

Design for Trade Fair Stands

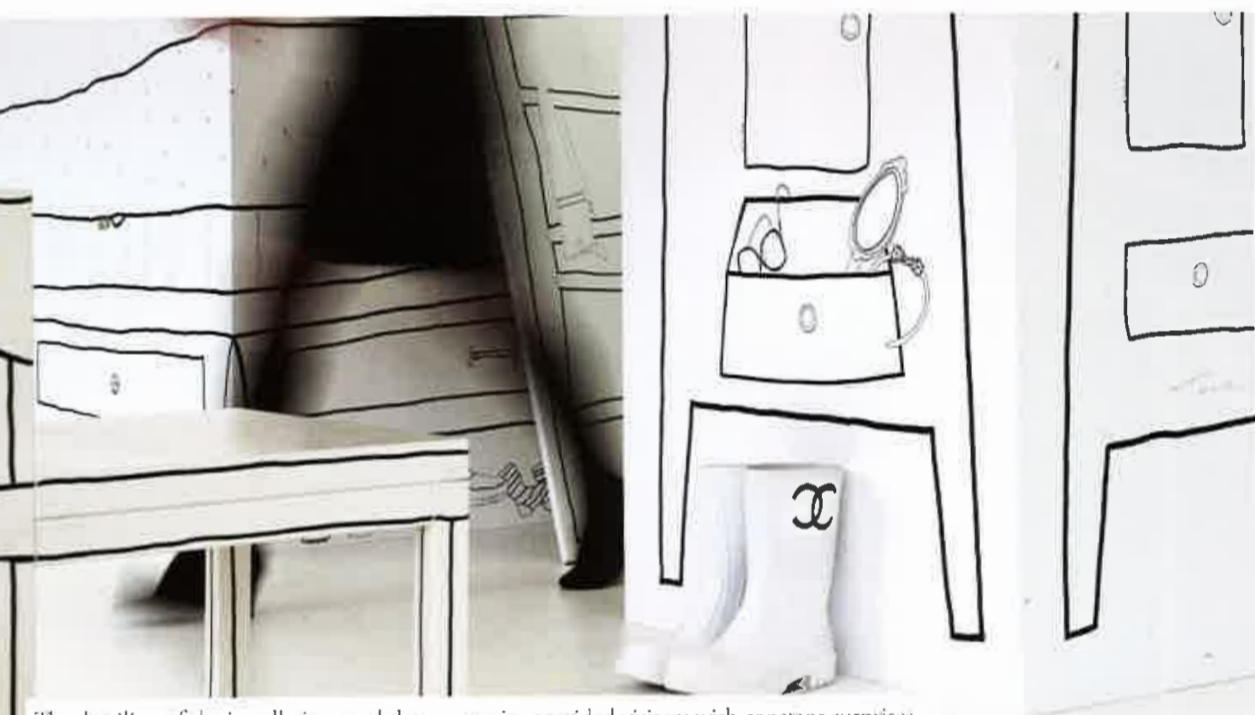
GRAND STAND

FRAME

3



The semi-transparent ceiling acted as a light filter, adding to the otherworldly atmosphere.



The detailing of the installations and the accessories provided visitors with constant surprises.



Further entertainment was provided by the shop to the rear and the kitchen where visitors could be photographed.

101 WOONIDEEËN

Ingrid Heijne Interior Design

At the trade fair stand of Dutch magazine 101 Woonideeën ('101 ideas for the home') visitors literally stepped into the pages of the magazine. The stand's surprising and amusing design was developed by Ingrid Heijne, who created a three-dimensional world by drawing on, folding, cutting and gluing two-dimensional sheets of paper. Forming an artistic composition, the booth layout was an exciting play of shapes, surfaces and

textures. The stand resembles a 'peep box' – of which some off the walls were removed – made by children who do not pay attention to the actual scale and context of objects. Huge cups, tiny doors and a gigantic lamp shade add to the visitors temporary detachment from reality. Elements and objects in the completely white environment were arranged in layers with different heights and volumes. Hand-drawn lines of different thicknesses illustrating the outlines of furniture and other decorative elements in the space formed a linearity occupying a certain coarseness that was both graphic and abstract. Lines and drawings on walls, partitions and floor – as well as furniture and products – instantly stirred the visitor's imagination. What's real and what isn't? Secluded

by a large perched roof and a semi-transparent ceiling filtering the light, a unique atmosphere inside the space was generated.

