

case study ::: no. 15

2004 CeBIT – Hannover, Germany



The unique challenge of this project was the positioning of a new company with a product lacking physical structure. STAR21 delivered a high-speed communications platform for business and consumer markets in Europe. industrialevents was tasked with developing a corporate identity (CI) for this new company that would provide audiences with a simple understanding of this product. The CI would drive the exhibit experience, all related collateral and create a dynamic communications strategy the brand.

So successful was our design and execution for Star21 at the 2002 CeBIT show in Hanover, Germany, we received the "Award for Excellent Fair Appearances" as awarded by ADAM in a nationwide competition which judges architecture and design as well as the successful communication of marketing and business objectives at fairs. It is the most prestigious design award for exhibitions in Germany and, as such, is held in particular regard internationally. It was a very proud achievement for our team and for our client!

