

Made to measure or shell scheme

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The sector of exhibition design over the last 10 years has acquired remarkable importance. New bigger spaces and a new imagine have made these exhibitions into real cultural trends.

The fairs can be located in various types of places: on the road-side, in squares, in temporary tent structures, in disused industrial areas, and inside permanent structures built specifically for fairs.

Our analysis is focalised on exhibitions which take place in the latter place stated above; special attention has been given to the expositive area situated inside the pavilions which hold the exhibitions. The exhibition centre is basically a big empty permanent structure whereas the internal spaces which make up the exhibition are only temporary. In every exhibition the pavilions are sub-divided into lots which represent the spaces where the stands will be set up.

The setting up of the stands must, in the brief length of the exhibition, activate and satisfy, all the needs requested by the exhibiting firm. The stands must be the means to through which the firms become known to the public, creating publicity and a positive imagine of the firm. It's very important that the firm in question informs the designer of any practical prior requirements, such as the available budget, the size of the lot and the products to be displayed.

These above points represent the basis on which the exhibitor can choose the type of exhibition design: *made to measure* or *shell scheme*?



Made to measure stand

In a made to measure stand the exhibitor stands out, using structures designed specifically for the event.



Shell scheme stand

In a shell scheme stand all the exhibitors have the same possibilities. All the structures of the stands are the same and it's the firm with its products which makes the stand different to the others.

Our thesis is focalised on this distinction, what are the reasons why an exhibitor makes one choice rather than another, what are the differences among the types of exhibition design, the technical structure and the tools at the designers disposition.

Visiting some fairs (carried out in Italy in 2002) different among them in places, size and products, it was useful to analyse the stands, to verify our studies.

Our thesis reveals the lack of research written on exhibition systems. Consequently in the second part of our thesis we have made a catalogue of some Italian and foreign products, to give the designer a quicker over-all view of the characteristics of each product.

For each system we have analysed the following: the use, the basic elements of the system, the fixture to the ground, the material, the accessories, the cable ducts, the lighting, the sound-proofing, the flexibility of the system.

UTILIZZO		DIMENSIONI (MM)		PESO		
ELEMENTI BASE DEL SISTEMA		TRAVI IN ACCIAIO	TRAVI MEZZE TRAVI	ØxHxL	L	2,5 KG/ML 1,2 KG/ML
NODI IN ALLUMINIO		CARTELLO PER INTERNI		250x250	250	3,34 KG
GIUNTI IN LEGNO DI ALLUMINIO		CARTELLO PER ESTERNI		250x250	250	2,76 KG
BASE IN LEGNO DI ALLUMINIO		A PINZA PER COLLEGAMENTI NON ORTOGONALI		Ø 18	80	0,03 KG
DESCRIZIONE DEL GIUNTO		DIREZIONALE DIVALE		Ø 200	140x250	2,4 - 3,3 KG
FISSAGGIO A TERRA		DIVALE		270x520	140x250	9,5 KG
MATERIALI		ACCIAIO VERNICIATO A POLVERE TERMOINDURENTE LEGA DI ALLUMINIO FONDINO ZINCATO		TRAVI E MEZZE TRAVI - ELEMENTI DI RACCORDO - BASI PER TRAVI CARTELLO - DISTANZIATORI PER PIASTRA ZERONE - GIUNTI A PINZA - Basetta CONICA BANDI PER PIASTRA ZERONE		
ACCESSORI		ELEMENTI DI RACCORDO PIEDI REGOLABILI MORSE PER L'INSERIMENTO DI PANNELLI E RIPANI KIT PER LA PIASTRA ZERONE 18 DISTANZIATORI - 2 BANDI		A 2 VIE A 4 VIE Basetta CONICA PIEDINO		
ALLACCIAMENTO E DISTRIBUZIONE IMPIANTI		LE TRAVI RETICOLARI SI COMPORTANO COME "AMERICANE", CONSENTENDO LA DISTRIBUZIONE DEI CAVI ELETTRICI				
ILLUMINAZIONE ARTIFICIALE		IL SISTEMA NON PREVEDE APPARECCHI ILLUMINANTI PROPRI, MA LE TRAVI RETICOLARI POSSONO FUNGERE DA SUPPORTO PER PROIETTORI DI DIVERSO GENERE REPERIBILI DAL MERCATO				
IS. ACUSTICO		NON PREVISTO DAL SISTEMA, MA È POSSIBILE L'INSERIMENTO DI UN PANNELLO FONDOASSORBENTE DELLA SPESORE MASSIMO DI 20 MM.				
FLESSIBILITÀ		MEDIANTE IL GIUNTO A PINZA È POSSIBILE LA CONVERSIONE AL NODO DI 18 TRAVI CONTEMPORANEAMENTE SECONDO ANGOLI COMPRESI TRA 0° E 180°. IL SISTEMA NON CONSENTE LA REALIZZAZIONE DI SUPERFICI AD ANDAMENTO CURVILINEO.				
NOTE:		È POSSIBILE L'INSERIMENTO DI PANNELLI REPERIBILI IN COMMERCIO, DI QUALSIASI MATERIALE PURCHÉ LO SPESORE NON SUPERI I 20 MM.				

An example of the file of the "zerone" system produced by Quattrocchio Srl of Alessandria.

We think that this analysis could be very useful for those like us who are new to the exhibition design sector. For this we have made a multimedia cd-rom on which the analysis and our comments have been inserted, with the intention of creating a tool useful to designers who have to project stands.

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