INGRID HEIJNE INTERIOR DESIGN is located in Amsterdam, the Netherlands. Providing services to both businesses and private clients, the studio categorises its work into 'expressing identities in interiors' and 'expressing personalities in interiors'. Under its own label, the company also designs unique wall visuals, wall objects and folding screens that are available in a large variety of size and material.

Where
Woonbeurs, Amsterdam, the Netherlands

When
October 2009

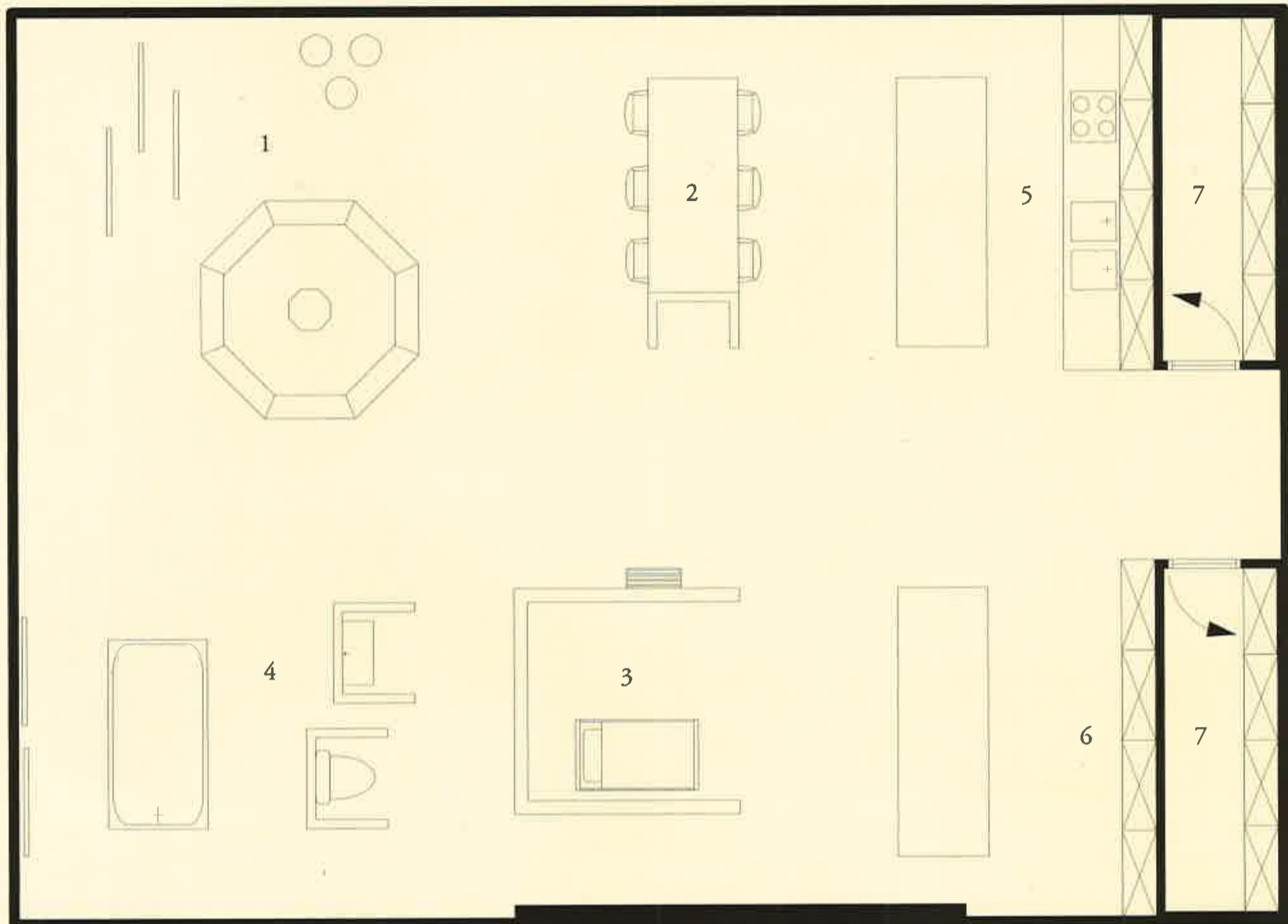
Client
101 Woonideeën

Market sector
Publishing



Paper, fabric, wood, white paint and waterproof felt-tip pens were used to shape the stand,

