

## Press release

### **Wilkhahn wins 1<sup>st</sup> prize at the presentation of the ADAM Award**

**Bad Münden. After office furniture manufacturer Wilkhahn had already won some of the highest awards for Solis, its new office chair, the company has now been honoured with an outstanding award: in the ADAM cross-industry competition, the jury awarded the first prize for the best exhibition stand performance in the 500 – 1,500 m<sup>2</sup> category to the Wilkhahn performance at Orgatec 2002 in Cologne.**

This is the first time that Wilkhahn had entered the contest for the ADAM Award for excellent exhibition performances, which has now been presented by FAMAB, the Fachverband Konzeption und Dienstleistung Design, Exhibition, Event e.V., for the third time. 95 companies had entered the running for the coveted award in five categories. This award is unique throughout the world: it is not only the design quality of the fair stand that is assessed, but also the coherence of the entire performance, including communication and service measures.

### **Investment in brand creation pays off**

Wilkhahn President, Dr. Jochen Hahne, is highly delighted at winning the 1<sup>st</sup> prize the first time round: "When we heard in September that we were shortlisted as one of the prize winners, we were already quite proud of this achievement. After all, we were the only company in our industry to be nominated. The 1<sup>st</sup> prize now goes to prove that we have by all means succeeded in convincingly transporting the brand of Wilkhahn and the new, thoroughly updated corporate design to our exhibition performance too."

Against the trend, and in spite of the economically difficult situation in the industry, Wilkhahn has consistently invested in a market presence in keeping with the times and in new, innovative products.



The Wilkhahn stand (design: wiege): the centre of attention was visual order, clarity, consistent brand creation and colour branding. Various product and furnishing segments were divided up to the right and left of the central axis by horizontal, eye-level wall panels.

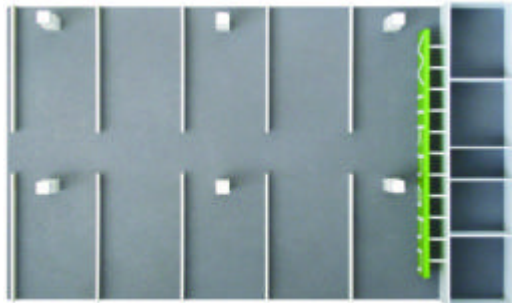


The award showed that a company's will to design was just as rewarding as the courage for consistent implementation and concentration on essential brand values.

The goal for Wilkhahn's exhibition performance was formulated accordingly: the design concept, entitled "Wilkhahn moves", was to place simple, visibly structured and clear focus on people and the brand of Wilkhahn, and to convey the brand values of design, innovation and quality in a self-evident and self-explanatory way.

Every optically adjacent space revealed a colour range of its own. The pure white wall surfaces (right) formed the backdrop for individual models, the toned wall surfaces (left) set off application scenarios.

The Jury agreed that exactly this had been reached: "An extraordinary exhibition performance has been achieved due to reduction to essentials and linear architecture, which did not only focus on people optically. The calm atmosphere and the pleasant, understated presentation of the products allowed the exhibits to be experienced in a relaxed manner."



Model of the Wilkhahn stand (from above). In spite of the difficult architecture of the hall, an open concept was designed that projected calm and order.

Although it was not decisive for the award, one factor is worth mentioning: the high quality of the performance could be achieved with a 15% reduction in cost compared with the previous Orgatec. The design studio, wiege Entwicklungsgesellschaft mbH, had developed the design concept and realized it in collaboration with the exhibition stand builder, bluepool AG.



Model (front view): the corporate green and typical lettering can be seen from any angle. Otherwise, no products can be seen, only people.

Jochen Hahne confirmed the accomplishment of the wiege design studio: "wiege did excellent design work here which did, after all, prevail over acclaimed architects' offices such as Kauffmann, Theilig & Partner or Allmann, Sattler, Wappner. At the same time, wiege has proven its economic responsibility towards us as their clients with great excellence." wiege has shown that a high standard of design, innovation and quality can be achieved at reasonable cost in the design of an exhibition stand too.



Presented at Orgatec 2002 and winner of numerous awards in 2003: the Solis office chair range, also designed by wiege.

Images are available online, free of charge, in the required print resolution and size at [www.wilkhahn.de](http://www.wilkhahn.de) - Service, Image Database, search word "Orgatec/Fair" and/or "Solis"

For Michael Englisch, managing director of wiege, the ADAM Award gives the finishing touch to a successful project for Wilkhahn: "The focus of Orgatec 2002 was the presentation of Solis, the new office chair designed by us, which has won some key design awards this year, such as the "Focus in Gold" at the presentation of the International Design Prize Design by the Design Center Stuttgart. The 1<sup>st</sup> prize for the exhibition performance goes to prove our competence in developing convincing complete solutions in an interplay of brand, product and corporate design."

For further information, please contact:

Wilkhahn  
Wilkening + Hahne GmbH & Co  
Communication and Corporate Development  
Fritz – Hahne – Straße 8  
31848 Bad Münder  
Germany  
Tel: ++49 (0) 5042 999 169  
Fax: ++49 (0) 5042 999 230  
[burkhard.remmers@wilkhahn.de](mailto:burkhard.remmers@wilkhahn.de)  
[www.wilkhahn.com](http://www.wilkhahn.com)