

case study ::: no. 22

2006 Intermat – Paris, France



Conceived and built for Liebherr, this 8,500 ft<sup>2</sup> / 790 m<sup>2</sup> (40,000 ft<sup>2</sup> / 3716 m<sup>2</sup> total), 3-level pavilion included a primary structure utilizing over ninety-seven tons of steel, fifteen tons of concrete and 6,200 ft<sup>2</sup> of tempered glass; housing two guest reception areas, twelve conference rooms, three kitchens, two full-service bars, three indoor lounges of varying degrees of privacy, a retail store and an expansive outdoor patio.

Designed to deliver a dramatic presence at this important event, the execution succeeded well beyond expectations. From the finishing of the structural steel to the finest detail of the floral display, industrialevents made certain the impeccable reputation for quality synonymous with the Liebherr name was reflected in the audience experience, leaving a memorable impression on each and every guest. This pavilion design has not only become the model for all of Liebherr's event marketing efforts, it has become the industry standard by which all others are measured.

No project is too large or too small. When quality is paramount, industrialevents delivers.

