

# Scan Display partners with Design Indaba Expo

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For the third consecutive year, Scan Display was the official services contractor for the Design Indaba Expo, held at the Cape Town International Convention Centre from 23 to 26 February 2007.



The Expo ran alongside the award-winning Design Indaba Conference, creating a platform for SA designers to promote their goods and services. International and local buyers visited the show to view products across sectors including jewellery, graphic design, architecture, décor, craft and film.

Scan was responsible for the exhibition's infrastructure including the hall layout, exhibitors' basic booth structures, lighting, electrics and carpeting. Scan supplied some exhibitors with furniture, audiovisual equipment and plants.

## Floor plan

Scan's senior exhibition architect, Paul Hugo, says the show layout was carefully planned, with strategic access routes allowing visitors to experience the full extent of the space.

The traditional 'maze' of exhibitors was replaced with groupings of exhibitors in related product categories. The open-plan structure of the show allowed greater interaction between exhibitors and visitors.

## Design features

As in previous years, Scan's design tempered the scale of the halls and the ceiling height. A 44m long white fabric banner ran along almost the entire length of Hall Three. The fabric was rigged in curved drapes with hanging ends, lowering the ceiling and creating a more intimate space.

Scan created 14 feature lights, 3m high by 1.5m wide, which were rigged from the CTICC ceiling.

## The result

The carefully selected design elements softened the space, added interest and provided a pleasing visual backdrop for exhibitors' designs. Scan's design for the show placed the Design Indaba Expo in a realm of shows rarely seen in South African.

Jane Steel, Scan's account executive for the project, says: "In the three years that Scan has been involved with Design Indaba Expo we have seen the show almost double in size.

"While a large percentage of the exhibitors return each year, we also see new- entry exhibitors each year. This year's Design Indaba Expo was the most impressive of all the expos to date."

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