

# DisplayDesign



ARTPOWER



## Harps – Modular exhibition stand

### Project Information

<b>Location</b>	Milan, Italy and Paris, France
<b>Client</b>	Runtal srl
<b>Date of completion</b>	2007
<b>Area</b>	260m <sup>2</sup>
<b>Photography</b>	Giancarlo Zema Design Group







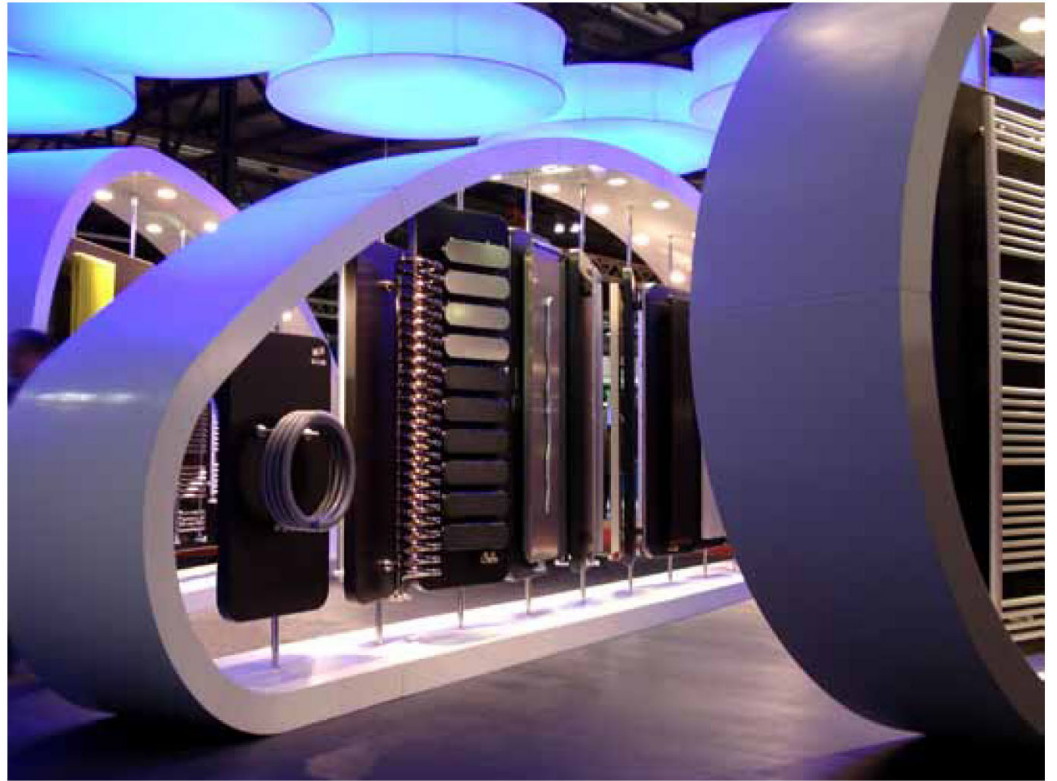
Design Agency  
Giancarlo Zema  
Design Group



