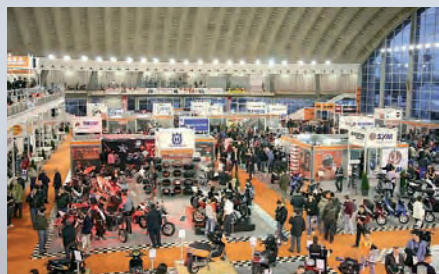
The BELGRADE FAIR selected SYMA two years ago following a tender for a system supplier. For this year's MOTORSHOW in



Belgrade, the organizers placed their trust once again in SYMA's professionalism and innovative spirit. Evidence of these qualities was visible in the new combination of SYMA-MOLTO 90 components and round frames, which replaced the old square design. Cylindrical stations with the brand names of various car models encouraged «pit stops». The show was once again a magnet for the public with its wealth of innovations and state-of-the-art styling.



The BELGRADE FAIR allocated a total surface of 21'557 m<sup>2</sup> to the MOTORSHOW. Of this, 12'150 m<sup>2</sup> was outfitted with SYMA-MOLTO 90 structures. The large number of guests – 132'792 in all – converted the fairgrounds into a Mecca for car and motorcycle fans, who examined the new designs and technologies with keen interest.



## INTERGASTRA 2008 / IAA 2008, Germany

### Guarantee for of built-in freshness

CONFORM, founded in 1989, has developed into a tradeshow specialist with a team of more than sixty creative individuals. By 'brand architecture' CONFORM means putting a company and its brand name center stage, which is just what it accomplished for SALOMON

and WAECO.



#### SALOMON Food

World, an internationally successful trendsetter in high-convenience frozen food products, has been a client of COMFORM for many years. Its newly developed stand concept, combining SYMA-MOLTO 90 components and a curved Profile 1181, celebrated its premiere at INTERGASTRA and BIOFACH. Panoramic graphics showcased new culinary products.

WAECO, the leading supplier of built-in refrigeration systems and OEM to the aviation industry, stood out with two stands at the IAA in Frankfurt. CONFORM created an inviting display space with SYMA-MOLTO 90 components. While visitors could find information about the many products on the periphery of the stand, inside awaited them a special visual experience. Proud 7-meter high walls led visitors through an array of products and images against a backlit slide projection screen.

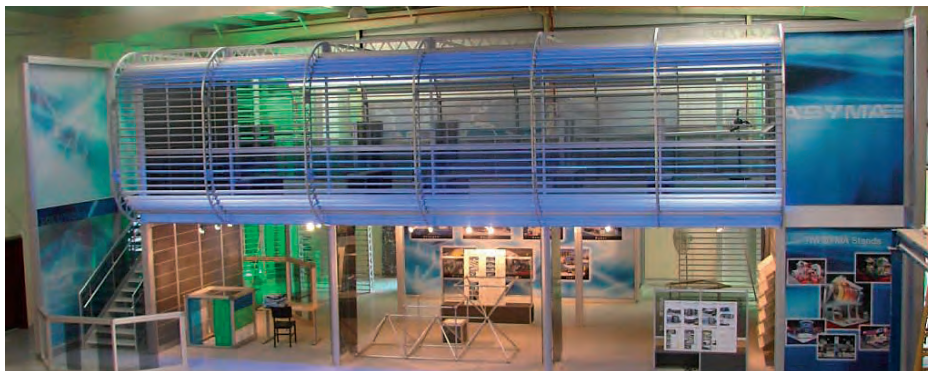






THE IMAGE WORKS, Dubai

## Smart system solutions say it all



When SYMA partner THE IMAGE WORKS talks of efficient and representative smart solutions, it is referring to SYMA's EUROSHOP stand, which was recently transferred to Dubai. General Manager Andy Linforth is enthusiastic about the short time it takes to assemble –

2 to 3 days. Comparable local solutions require double that amount. In 2003 SYMA started a partnership with THE IMAGE WORKS that has generated greater customer confidence in both our traditional stand components and our system structures.



The EUROSHOP stand with its characteristic curved slat sections and structural supports takes on a visionary role with its very individual style. In the future customers will have the opportunity to use the smart SYMA two-level innovation «live» on site. The project will in fact be presented at the official opening of the new TIW facilities. An authentic case study documents how the novelty can be repeatedly converted 1:1 anywhere in the world.

