

case study ::: no. 4

2003 Auto Shanghai - Shanghai, China



As with many other companies exhibiting in the Asian marketplace, Renault had traditionally relied on local suppliers to design and build stands to represent their products. When Renault wished to establish a decidedly higher end execution in support of plans to reinvigorate the brand, they turned to industrialevents. Developed and installed as a custom solution for the 2003 Auto Shanghai, this outdoor pavilion provided a distinctly elegant and inviting island amid a sea of innocuous system displays all too common at this venue.

Utilizing unfinished concrete as the foundation, high gloss surfaces and wooden planking materials accented a substantial bright white structure designed to distinguish this major player from the competition. Dimensional metal logos, to match those on the vehicle grill, flanked a covered entryway featuring a video wall delivering corporate presentations. A unique application of concrete blocks providing a dramatic demonstration of vehicle suspension flexibility was echoed by a solid concrete reception counter. The end result was a unique and memorable implementation for this global brand.

