

case study ::: no. 10

2005 Auto Shanghai – Shanghai, China



In order to considerably upgrade their presence in the burgeoning Asian market, Ferrari again turned to industrialevents for delivery of yet another elegant representation of this globally recognized brand. Collaborating again with renowned Italian designer Marco Morosini, a unique and stylish solution provided a platform for showcasing some of the most celebrated vehicles in the world.

Working with our proven fabrication resources in Asia, we delivered the high gloss finishes embraced by Ferrari presenting a background canvas upon which to position the product. Highlighted by two floating vehicles, achieved with clear acrylic cylinders, the stand was surrounded by a glass rail to maintain exclusivity while still providing a hospitality area for invited guests, replete with full-service bar and kitchen serviced by professional staff. Large conference rooms offered a further level of privacy for more formal discussions. The high-end execution of this stand further demonstrates the ability of industrialevents to deliver quality in any marketplace.

