

case study ::: no. 16

2006 ILA - Berlin, Germany



Determined to take a bold step forward in their exhibition program, Liebherr Aerospace tasked industrialevents with the delivery of both a high-end chalet treatment (outlined in case study 17) and a dynamic exhibit experience to showcase the variety of Liebherr products utilized in the aerospace industry. The solution included individual product pedestals with interactive touch screens connected to a transparent airplane highlighting respective systems (temperature control, landing gear, actuation, etc.) with color-coded fiber optics. The airplane was housed between three large rings, which moved across the airframe while delivering product specific messaging on LED monitors mounted to the outside.

The stand also included private conference space and a semi-private hospitality area with a full-bar and kitchen serviced by a professional staff. The entire stand was mounted on an elevated platform with an illuminated glass floor to further distinguish this exhibit area and aide in delivery of the client message.

When your brand requires a dynamic statement, industrialevents delivers a dramatic solution.