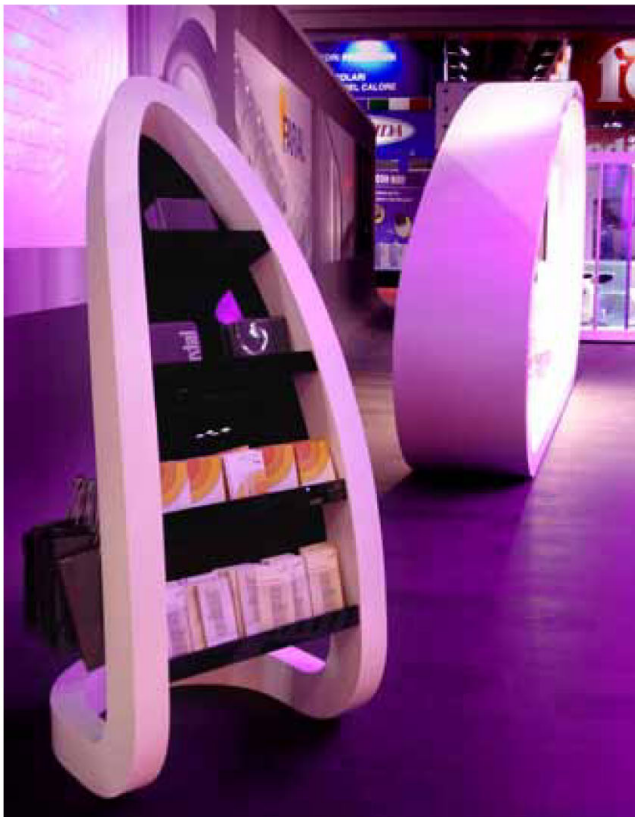
















It is a 260 sqm modular exhibition stand in DuPont™ Corian® for the Runtal a brand of the Zehnder Group, leader company in the development of heating systems. The inspiration came from observing the harp as a sensual and magic musical instrument, so large harps in Corian from 6 to 10 metres long and 3 metres high, were designed to accommodate items of the Runtal collections on rotating black panels. The composition of harps has been made simpler thanks to the use of light ashlars with sophisticated concealed steel closures. The complete modular stand was projected to be easily moved around an European tours at the main exhibition fairs. The stand houses three large display elements (harps), one transparent meeting point, three storage cabinets, one reception and brochure cases, all following the same soft line in Corian, designed to blend. All the furniture, tables, chairs and stools are part of the Ring Collection designed by Zema for the Giovannetti Collezioni d'Arredamento firm. The illumination system is suspended and made up of 14 large aluminium structured cylinders, 2 metres wide and covered in Barrisol, that contain RGB chromatic variation fluorescent lamps, designed again by Zema and made in collaboration with the Zumtobel company.







Design Agency  
Giancarlo Zema  
Design Group

## Underwater Design – Exhibition event

### Project Information

<b>Location</b>	Bergamo, Italy
<b>Client</b>	LumineXence srl – Puntoluca srl
<b>Date of completion</b>	2011
<b>Area</b>	100m <sup>2</sup>
<b>Photography</b>	Giancarlo Zema Design Group

Underwater Design by Giancarlo Zema is the attractive exhibition promoted by Puntoluca, the showroom of Roberto Catellani in the heart of Bergamo, renowned as a reference point for good lighting. This perfect location will let the organic creatures of the architect Giancarlo Zema move and grow through an ideal seabed: the sinuous Leaf Collection in DuPont™ Corian® and the mysterious Bright Wood Collection for Avanzini Group, able to suggest unique and surprising atmosphere; the sprightly Ring Collection, table chair and stool for Giovannetti, that with its object-holder holes

sprouts from the rocky bottom; the sculptural pressure Collection, two tone porcelain glasses and bottle-holder for Bosa; the smart SimoGi, rounded object-holder in DuPont™ Corian® for Bsolid; then, in the sea swim the coloured fishes of the Fish radiator for Runtal and the Shark handles for Ghidini. An extraordinary opportunity to introduce the public preview of the last creation in DuPont™ Corian® for LumineXence, the new floor lamp named "Octopus" of the architect from Rome always attracted by the sea world.