THE IMAGEWORKS have completed numerous other projects in Dubai

think tank. TIW created a multi-level solution for state-owned oil company ENOC at the CAREERS SHOW. With a footprint of only 72 m<sup>2</sup>, the commanding structure projected a strong brand image with its consistent use of the logo colors. Another company to place its trust in the long years of experience of TIW was the real estate company PROFILE GROUP for its display at CITYSCAPE. The most striking feature of this stand was the bright front and ceiling design with its integrated three-dimensional variations on the logo.



For its customer WNN, TIW created an interactive two-level stand for the ARABIAN TRAVEL MARKET trade fair, featuring with several meeting rooms for discussions with customers.





## EM'08 – RAIFFEISEN BANK ROMANIA A double-decker for VIPs

Giantscreens turned Bucharest's public spaces into large gathering places for soccer fans during the EURO 2008. RAIFFEISEN BANK ROMANIA, one of the main sponsors of the Rumanian team, also had a two-level VIP lounge built for the occasion from SYMA-SYSTEM components. The strong 6 mm-thick exterior skin from Plexiglas, covered on both sides with PVC murals, featured the colors of the national team. On



the ground floor, visitors were welcomed to the thrill of virtual soccer games and fan contests. An Infocenter provided up-to-the-minute



news. Upstairs, a VIP lounge offered them with a bar, bistro tables, comfortable sitting areas and an unimpeded view of the plasma screen. An attractive parquet floor and indirect lighting



created at once a warm and exclusive ambience. With this special event, RAIFFEISENBANK showed its preferential customers how much it valued them. These, in turn, expressed their gratitude by partaking wholeheartedly in the general soccer fever during live broadcasts of the EM games.

## VETECO 2008, Spain Trailblazing innovations



For over 80 years, architects and designers have been buying products from HUNTER DOUGLAS, a worldwide leading supplier of window coverings and producer of innovative architectural products. Being a trailblazer is part of the company's tradition.

Based in the Netherlands, Hunter Douglas has a management office in Switzerland and employs 21'000 people in over 100 countries.

For its display at the VETECO in Madrid, SYMA partner DIFER S.L. collaborated with tradeshow builder Taller de Arquitectura y Comunicación (TAC). The team selected an open, symmetrically designed stand structure with a suspended SYMA-ORBIT ceiling. A 16 m<sup>2</sup> large bar, built from SYMA-ORBIT components without vertical posts, gave visitors a place to hang out. TAC's super-efficient use of the 224 m<sup>2</sup> floor space allowed for a multi-varied display of products.



## ALIMENTARIA 2008, Spain Drawback becomes asset

The stand for food product maker ANORAY presented DIFER S.L and TAC with a major challenge. It was tucked into a corner in a side hallway of the ALIMENTARIA. However, by using a giant backlit wall as an eye-catcher, the creators turned a drawback into an asset.

Taller de Arquitectura y Comunicación (TAC) built a frame from SYMA-ORBIT components to support the Fibreglas-paneled wall. By choosing ice-green for the color of the square panels, the designer created an «inside the freezer» atmosphere. ANORAY's tasty wares were displayed on five counters with overhead awnings. These were positioned perpendicularly to the backlit wall, so that in profile they looked like elegant, modern columns.





FISPAL 2008, Brazil

## Promise of comfort boosts sales

FISPAL 2008 is one of the most important trade fairs for the food product packaging industry. SYMA partner HOCHMANN was again given the opportunity to implement an unconventional project for DIADEMA.

DIADEMA's sumptuous stand exterior with its silver-colored surface mounted on a wood frame was closed off at one end with beautiful safety



glass. Polycarbonates and Metalon were used as construction materials and design elements for the side walls. The floor was raised 80 cm by placing it atop a steel founda-

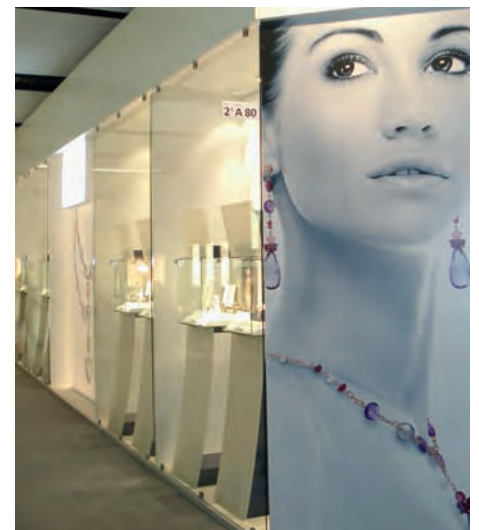
tion and covered with high-quality wood, lit from below. Exclusive white designer furniture added a graceful, airy note. The relaxed atmosphere put guests at ease and facilitated successful client meetings.

