

case study ::: no. 7

2005 North American International Auto Show - Detroit, MI, USA



Working with renowned designer Marco Morosini and Ferrari's European standbuilder, Giordano Allestitenti, our team developed an integration strategy allowing a new creative concept for Ferrari and Maserati at the 2005 NAIAS to have multiple applications for events on both continents thereby conserving budgets and increasing overall program efficiency.

The 20" high raised floor was bordered by a high-gloss white stair surround and capped with a tempered glass rail. The central curved wall structure displayed interior and exterior options on the outside and conference on the inside. In homage to the brand heritage, oversized reproductions of framed classic Italian artwork hung in each brand area flanking the spacious hospitality area serviced by professional staff from a full bar and kitchen. The space was visually separated only by color – blue for Maserati and red for Ferrari – while oversized representations of the respective icons were mounted to the large fabric panel structure to further illuminate each brand.

The overall visual appeal was unmistakable and was considered among the highlights of the entire show. The end result was an unqualified success and has solidified our relationship with one of the most recognizable global brands.