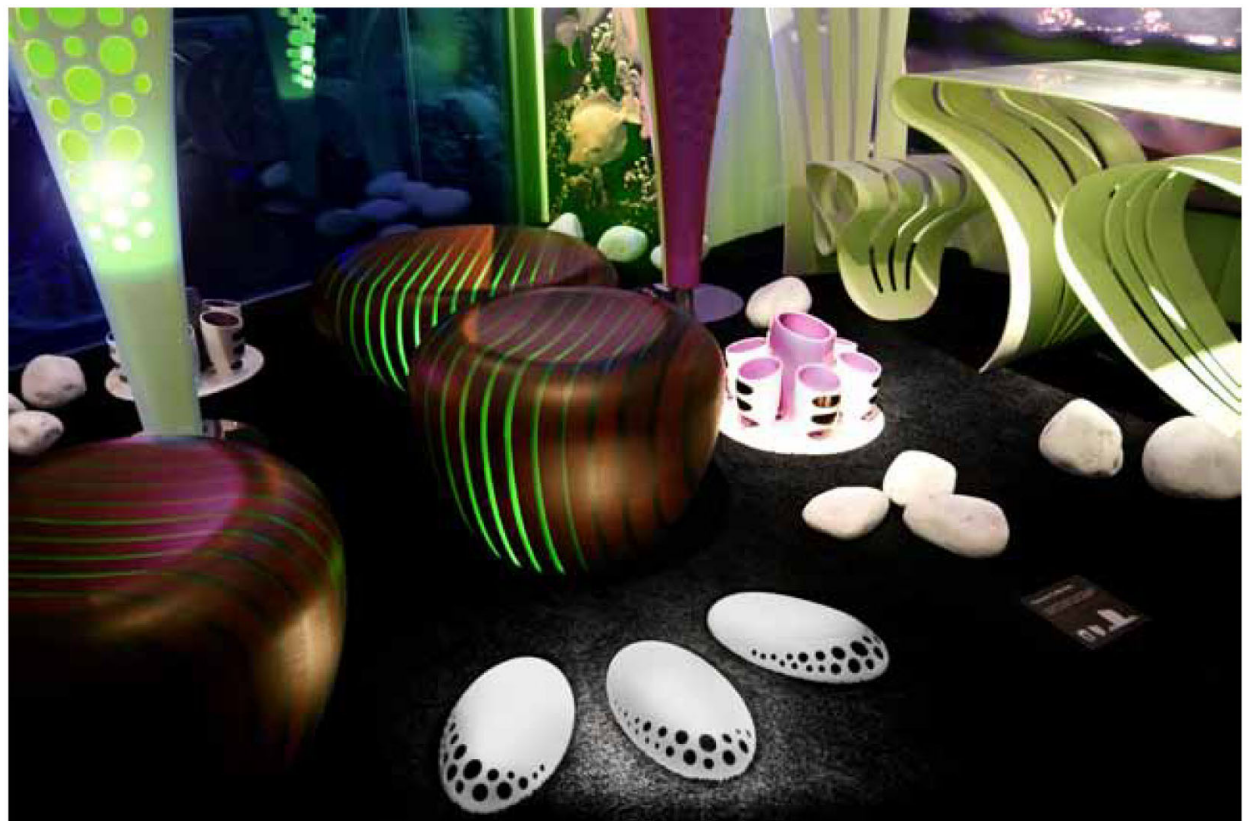
















Design Agency  
Giancarlo Zema  
Design Group

## DESIGNin'NATURE – Exhibition event

### Project Information

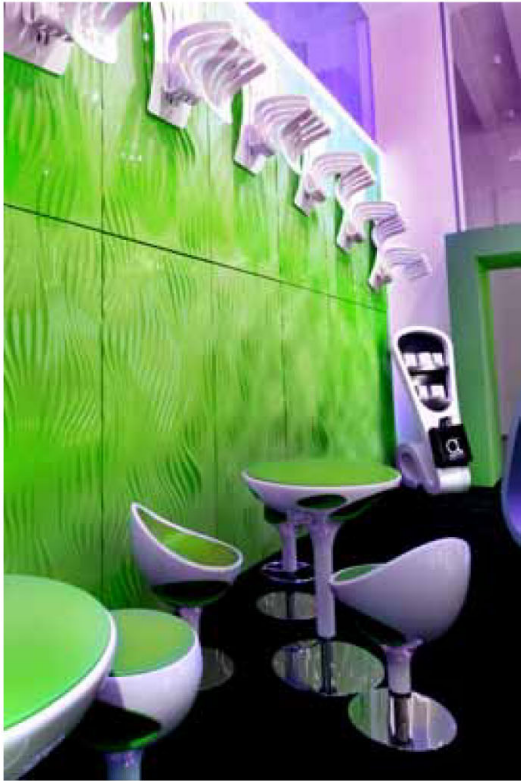
Location	Milan, Italy
Client	Triennale Design Museum – Avanzini Group
Date of completion	2010
Area	100 m <sup>2</sup>
Photography	Giancarlo Zema Design Group