BASELWORLD 2008, Switzerland

## Diamond-studded trophies

ZOCCAI, a family enterprise with a head office in the Italian city of Zane, has been trading in expensive jewelry for more than 160 years. With brands such as LeGi and Prêt à Porter Jewelry, it is among the global market leaders. To its exclusive boutiques in Thiene, Vicenza, Verona, Venice and Milan, the company has now added locations in Madrid and Tokyo.

At BASELWORLD, ZOCCAI showcased a sparkling selection of its products in an elegant



142 m<sup>2</sup> stand. Through the glazed front wall, visitors could catch a glint of the treasures in their decorative cases. The bright interior glowed softly behind the see-through curtain hung up in the entrance to the meeting space. The double-layer construction of the ceiling eliminated the need for posts, preserving the clean lines of the stand. Design and implementation by SYMA Kirchberg.



SONY / COOP-MESSEN, Germany

## CI architecture

For eight to ten trade fairs a year, SONY sets up displays of varying sizes inside the stands of its coop partners. To make the most of this, SEVERICH & PARTNER in collaboration with SYMA-Germany developed a CI-worthy design

that does justice to the SONY brand wherever it is used as part of the display of a major entertainment electronics purchasing organization.



The result is a modular stand that can be used in various configurations and different heights for areas from 40 to 200 m<sup>2</sup>. The structural frames for the booths and ceilings are 3 x 3 x 3 m SYMA-MOLTO 90 grids, which are also used as back supports for the product racks. The ceiling fabric, lighting and glass hardware can be configured to meet the needs of each location. It's all part of a super flexible design that allows for a seamlessly standardized corporate image at all times – SONY's guarantee of brand name recognition when embedded in the displays of its partners.

DE TELEGRAAF, the Netherlands

## High-circulation morning paper

DE TELEGRAAF is the Netherlands' fastest growing newspaper group. This success is in part due to the company's intensive promotion and publicity campaigns at more than 80 tradeshows and exhibitions a year.

SYMA NETHERLANDS worked with tradeshow builder PLAAT REKLAME on the development of a new stand for the company. The client wanted it to be modern and eye-catching yet cozy. It also had to be modular and usable on surfaces from 12 to 150 m<sup>2</sup>. Applying LED lighting to great effect, PLAAT REKLAME combined SYMA-SYSTEM with a mix of aluminum and oak components to create a very attractive stand.





HYUNDAI 2008, Ukraine

## A goodwill bonus



The tradeshow industry is growing by leaps and bounds in the Ukraine. Its flagships are the KievExpoPlaza and the IEC in the country's capital of Kiev. Other projects are under way or in the planning stages.



The special relationship of the Hyundai company to soccer and its loyal participation in sponsoring championships, including the next Euro Cup in 2012, gave VneshExpoBusiness from Kiev, a long-time collaborator of SYMA, an idea for an original project.