01



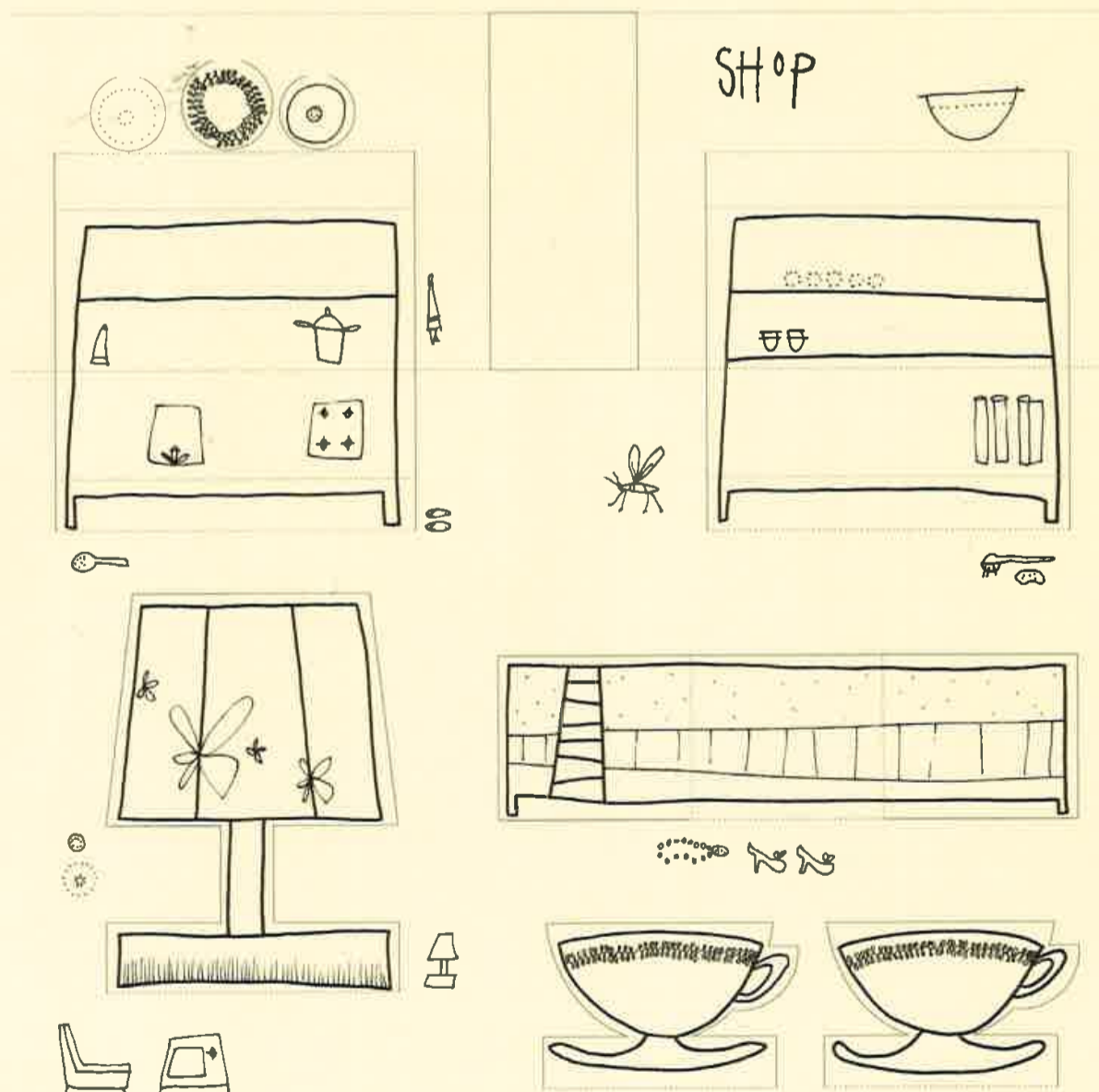
02

- 01**
Floor plan:
1 Living room
2 Dining room
3 Bedroom
4 Bathroom
5 Kitchen
6 Shop
7 Storage

