

At POLI.Design – Consortium of Politecnico di Milano
The projects by the first 33 architects and designers specialised in
“Temporary Space & Exhibition Design”
The first course of High Standard Training dedicated to temporary
and exhibit retail spaces.

On February 6th at **POLI.design – Consortium of Politecnico di Milano** the first 33 architects and designers specialised in design for temporary retail and exhibit spaces will present their projects, which were developed within the first edition of the course of high standard training in **“Temporary Space & Exhibition Design”**, which has just concluded. It is the only course in Europe centred on these sectors that are related to the latest evolution in retail, trade shows, exhibitions and events, and was attended by 33 selected designers coming also from France, Nicaragua and Santo Domingo, who were divided into 7 teams that have developed innovative projects.

7 innovative projects for the retail sector and trade shows

3 teams of designers have elaborated virtual projects for as many innovative Temporary Shops of renowned brands and products: team **“More Over”** proposed **“BidibiBodibiBoo”**, the temporary shop with a fairy tale atmosphere of *Glue Cinderella*, the first collection of dancers by *Kartell*, designed by *normaluisa*; **“Count down”** developed the temporary shop for the Italian launch of the *Polaroid* digital *PoGo*, in a space where the customer can meet and discover the product in a stimulating and recreational way; team **“Tempore”** repositioned the deodorant *Arbre Magique* from a “car accessories brand” to a “scent brand” through the temporary shop **“Responsibility”**, which is eco-sustainable in consideration of the Expo 2015.

Other 4 teams of designers devised concepts for highly communicative exhibit spaces, starting from existing brands and products: team **“Ingrandimenti”** designed an exhibit space for IKEA at the trade show *Sia Guest* by Rimini Fiera, **“H Ikea”**, which is aimed at presenting the new services dedicated to the hotel sector; **“Jam Session”** designed a space for trade show organisations called **“Face to face”**, which is connected to the virtual world of the social network *Facebook*, with the aim of increasing the visibility of the exhibitors’ initiatives; **“4DLab”** for the specialised trade show *Vinitaly* proposed **“Sorsi divini”**, an exhibit space for region Sicily to innovatively propose its wine production; team **“AndExbit”** studied a booth for the concept store *Angelique Devil*, called **“L’espace Devil”**, to present the “transgressive” brand to the hotel sector at the trade show *Sia Guest* by Rimini Fiera.

The projects will be illustrated at www.temporaryspace.it

Temporariness, communication, emotion, and the role of design

“The relevance of temporary exhibit and retail spaces is increasing within the exhibition industry and retail - states **Arturo Dell’Acqua Bellavitis**, Professor of Politecnico di Milano and Scientific Director of the course – and can be considered one of the most topical evolutions in communication to the public, starting from the project, messages,

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values, quality, but also emotions, entertainment and atmosphere. Design already has and will have in the future a decisive role within retail, a sector we are very attentive to and in which we have developed very deep competences.”

The course developed through frontal lessons by Politecnico di Milano lecturers and renowned professionals, educational tours to retail and entertainment spaces and trade shows. Integral parts of the education programme were visits with the lecturers to the specialised companies of **Consorzio TEXS**, the exclusive Academic Partner of the course.

The teaching staff that contributed with their experience and innovative visions included also architect **Simone Micheli**, who is author of successful trade show realisations: “It is a sector of profound interest and stimulation for the designer, not only for the actual evolution of the communication codes, that the designer must interpret, but also for the particular relationship that space, in its short duration, must be able to create with the visitors: a temporary and ephemeral container that through the energy of the concept and the formal perfection in every detail, must dialogue with the visitor that passes though, looks at it and lives it just for a few minutes, and leave behind a permanent impression and memory of it.”

Academic Partner and Sponsors of the course and innovation

The exclusive Academic Partner of the course is **Consorzio TEXS** which unites leading companies in the different sectors of shop and stand fitting, materials and the relative technologies, while the Academic Sponsors are **Publistand**, company active in the sector of exhibit spaces, temporary architectures and interior design, **Nuova Oxidal**, designer and manufacturer of stand-fitting systems, accessories for structural windows and glass doors, **Standitalia**, company specialised in show room furniture and set up, and **Color Design**, specialised in the finishing of surfaces with coloured, also tactile pigments.

“An evolving market requires evolved professionals, able to interpret the new codes of the change as well as the needs of the industry, in terms of competitiveness, also internationally, and continuous research of quality and results - declares **Stefano Ferri**, President of Consorzio TEXS –. This is the aim of this new POLI.design’s initiative, that we wanted and have promoted, and it will be a professional challenge for the new professionals, who, as we hope, will be able to give a further push to the growth of the sector.”

The course is also patronised by **AEFI** (Exhibitions and Fairs Association), **Uncsaal** (Italian Architectural Aluminium and Steel Manufacturers Association) and **Assotemporary** (Italian Temporary Shops Association).

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