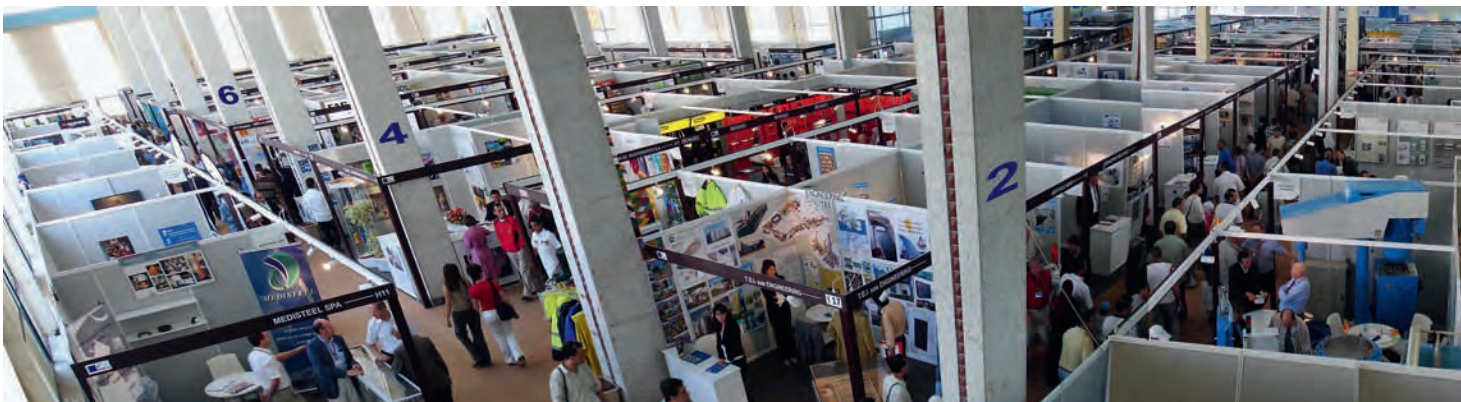
At the center of the 880 m<sup>2</sup> stand stood a supersized soccer-ball-shaped structure with a two-level interior made from SYMA components. Thanks to its popular models and this eye-catching reference to a sporting event that is close to the heart of Ukrainians, the Hyundai Company certainly gained the goodwill of many visitors.

FIA FOIRE INTERNATIONAL D'ALGER, Algeria

## All-in-one space-saving solution

With 73,000 m<sup>2</sup> of exhibition space, 1,500 exhibitors from 45 nations and 700,000 visitors, FIA is one of the largest tradeshows in the country. In 2006, full-service supplier AMF EXHIBIT ordered a large volume of SYMA-SYSTEM 30 components for the construction of the French pavilion (6,000 m<sup>2</sup>). This has been reused every year in various locations.

AMF EXHIBIT is based in El Madania, Algeria. Its team of four permanent employees and ten freelancers offers an A to Z stand construction service, backed up by 15 years of experience with system-based structures and custom carpentry. The filigree SYMA-SYSTEM configurations and easy-to-install concealed wiring inside the stands were important factors in winning the FIA tender.







## GERMAN HOUSE OLYMPICS 08, China Privileged accommodations



At the 2008 Olympic Games, the German Olympic Sports Association (DOSB) combined for the first time the GERMAN HOUSE and the GERMAN HOTEL inside the same facilities – the Kem-pinski Hotel Beijing Lufthansa Center. This provided the DOSB and the DSM,

the German Sport Marketing organization, instantly with a larger contingent of rooms, and



companions, business partners and guests quick access to the competitions – making life at the Olympics a lot easier for everyone. Located in the business and embassy quarter of Beijing, the 5-star hotel offered excellent connections to the Olympic venues and the airport. TV stations ARD and ZDF also sent their evening reports from the hotel.



ARCHITECTURAL OFFICE LIPPSMEIER + PARTNERS in Starnberg and FAIRFORM Berlin commissioned SYMA-ASIEN for the construction of a 140 m<sup>2</sup> sports meeting point with lounges and a German Business Club. Most of the quality high-standing structures have been built outdoors.



## AUDI OLYMPIC COUNTDOWN, Beijing Sensational brand experience



**Unfaltering loyalty to a brand or a product is built on constant communication and enhanced by authentic experiences. With its exclusive test-driving sessions for member customers, it has created a sensational experience that strengthens the bond with its customers and provides at the same time valuable tips for better driving.**



AUDI was the official supplier of premium vehicles for the Beijing Olympics 2008. Taking advantage of this occasion, AUDI invited its member customers to the AUDI OLYMPIC COUNTDOWN BRAND EXPERIENCE at the Goldenport International Circuit in Beijing. There, AUDI fans were treated to a veritable fireworks of peak experiences accompanied by breathtaking audiovisual displays of its state-of-the-art car technology. The guests were also allowed to get a taste of the exclusiveness of the A8 luxury models, the speed of the R8 series and the off-road fee-

ling of the Q7 and enjoy a test drive made up of superlatives. Design agency MUNICH ONE LIVE COMMUNICATIONS supplied the graceful modern



design for the facilities. The challenge for SYMA-BEIJING, which had to build them, lay in doing the structural calculations for the 784 m<sup>2</sup> showrooms, which required steel beams. The complex of black & white buildings came with a kitchen, bathroom, dining room and living room. The interiors featured primarily reusable components. System glass



walls and white MDF panels endowed the spaces with a transparent lightness.