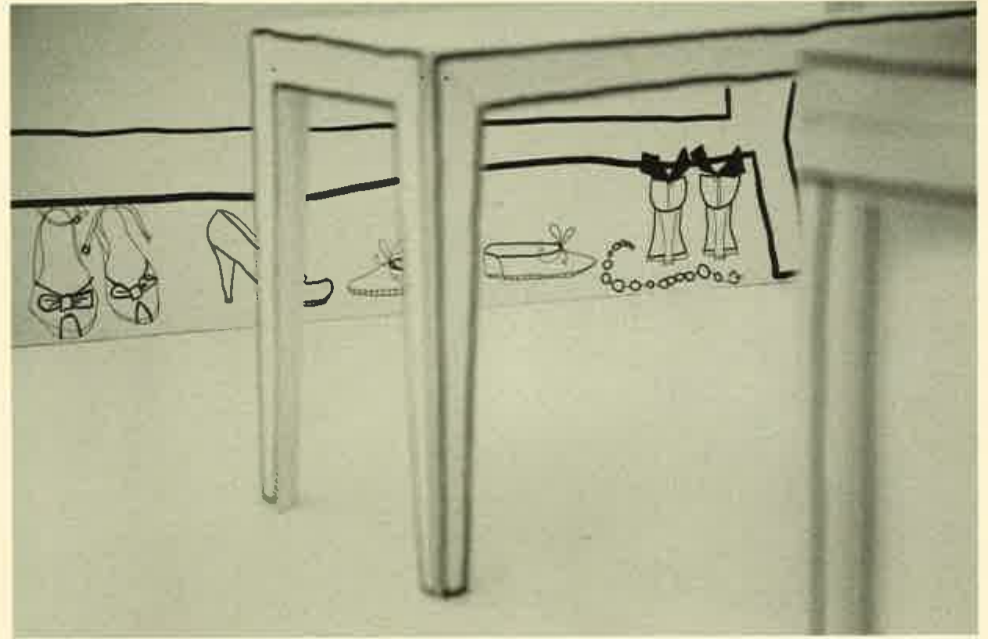
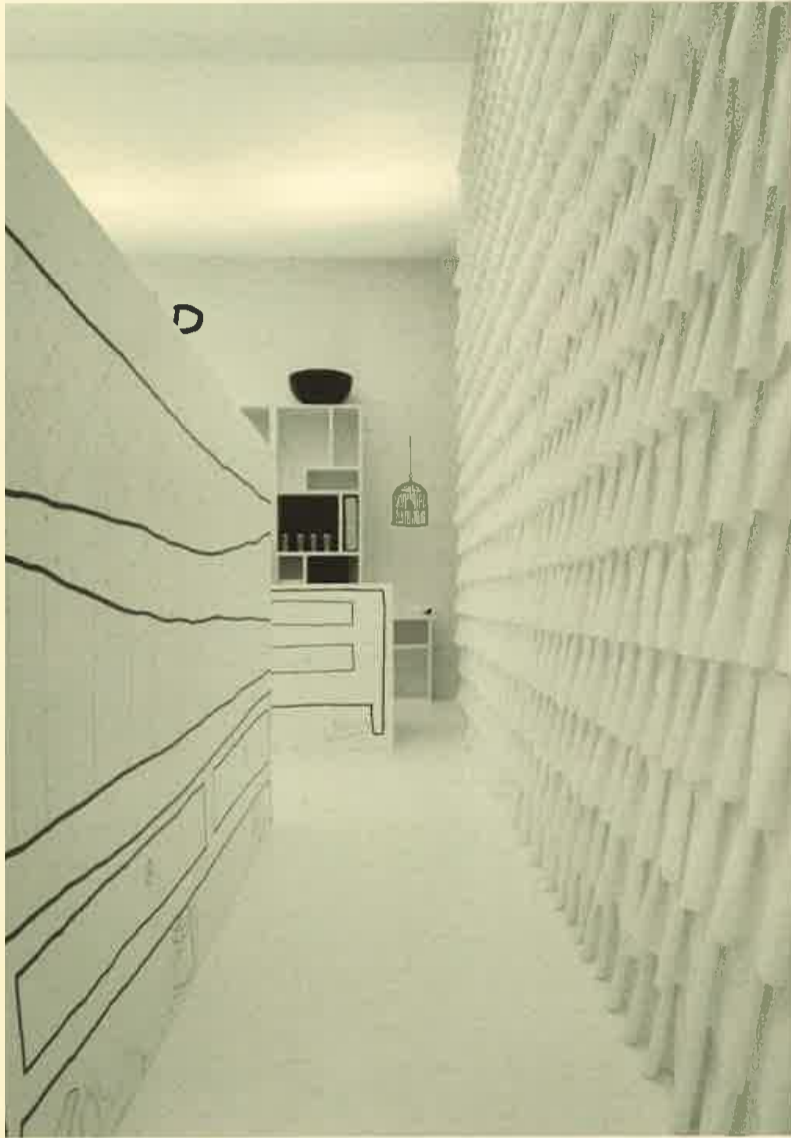
02
Visitors could take cards with them and build a miniature version of the stand at home.

