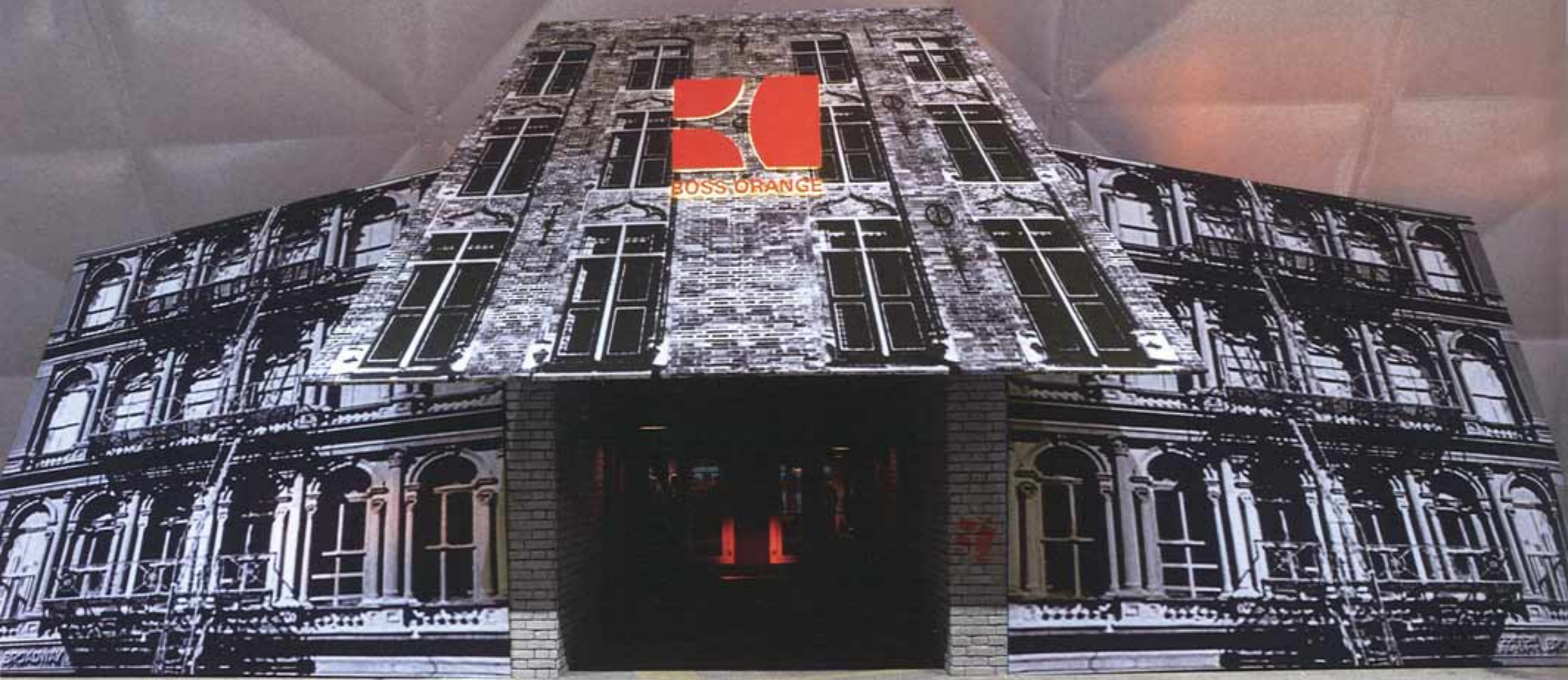


Design for Trade Fair Stands

GRAND STAND

3

FRAME



Huge boards with typical New York façades printed on them formed the entrance of the stand.



Mannequins showed off the New York-inspired Boss Orange Fall/Winter collection.

HUGO BOSS

Liganova

Fancy a quick trip to New York? Even though the location of Bread & Butter in Berlin is no longer out at the airport, in January 2010 visitors were offered a taste of the American city at the fashion fair. Reflecting the New York-inspired Boss Orange clothing collection, design agency Liganova brought together several environments – each inspired by a different New York City district – as the concept for the stand. Each zone formed

the setting for a scene peopled by mannequins sporting the Boss Orange Fall/Winter collection who appeared as savvy New Yorkers out and about in the city. Visitors entered the stand via a tunnel that led to the 'Brooklyn Artists' space, which was defined by brick-walled courtyards decorated with graffiti. Meanwhile, the centre of the stand was reminiscent of a traditional hotel lobby, with furniture and accessories giving a vintage feel that reflected the 'SoHo Rucker' nature of the zone. Elsewhere, doors leading out onto a terrace formed the entrance to the 'Central Park' area where Liganova placed a wide-screen projection of the iconic view of the Manhattan skyline. The film, showing the panorama as seen from the park, was a 20-minute loop compressed from a 24-hour-long recording of the changing cityscape,

offering a real sense of the city that had inspired the clothing collection.

LIGANOVA specialises in integrated 360° brand-to-retail marketing concepts. The company showcases brands at their best by developing innovative concepts and solutions for their fashion and luxury goods clients. Offering all the services along the value-adding chain, from brand message and campaign development through to display at the point of sale, they provide a one-stop shop for comprehensive concepts.