## BRITISH COLUMBIA PAVILION 2008, Beijing

## Canadian «archway of industry»

British Columbia is the venue for the 2010 Winter Olympics. At the Beijing Planning Exhibition Hall, this fact was publicized with an artfully designed Canadian exhibition space. The structure (outside 780 m<sup>2</sup>/ inside 1,500 m<sup>2</sup>)

reflected the diversity of the Canadian economy based on the 5 Chinese elements – earth, metal, wood, water and fire. The outside area constructed from wood showed Canada's 10 provinces and 3 territories.



The multilevel special exhibit enchanted visitors with its authentic, connected-to-nature character. The ground level housed an official display documenting the main economic assets, lifestyle, culture and innovative spirit of British Columbia and Canada. The second floor was reserved for programs to promote Canadian business with China. The ambitious design from the ORCA CREATIVE GROUP INC. incorporated domestic woods

and raw materials to give visitors a foretaste of Canada's high North. The wooden archway that formed the entrance was a great eye-catcher and a symbol for British Columbia's forest industry, one of the province's key sectors. The spaces in between the ribs, which were covered with perforated copper and aluminum sheet metal, symbolized the endless expanse of Canada, from coast to coast. The guests were led past interactive and



pictorial displays showcasing the culture, industry and magnificent wilderness areas of the country and region. This included a mystically lit jade wall and a 500-year old cedar that was felled by a wind storm a few years ago. First Nation drummers accompanied the visitors throughout their tour. SYMA-BEIJING's greatest challenge lay in having to meet to the letter all of the rules and prescriptions of the Chinese Building Department and to ensure that the giant archway would remain stable for the entire 5 months of its life. This required a great deal of precise calculations and engineering. In the end, the exhibition was very convincing in demonstrating that British Columbia is the right venue for the next Winter Olympics.





## 100 years GADOLA AG, Dübendorf A family tradition

The Air Force Center Dübendorf is an excellent location for the proper celebration of a centenary. GADOLA AG, a family firm with a long tradition in the construction industry, rewarded the loyalty of some 450 business partners and friends with an invitation to the grand celebration of its 100<sup>th</sup>



anniversary. To express its gratitude to the many guests, it treated them to a delicious banquet, a gourmet supper, and a varied and interesting entertainment program.

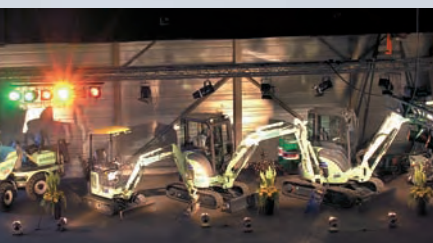
SYMA KIRCHBERG was responsible for the



entire EVENT TECHNOLOGY, including light, audio, stage and video installations. A well designed lighting arrangement turned the event into a feast for the eyes. On it rested the success of converting the hangar, which featured an exhibit of construction equipment at one end, into a



welcoming venue with a stage, bar, catering area and outdoor space. SYMA also provided a sound system for the hall, including a lectern and mikes for presenters, moderators and entertainers, and was responsible for projecting the Power-Point presentation about the company's history and the black-and-white stage setting.



## AGM of AFG Arbonia-Forster-Holding AG, Arbon Long-term winning strategy



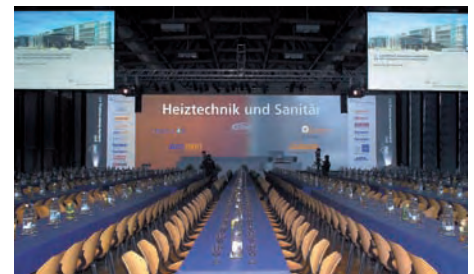
**AFG President and majority shareholder Edgar Oehler held his corporation's AGM at the Seepark Salon in Arbon. AFG Arbonia-Forster-Holding AG is globalizing its business from its home markets in Switzerland and Germany by expanding into promising markets.**

SYMA-EVENT-TECHNOLOGY supplied the equipment for this top-class event. The Center installed a 25 x

6.2 m screen with 2 full-HD video projectors (12'000 ANSI lumens). This provided a seamless soft-edge transition, underscored with PIPs combined with live images and charts in full HD. Two screens placed further down (Delay) in the room also gave the back rows a front seat at the event. The presentation started with HD ima-



ges of the new Corporate Center, followed by illustrated reports about the different Divisions. Proper lighting put the corporate representatives in a good light.



