

# CERATIZIT

## IMTS 2022

40' x 60' EXHIBIT CONCEPT

4.1.22

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## Client Objectives

1. Develop a unique experience that exemplifies the Ceratizit brand
2. Showcase who we are and what we have to offer
3. Increase brand recognition and awareness
4. Leverage existing assets wherever possible
5. Create a purposeful and high-functioning space with good flow
6. The design should have an inviting, intriguing and conversational persona
7. Drive operational and cost efficiencies across project
8. Provide a comfortable and safe post-COVID experience for visitors

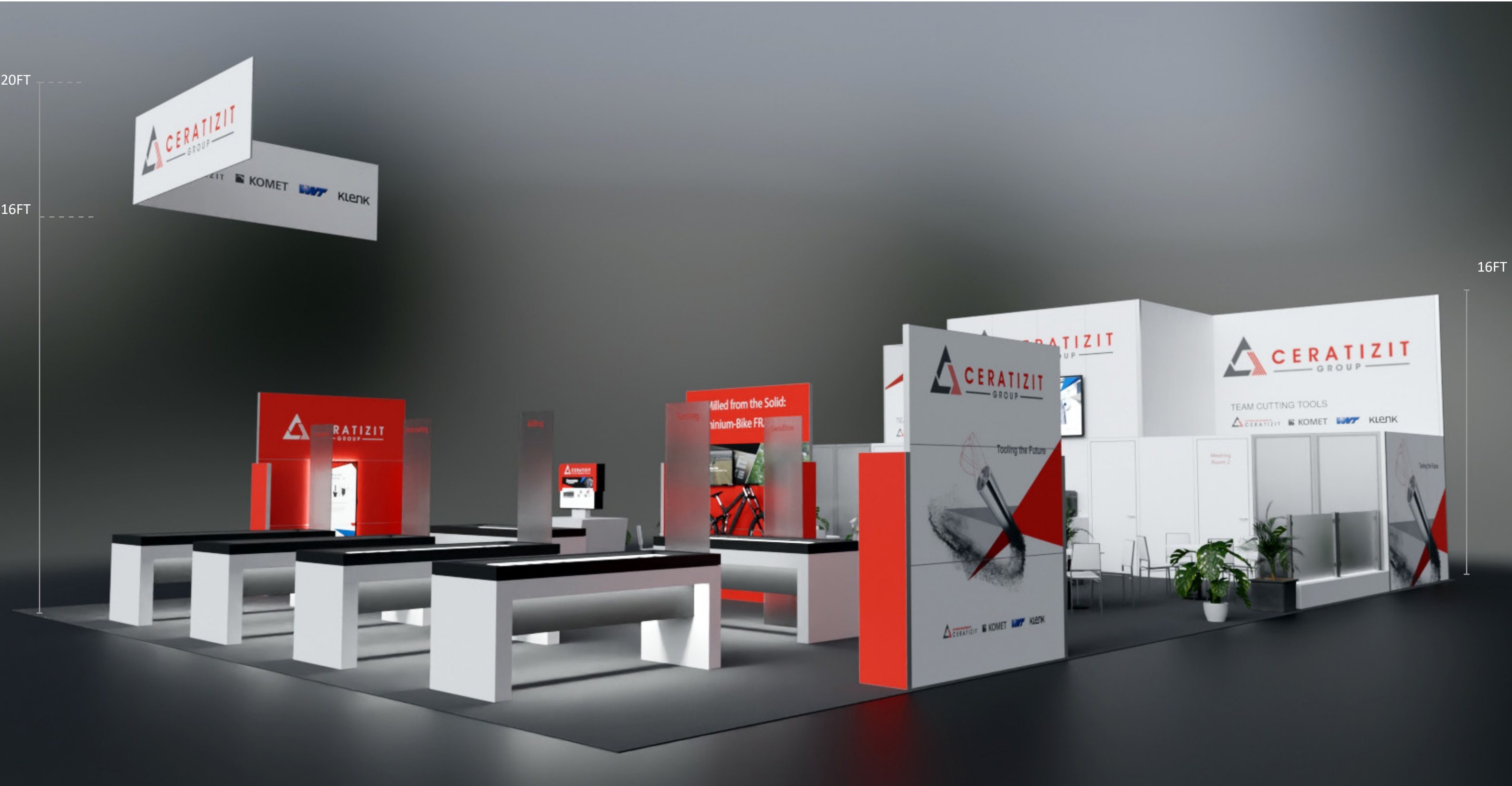
# ARCHITECTURE

40' X 60'



