03
Hand-drawn lines on walls and furniture further stirred the visitor's imagination.

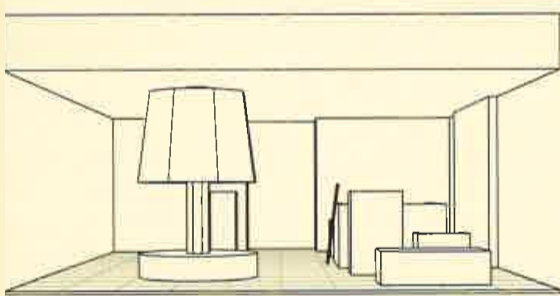
04
Various perspective drawings.



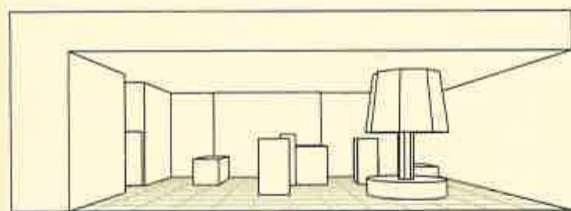
03



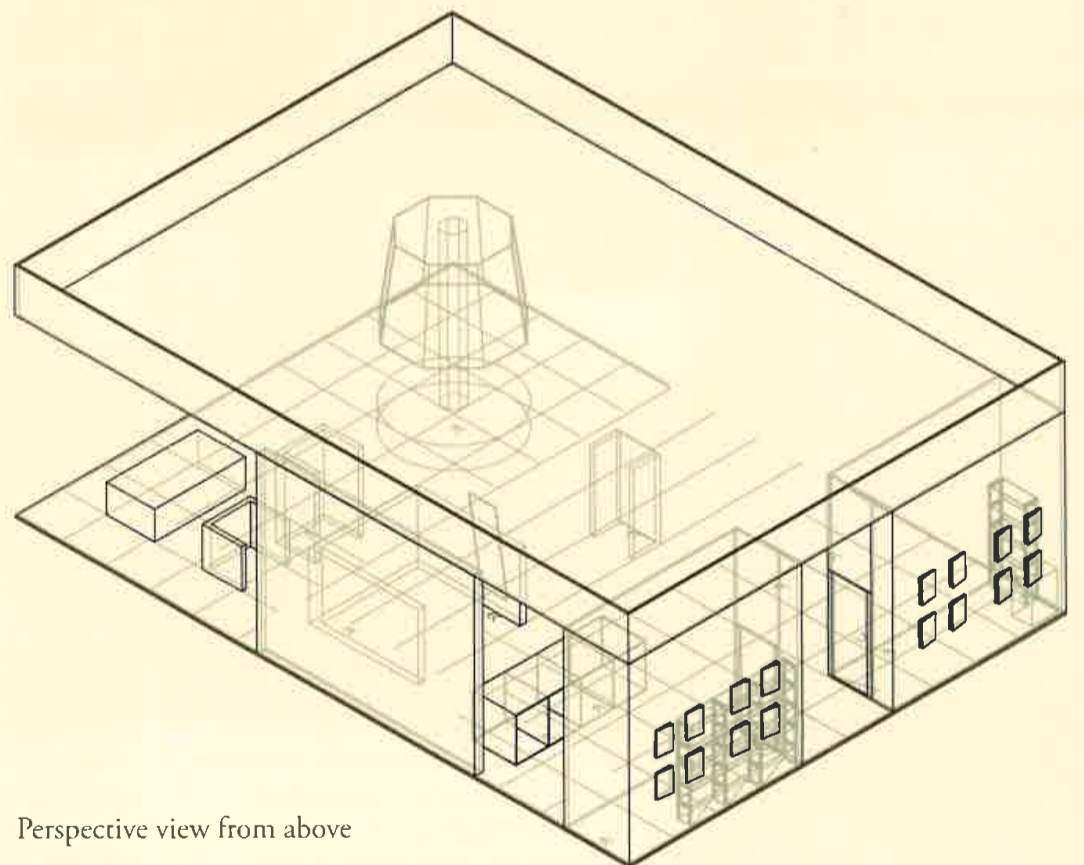
04



Front perspective



Side perspective



Perspective view from above