## LINDT & SPRÜNGLI AGM, Zurich Conference Center Balanced indulgence

**SYMA KIRCHBERG made every effort to present the Maître Chocolatier from his sweet side during the AGM at the Zurich Conference Center.**

SYMA TRADESHOW INSTALLATIONS provided the entrance booths, signage and took charge of image and sound transmission at



the three locations – the conference room, garden room and large auditorium. The equipment in the conference room consisted of a 13-m wide screen and two full HD video projectors (soft-edge images), two 65" full HD plasma screens for the back rows, a line array sound system for even sound levels and a lighting installation. It also controlled the 5 cameras for transmission to the other rooms. All of the finest quality as is fitting for a Master Chocolatier.





SYMA RENTAL SYSTEM, Mexico

## Attractive rental conditions



«Renting rather than buying» – SYMA MEXICO went on a promotional tour at the



World Trade Center with several SYMA-MOLTO 150 applications and a 140 m<sup>2</sup> two-level stand. The attractive SYMA Rental System met with great interest from the 110 companies that were invited. Among the 220 guests were

the Swiss ambassador and various representatives from the Mexican tradeshow industry.

Two-level structures are becoming increasingly popular in Mexico. Since people like to see the different options, SYMA showed visitors various 1:1 applications, including several that used SYMA-MOLTO 150.



EXPO PACK, Mexico

## Virtuoso packaging artists



The international tradeshow EXPO PACK MEXICO provides exclusive access to Mexico's and Central America's packaging industry and is internationally the industry's largest show of packaging equipment and materials in Mexico (over 40,000 m<sup>2</sup>). PMMI, the Packaging Machinery Manufacturers Institute, is the organizer of EXPOPACK and one of SYMA partner GRUPO OMEGA's regular customers. The PMMI USA Pavilion (2,846 m<sup>2</sup>) accommodated the exhibits of 45 member companies, whose stands varied widely in size.

The Pavilion included a 182 m<sup>2</sup> lounge with an integrated VIP area for its various members. A large food service with a bar, cafeteria, drinks,

snacks and Internet service was also available. Two meeting spaces were available for private meetings. All of the structures were built from SYMA-MOLTO 150 components combined with custom elements such as furniture and fabric graphic panels. SYMA-MOLTO 150 satisfied the client's requirements for minimalist designs, clean square lines and generous floor plans. These provide an ideal environment for graphics.





## Perlen Converting AG, Lucerne High-tech protection

Perlen Converting AG, a member of Chemie und Papier Holding AG, is an internationally active Swiss company that has been in business for a good half-century. Demonstrating an outstan-



ding capacity for innovation, the company provides leading suppliers of pharmaceutical and medicinal products with high-quality foil, blister and coating products. Recently the packaging



specialist expanded its production line with a fifth coating installation, which called for stringent safety and security measures. SYMA KIRCHBERG was asked to provide a proper enclosure for the installation. A perfect solution was created with SYMA

TRONIC. This is a SYMA specialty designed to build enclosures for machinery and production lines that provide effective protection for



workers as well as keep dust and dirt away from the end product.



## VERDANDI, Al-Hoota Geo & Cave Museum, Oman Virtual dripstone evolution

The Ministry of Tourism in the Sultanate of Oman appointed museum and exhibition planner VERDANDI from Vienna to plan and implement a geo and cave museum in the visitor centre of the Al Hoota dripstone cave in the Al Hajar mountains. The concept was drawn up together with the Natural History Museum in Vienna.



The combination of exhibits in showcases and interactive displays with virtual dripstones resulted in an exhibition that is hitherto unique in Oman. VERDANDI commissioned SYMA-KIRCHBERG for the tall showcases and table showcases as well as projections and partitions using SYMA-SYSTEM. The tall showcases with concealed openings were assembled in rows and

combined with the table showcases and back-lit projection walls. Dimmable, adjustable spotlights were concealed in the fascia part. The colour design of the showcases blends harmoniously with the elegant interior design. Project speciality – the entire construction had to be prepared in detail and delivered to Oman via Vienna in specially made transport crates. SYMA was responsible for complete and precise delivery so that the museum operators were able to easily assemble the showcases on their own.