Where
Bread & Butter, Berlin, Germany

When
January 2010

Client
Hugo Boss / Boss Orange

Market sector
Menswear and womenswear



Brick walls and vintage furniture conveyed the atmosphere of a New York loft.



Graffiti covered the walls of the Brooklyn Artists space.

Stand constructor
Liganova

Total floor area (m²)
600

Designer website
www.liganova.com

Photography
Liganova



A pool table was placed in the centre of the stand, which was conceived as an old hotel lobby.

Where
Bread & Butter, Berlin, Germany

When
January 2010

Client
Hugo Boss / Boss Orange

Market sector
Menswear and womenswear



A projection of the New York skyline during daytime.



A projection of the New York skyline at night.

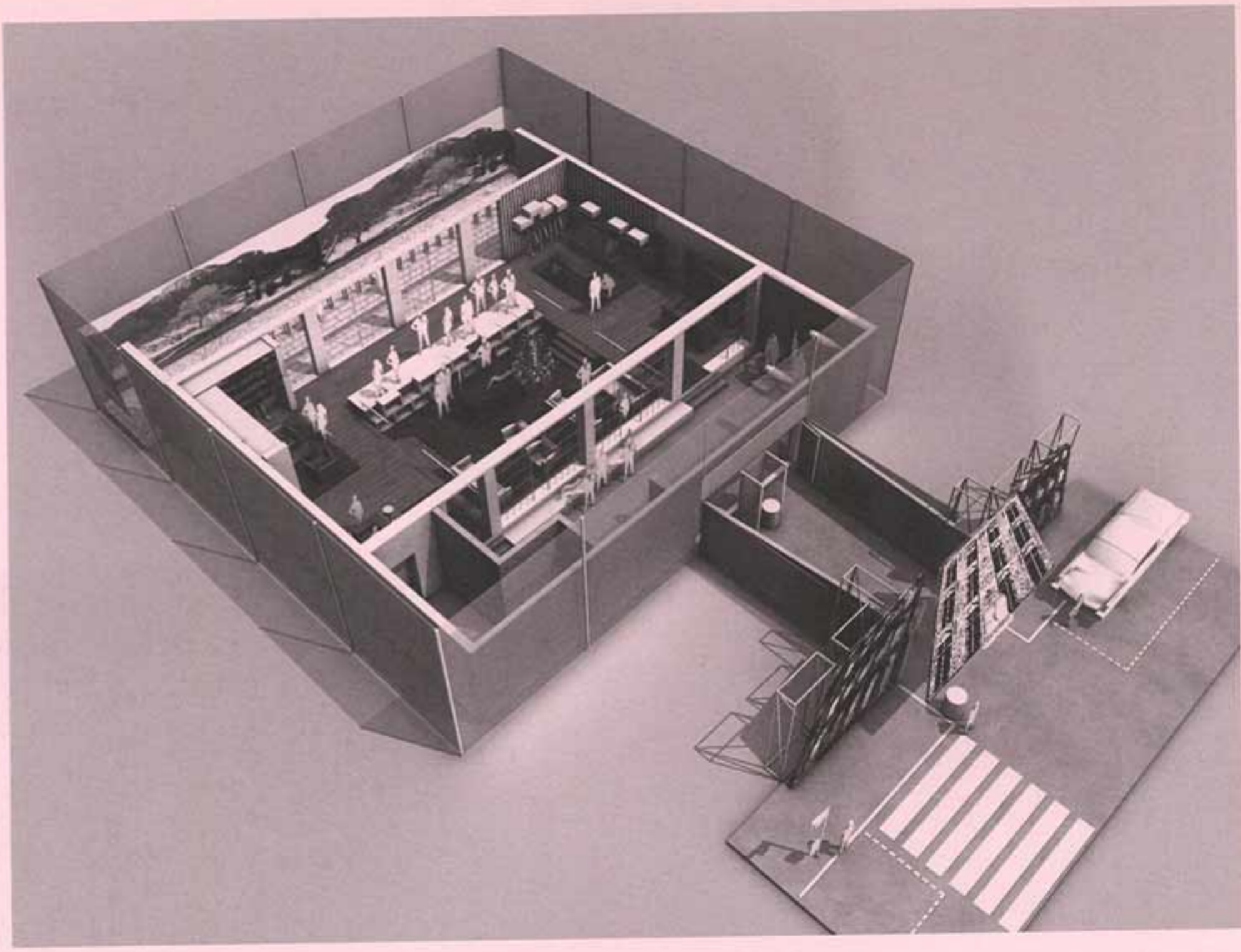
Stand constructor
Liganova

Total floor area (m²)
600

Designer website
www.liganova.com

Photography
Liganova

01



01
Renderings showing the layout and
façade of the booth.

02 + 03

For the inscenation of the entrance
area Liganova used New York-
inspired graphics.

04

Stills from the New York skyline video
projection loop showing different
times of the day.



02



03

SOHO
STUDIO'S
THE FABULOUS ROCK 'N ROLL SHOW
• FEATURING •
THE NEW SOUND
OF
THE BOSS
ORANGE
With • STELLA STANDUST
— MANHATTAN —
JULY 14 THRU JULY 18



BROO
KLYN
WEGO
HARD
BOSS
ORANGE

04

