The intention of O2's stand at the international CeBIT 2007 trade fair for computer technology was to present itself for the first time as a fully integrated one-stop telecommunications provider. The company sought to demonstrate their advance in the sector, which now offers the full range of communications solutions in the fixed network and in mobile telephony. This recent development was reflected in the location of their stand, directly neighboring Germany's largest telecommunications company, Deutsche Telekom.

The tradeshow exhibit gives the impression of being a modern café bar, thus emphasizing O2 Germany's image as a provider of high-quality service. The café bar provides a calm and pleasant atmosphere and invites visitors to retreat from the tradeshow bustle to discuss what they have seen and find out more, at their own unhurried pace, about what O2 Germany has to offer.

The varying tube lengths and spacing create distinct colorized pixels that merged into waves of images, giving visitors the impression of moving beneath a three-dimensional “Media Cloud” with images wafting across it. As a whole, the exhibit forms a cohesive brand world, which is clearly set apart from its tradeshow environment, simultaneously stimulating and relaxing visitors to the stand.
The new products are all presented in the interior of the exhibition stand. The booth is enclosed by a completely mirrored band, which multiplies the blue color of the "media cloud" ceiling structure increasing the sense of size in the space. This feature, which is already familiar from previous years, consists of Versa® PIXELs placed at the end of plastic tubes suspended from the ceiling.
For the most design-oriented of the German premium auto brands, it was a true premiere: for the first time, Audi participated in the „The Design Annual“ in Frankfurt. Adapting to the exhibition motto „inside:urban“, the Audi TT was staged as a modern nomad, created for the urban environment and at home all over the world. It doesn’t need a garage, but a house made specifically for it. We conceived the booth as a largely closed body, with a monolithic character that can be experienced through its wall thickness and its matte, dark, hard materiality. In the interior, fully covered with soft, white rubber material, color and feel are reversed. Urbanistas were able to relax, talk and enjoy the „Making of Audi TT“ film with their head phones in the media niche. A window was projected on the media horizon that symbolized the view from the TT house and conveyed urbanity à la Audi TT to the visitors. Eleven international photo artists designed the views, while the Berlin videojockeys, BAUHOUSE, rolled out the appropriate image and sound carpet.
The architecture is derived from the typical anatomy of the Audi TT; a new mix of radial forms with sharp angles that discovers the union of curves and corners.

The stand has been created as a closed but spacious assembly of areas (display area, video area and lounge) that presents its solidity in the visible thickness of its walls and durability of its materials. Its monolithic character is reinforced with a dark, matte exterior wall made of hard materials.
The brand Grohe Water Technology emerges renovated at the ISH 2007 and unveils its new slogan “Enjoy Water!” that displays a change in its brand strategy.

Continuing the efficient use of the jets as a presentation element for the 2005 product, they will use the concept and content on the 2007 fair entrance as well. The protagonists of the ceiling design that introduce the new blue CI are the “streams” formed by hanging and oscillating strings that recreate the water’s movement.

In the stand, visitors are welcomed with drinks and hors d’oeuvres in an open welcome lounge and bar, which strikes a clear contrast with the product presentation area through the use of green colour tones.

The fundamental idea of the GROHE fairs—beyond the ISH 2007—stems from a modular organization so that the corporate design can be applied to all other GROHE fair formats; from presentation of the most important products to the most functional faucets.

In summary, the unmistakable image of the 2005-2007 GROHE stands can be proven to be most adequate and have successfully strengthened the brand. The emotional charge of the 2007 stand comes from contact with the client through the presentation of the most outstanding products and the creation of the welcome lounge. This way, the sum of all parts achieves an effective presentation of GROHE’s new slogan: Enjoy Water!
GROHE Showers
every drop is full of enjoyment
In this occasion a suitable environment is created for the presentation of the best products by placing the whirlpools at the central axis, which focuses the view on outstanding elements through means of form, lighting and colour. Water is used below the “whirlpools” to create the shower and kitchen environments.
The new Ondus faucet series occupies a highlighted position in the presentation with its contrasts between black and white and its new forms, representing a turning point in the development of Grohe products.