## BOBST WELCOME LOUNGE, Switzerland

## «Cockpit Lounge» with a view

Based in Lausanne, the BOBST GROUP is worldwide the largest supplier of equipment and services to the folding carton, corrugated cardboard and flexible materials sector. It has more than 30 locations in Switzerland and abroad where it produces custom-designed solutions for the packaging industry. State-of-the-art and ever faster and more ergonomic and environment-friendly machi-



nery are the key to success for this competitive global player. In 2007 BOBST adopted a new corporate design and branding concept. These served as the inspiration for the design of the new WELCOME LOUNGE.



SYMA KIRCHBERG won the contract, together with EIGENMANN EXPO SA, to erect a two-level pavilion inside the BOBST assembly hall. They used SYMA-SYSTEM 30. The frame of the approximately 115 m<sup>2</sup> large, two-level struc-

ture consists of 150/150 mm support profiles and 360/30 mm truss profiles. It is completely enclosed with glass, so that visitors can have a clear view of the various assembly procedures.

The pavilion is used for meetings with clients as well as for company meetings. Equipped with a counter, bar, lounge and meeting rooms featuring designer furniture, the 'cockpit' provides a comfortable and stylish environment. The BOBST GROUP not only supplies machinery and equipment but also a large range of solutions and services that can be integrated into the production processes of its clients to increase plant productivity. Being a top-service provider means providing all-around service, including OEM parts and regular user training for machine operators and production managers.





## Coca Cola at Shuang Zone 2008, Beijing

# Interactive Olympic marketing

Coca Cola has been an Official Partner of the Olympic Games since 1928. As the main sponsor of the 2008 Olympics in Beijing, China, it provided visitors with a prime sample of its formidable marketing savoir-faire. The Olympic Shuang Zone, Coca Cola's Olympic hub, was the company's largest ever customer activation effort. SYMA Asia gave shape to two of the main attractions: the WE8 Interactive Booth and the Olympic Crowd Games.



The WE8 is a Coke-sponsored global project involving 8 western DJs and 8 eastern designers in the creation of unique electronic music and limited-edition Coke bottle designs celebrating themes such as global harmony, peace, happiness, optimism and collaboration. SYMA Asia conceived a fresh approach to the WE8 project:

an interactive booth where visitors entered «music pods» to enjoy and remix the original WE8 songs in real time by moving their hands in the air over motion-sensor lights. The WE8 Interactive Booth was a major hit with the audience at the Coke hub, attracting thousands of customers every day during the whole 30-day event. SYMA Asia was also responsible for the Olympic Crowd Games – a series of pioneering interactive games that made use of advanced computer vision software and several giant LED screens to allow large crowds of people

to play together, resulting in a fantastic immersive experience. The Olympic Crowd Games celebrated sports, fun and collaboration – concepts that tied in perfectly with the Cola Olympic spirit. As the main provider of innovative customer activation concepts for Coca Cola at the 2008 Olympics, SYMA Asia handled creative work, structural design, interactive game design, software development, construction and on-site management. The Olympic Shuang Zone was hailed by the client's global management as «the best customer activation in the history of Coca Cola», and SYMA Asia was proud of being part of this success story.

## HONGKONG LIFESTYLE EXPO 2008, Budapest

# Contacts that promise success

The Hong Kong Trade Development Council organizes numerous exhibitions in Europe every year. This is one way in which the Ministry of Economics tries to promote business relations between Asia and Europe. In 2008,

China advertised for the first time with Guangdong and around 180 innovative exhibitors. SYMA had a dual role at this Hungary event – as the builder of the structures and as the host of the SYMA Sports and Events Center.

SYMA Asia won the bid and found an optimal partner in SYMA Hungary. HKTD's standards for stand planning and design were very high. Numerous specialists traveled from Hong Kong to Budapest for the occasion. The exemplary cooperation between the two professional SYMA teams impressed the client. HKTD and its participants were especially happy with the way all the deadlines and criteria were met to the letter.

