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### **Expotechnik receives red dot design award 2010**

#### **Second international award for the stand architecture system Scandium**

Taunusstein/Frankfurt on the Main, March 15, 2010. The Expotechnik Group is among this year's award winners of one of the most renowned design competitions: Its Concept Scandium superstructure system has been awarded the "red dot award: product design 2010" by the international expert jury.

"This is the second seal of quality that is given to us within a short period of time by independent international design experts – this makes us proud. It confirms our company's path and philosophy of translating the brands and products of every client in a special way to be actively experienced", explains Patrick O. Soschinski, Managing Partner of the Expotechnik Group. The full-service provider for three-dimensional brand presentation has already been awarded the "iF product design award 2010" for its exceptional beam-column construction in November 2009.

Concept Scandium particularly impresses with its variability that allows for various, individually designed and consistent presentations. With the concept, constructions can be realized that span areas of four to eight meters and canopies that project up to two meters in all directions, for instance. Ceiling panels can be adapted to the individual client's wishes by using perforated aluminium or canvas, for example. Scandium creates a harmonious overall appearance and elegantly integrates all communication elements as well as lighting technology into the trade show presentation. Designed for spaces of between 50 to 350 square meters, Scandium provides an optimal visual effect from a distance and impresses with its high functionality and timeless language of shapes.

1,636 companies from 57 countries had applied for this year's "red dot design award" with more than 4.000 entries. It is one of the biggest internationally renowned design competitions worldwide.

#### **About EXPOTECHNIK Group**

Expotechnik Group is a leading international service provider for three-dimensional brand presentation. Headquarters of the company is the Expotechnik Heinz H. Soschinski GmbH in Taunusstein near Frankfurt am Main founded in 1968. Expotechnik Group is represented around the globe and disposes of eight independent subsidiaries in the business regions EMEA, The Americas and Asia Pacific. Expotechnik Group designs and realizes projects all over the world with individual architectural and communication concepts that make brand worlds an experience. Main activity field of the Expotechnik Group are "Exhibitions", "Events" and "Environments" – national and international trade shows and events as well as brand and experimental environments for lounges & showrooms, exhibition spaces or office rooms. Every year, the company carries out 1,500 projects worldwide with scalable sizes of between 12 and 12,000 square meters – altogether 150,000 square meters per year. Expotechnik Group's recyclable modular elements ensure a particularly sustainable presentation form. The whole

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value-added chain is covered by a comprehensive offer – from concept to design, project management, production, add-on services (event, graphics, media, catering), to transport, logistics and installation management. Expotechnik's customers include international concerns such as Siemens, BMW, Lufthansa and Deutsche Telekom as well as leading medium-sized enterprises such as SEW-EURODRIVE, Phoenix Contact, Kronos and Phonak. Alexander D. Soschinski and Patrick O. Soschinski jointly manage Expotechnik Group as Managing Partners.

For further information, visit [www.expotechnik.com](http://www.expotechnik.com).



*photos: Expotechnik Concept Scandium*

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