



LESS THAN 500M²

Grand Stand

DESIGN FOR
TRADE FAIR STANDS

FRAME

DESIGNER:

STEFANO SEVERI

PROJECT:

LAMINAM

100% DESIGN LONDON

LONDON, UNITED

KINGDOM

WHERE

100% Design London, London, United Kingdom

WHEN

September 2005

MARKET SECTOR

Interior

CLIENT

Laminam

STAND CONSTRUCTOR

GI Planet

MATERIALS

Floor: Laminam ceramics

Walls: Laminam ceramics

TOTAL FLOOR AREA (M²)

63

Former art director of Italian ceramic manufacturer Laminam, Stefano Severi is active in the fields of interior, product and architectural design. Operating from his studio in Carpi, Italy, Severi works on residential and commercial projects in and around Europe.

Stefano Severi

Carpi, Italy

www.stefanoseveri.com

Photography by Alberto Ferrero

Designed by Stefano Severi, who was Laminam's art director at the time, the Laminam stand at 100% Design London 2005 revolved around the characteristics of the company's ceramic products. Demonstrating the versatility of the material, Severi used white ceramic slabs to create a series of paths that rose from the base of the stand in a succession of waves. A preview of a new creative horizon, the 3-x-1-m panels were only 3-mm thick: the combination of a large ceramic surface with a relatively thin width represented the brand's concept for a new range of consoles and wash-basins. Dissecting the floor of the stand horizontally, as seen from the front, the undulating white bands formed a series of tapered archways from a material that most people have experienced only beneath their feet. Here, however, visitors were free to walk in and around the three-dimensional volumes of Severi's environment, which prompted a unique type of interaction between products and potential customers. A larger wave moving in the other direction facilitated the functional elements of the stand. A rectangular component folded out from the façade of the grey volume to become the counter of Laminam's bar-style reception counter. Cutting into the back of the wave and adorned along the side with the corporate logo in boldly outlined letters, a large vertical wall served as a signpost indicating the modest space and as an additional surface for the display of Laminam ceramics.



