



# POLYTAN

## jürgensarchitekten

1 An installation of suspended sports jerseys showed the clubs that train on Polytan flooring.

2 The open design of the compact stand enabled better visual impact and more exhibition space.



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Polytan's dynamic stand at the bi-annual FSB fair for amenity areas, sports, pool facilities in 2013 was impossible to miss. For its presentation that year, the international sports flooring producer wanted to communicate not only technical capabilities of the product but also demonstrate its creative potential to a more design-orientated audience. Designed by jürgensarchitekten, the stand takes the company's products to new heights. A strong visual statement was immediately made by using synthetic turf in violet as the basis of the stand, instead of the classic green. The vibrantly

coloured surface curved up the wall to define the back of the stand, which was topped with a white rectangular volume emblazoned with the company's logo. White lane markings activated the surfaces, suggesting a sports field as well as running track. Custom-designed white furniture – by Stadtnomaden – displayed the wide variety of products in surprising ways. Surfaces were integrated onto table surfaces and special drawers showcased more materials. Display tables also doubled as bar tables. High-backed sofas served as private meeting spaces. Instead of creating enclosed meeting rooms, this solution saved space to allow more product exhibition area and helped maintain openness on the compact 150 m<sup>2</sup> stand. Two small service rooms were discretely concealed in the wall block. Visible from afar, a suspended installation of colourful jerseys was a highlight,

proudly representing the sports clubs that train on Polytan flooring. The lighting was done by Neumann & Müller. The stand's colourful, optimistic and eye-catching design conveyed the company's forward-thinking approach and definitely got visitors excited about new possibilities of sports flooring. —

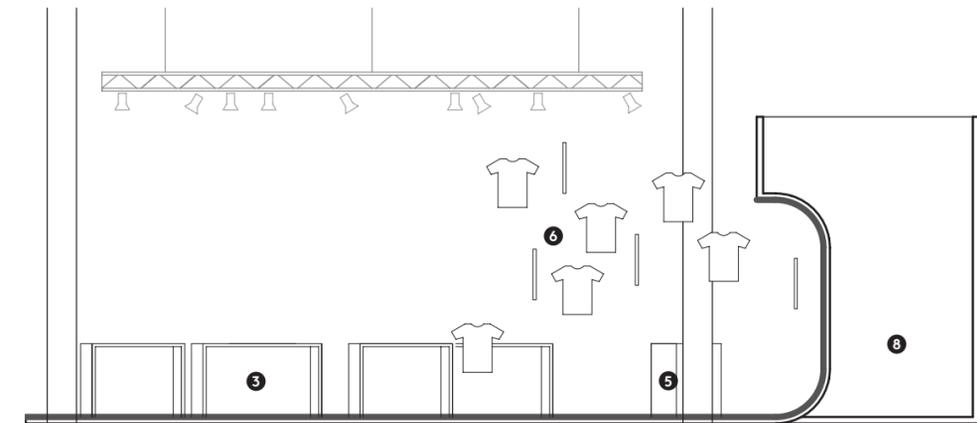
TRADE FAIR FSB  
 WHERE Cologne, Germany  
 WHEN October 2013  
 DESIGNER jürgensarchitekten  
 STAND CONSTRUCTOR Display International  
 CLIENT Polytan  
 MARKET SECTOR Flooring  
 TOTAL FLOOR AREA 150 m<sup>2</sup>  
 PHOTOGRAPHER Andreas Keller Fotografie



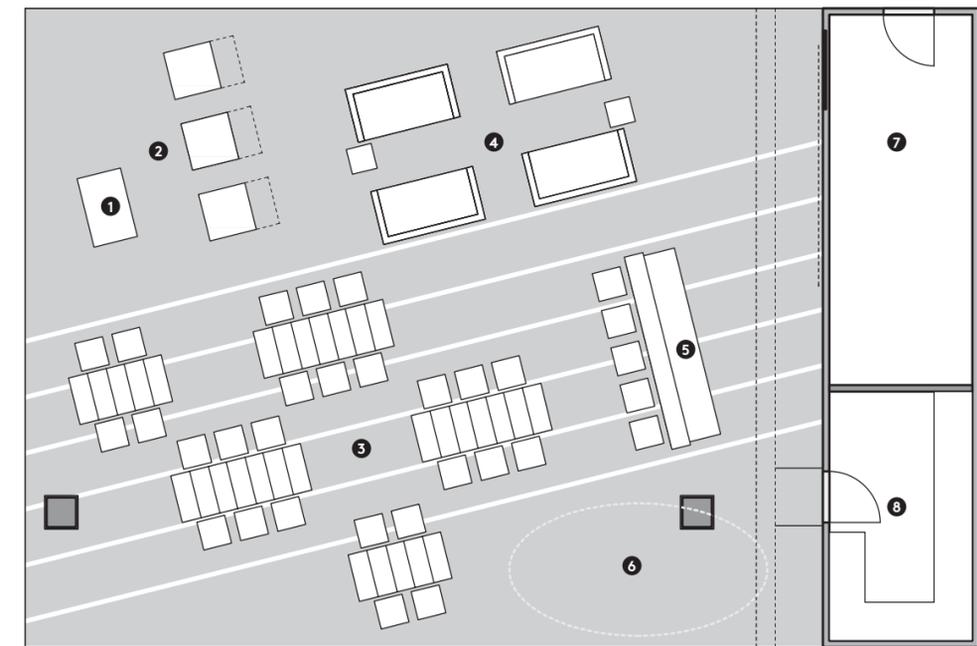
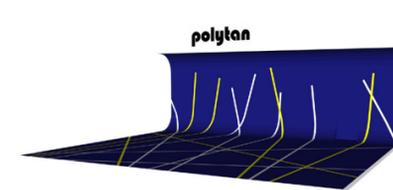
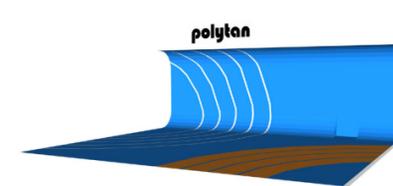
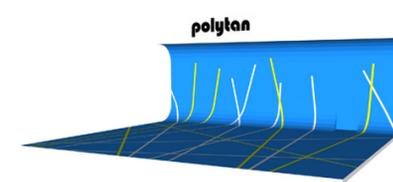
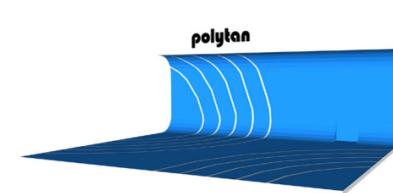
3 White furniture and white lines complemented the colourful space.

4 Visitors could open the display cubes to discover the materials inside.

SECTION



WALL RENDERINGS



FLOOR PLAN

- 01 Information desk
- 02 Display cubes
- 03 Sample desks
- 04 High-back sofas
- 05 Cocktail bar
- 06 Mobile t-shirt sculpture
- 07 Storage
- 08 Catering

THE STAND TAKES SPORTS FLOORING TO NEW HEIGHTS