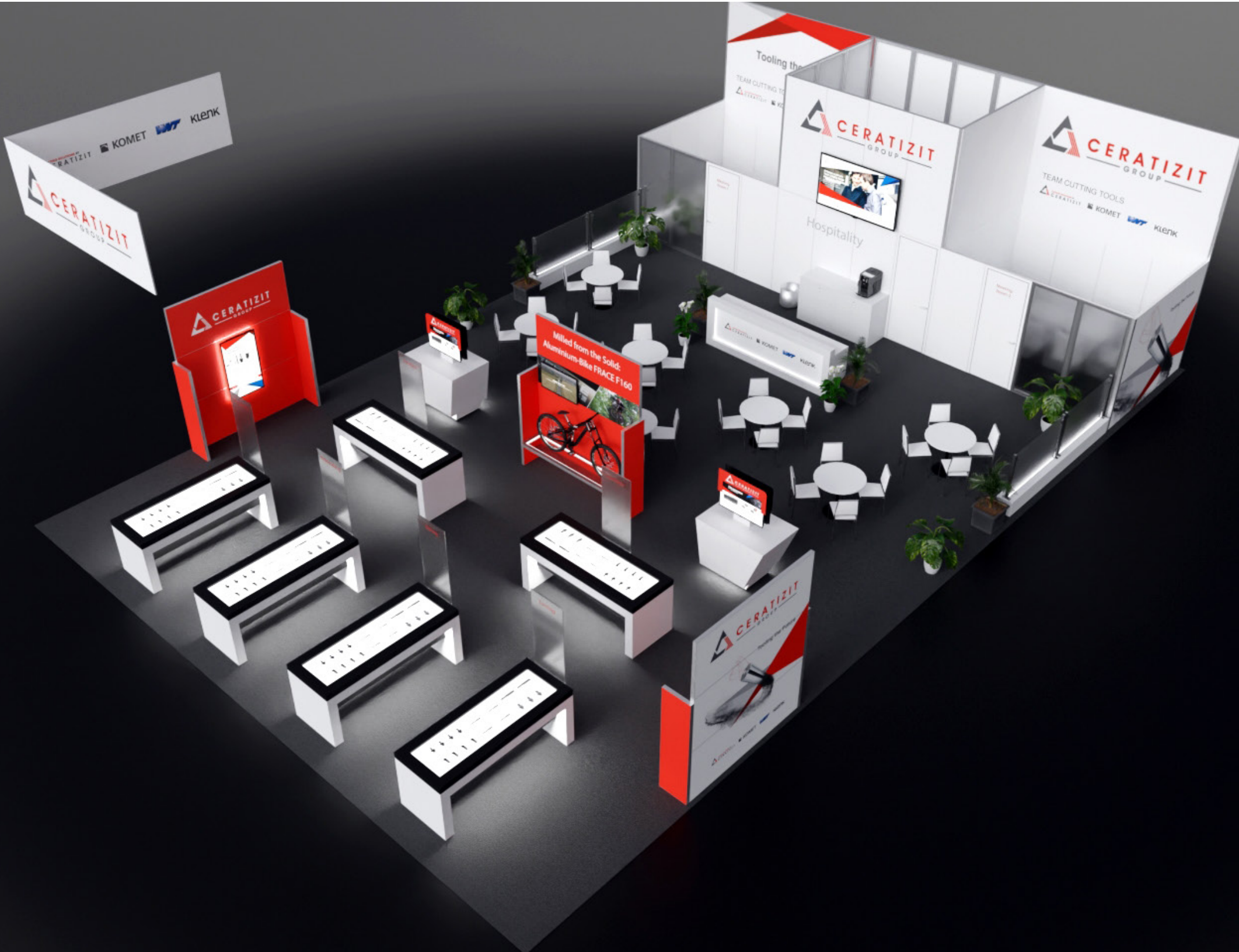


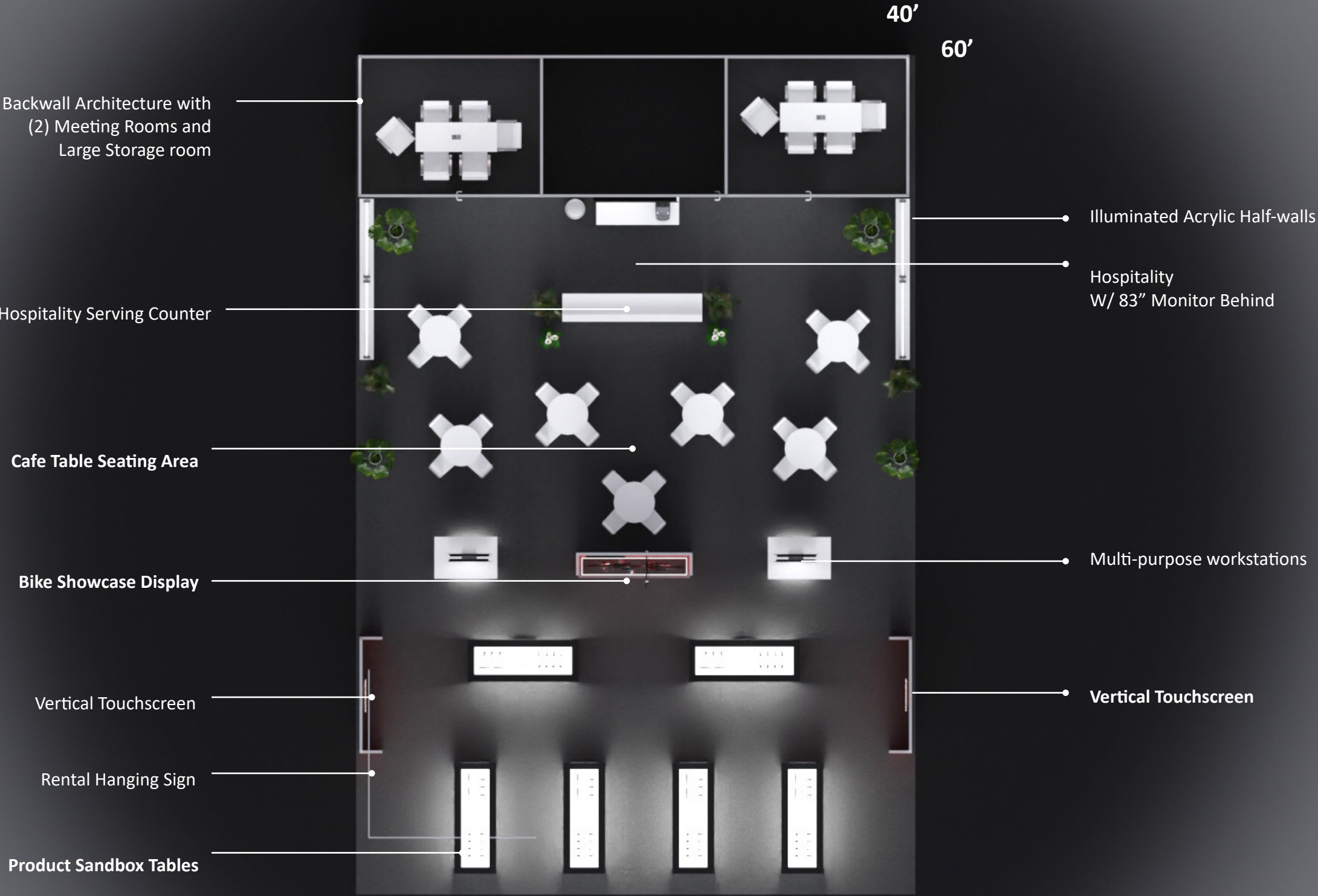














# THANK YOU FOR THE OPPORTUNITY.

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