



Exhibiting Luxury in a 'Lounge'

Among 26 Berlin exhibit halls buzzing with activity for one of the world's largest travel shows, Conrad Hotels offered an oasis – a quiet, softly lit place to relax.

"We were trying to create an environment and make a statement about Conrad brand values," says Mariella Gambardella, director of marketing for Conrad Hotels, headquartered in Brussels, Belgium. "We wanted it to be sophisticated and to reflect both luxury and a contemporary attitude. It's quite difficult to do that, but Skyline succeeded."

Inspired by vibrant photos of Conrad hotels around the world, Skyline combined exhibit design and interior design in making the display resemble a lounge. Those who walked under the 4-meter doorway – and the company's new tagline, "The Luxury of Being Yourself" – entered a soothing, comfortable space with artwork on dark wood panels, black leather chairs, alcoves with fresh flowers, a black fabric ceiling and recessed lighting.

"They knew the brand, and the design was very strong," Gambardella says.

Name

Conrad Hotels

Primary Business

Hospitality, Travel & Entertainment

Exhibit Size

20' x 15'

Products / Services

Engage®
Tube System
Fabric graphics

Key Objectives

Design
Flexibility