DESIGNin'NATURE, the attractive exhibition promoted by Avanzini Group Distributor of Quality, will put on show Giancarlo Zema's bright creations capturing the space and giving rise to a spring of emotions. A space full of energy, stimulated by primitive elements, exhibits an avant-garde style putting together both Nature and human being in a respectful cohabitation. A warm grassy carpet welcomes you in a sensory dimension; fresh white surfaces unfold revealing petals made of differ-

ent materials and colours. Realized in DuPont™ Corian®, they witness the organic unity of Nature as a sinuous elegant corolla. Providing the backdrop, the flexuous waves of a big leaf that shows all its bright green reflections. Like in a mutant living nature, fascinating creatures all designed by Giancarlo Zema, grow with their unmistakable organic shapes: the sinuous Leaf Collection in DuPont™ Corian® and the luminous magic forest of the Bright Woods Collection, for Avan-

zini Group, able to inspire unique and surprising atmospheres; the Ring Collection, table chair and stool with their object-holder holes, for Giovannetti, that sprout like mushrooms; the Pressure Collection, two tone porcelain glasses and bottle-holder for Bosa; and finally the coloured fishes of the Fish radiator for Runtal and the Shark handle for Ghidini, that freely swim in their blue sea.





## Giancarlo Zema

Italy

The Giancarlo Zema Design Group is an architecture studio in Rome, specialized in semi-submerged architectural structures, marine parks, floating habitats and yacht design. It was founded in 2001 by the architect Giancarlo Zema as a dynamic and flexible organization, which guarantees the whole design process, from the concept to the executive details. We use advanced

technologies and design software, which allow us to project and calculate different planning solutions. With the use of computer-aided design systems, we can realize 3D models, prospective views and renderings, by means of full layout presentation. This offers the client all the necessary information on the project before the realization.

## Hector Ruiz-Velazquez M.ARCH.



Hector Ruiz-Velazquez has a degree in Architecture from the University of Virginia, USA, with studio professorships from Harvard University and Columbia University.

Hector Ruiz-Velazquez founded his private architectural office in 1992 as a culmination of extensive professional practice that includes architectural projects of big scale to corporate image.

A characteristic of his studio is its diversity not only cultural but also regarding the professional disciplines. The studio covers projects from urbanism to graphic design, industrial and interior design, photography, as well as integral corporate images.

## LORENC+YOO DESIGN

### Lorenc+Yoo Design

Lorenc+Yoo Design boasts a broad skill set, specializing in 'environmental communication graphic design,' a genre that includes exhibits, museums, signage, and graphics. Founded in 1978, the firm's philosophy includes exploration, inquisitiveness and a commitment to design excellence and innovation executed on every project.

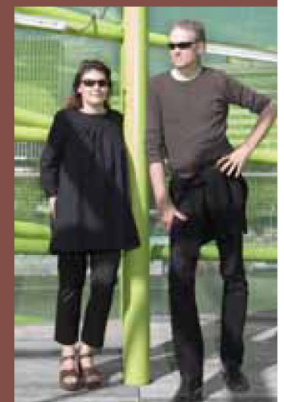
Ippolito Fleitz Group GmbH is a multidisciplinary, internationally operating design studio based in Stuttgart. They are identity architects. They work in unison with their clients to develop architecture, products and communication that are part of a whole and yet distinctive in their own right.



## Ippolito Fleitz Group GmbH

Jakob+MacFarlane is an architectural firm based in Paris, France. Its work explores digital technology both as a conceptual consideration and as a means of fabrication, using new materials as a possibility to create a more flexible, responsive and immediate environment.

Current projects include the Docks of Lyon with two buildings in Lyon, the new Frac Architecture Exhibition Center in Orléans, a Dance and Music Conservatory in Noisy-le-Sec and the Swiss Cultural Center in Paris. Jakob+MacFarlane regularly participate in invited competitions and recently won first honourable mention of the International Taipei Performing Arts Center Competition, Taiwan.



## Jakob+MacFarlane





**ARTPOWER**

13B, Zijing Ge, Fa Zhan Xing Yuan, No. 1  
Mintian Road, Futian District,  
Shenzhen 518048, China  
T: 86-755-82913355  
F: 86-755-82020029  
[www.artpower.com.cn](http://www.artpower.com.cn)