



NOLOSTAND

Nolostand S.p.A.
T +39 02 4997 6727
F +39 02 5801 3084
info@nolostand.it
www.nolostand.it

Socio Unico Fiera Milano S.p.A.
Direzione e coordinamento
di Fiera Milano S.p.A.

Sede legale:
Piazzale Carlo Magno n. 1,
20149 Milano
Sede operativa e amministrativa:
Strada Statale del Sempione n. 28,
20017 Rho (MI) Italia

Capitale sociale
euro 7.500.000,00
Registro Imprese di Milano,
P.I. n. 03634770964
REA MI n. 1689534

Spett.le

L'INSTITUT D'ESTUDIS ESPACIALS DE CATALUNYA
CARRER GRAN CAPITÀ 2-4, EDIFICI N
BARCELONA

Rho (Mi), 24/07/2024
GM/fs 18-00-24

Subject: *Project Description*

The project is conceived from the idea of dividing the available space into two main thematic areas.

The first area is perimetral, intended to host the various companies participating in the event. This area serves as a showcase that communicates, invites, and welcomes attendees in a direct manner.

The second area is central and is designed to accommodate common functions, creating a collective space for work and the exchange of ideas.

The envisioned space is freely and intuitively usable, both by the organizers and the participants.

A flow of interactions is imagined, starting from the initial external contact with a specific company and leading into the heart of the stand, the community's core. Conversely, we expect that those attracted by the community's identity and welcomed into its epicenter will then be directed to the individual participating companies, driven by specific business needs.

Along the perimeter, spaces for the exclusive use of the individual participating companies are arranged, divided into two types. On the short sides of the stand, we find larger spaces (6 sqm), totaling n.8 business stations equipped with reception areas and private meeting spaces. On the long sides of the stand, smaller spaces (3 sqm) are located, comprising n.6 stations designed for public relations activities.



All these spaces, both small and large, enjoy a cohesive and visually permeable relationship, while the structural elements of the setup ensure that each work area is distinctly delineated.

The sequence of business stations is interspersed with accessory spaces related to the exhibition activity, such as the main entrance, identified by the reception desk and specific graphic communications, secondary access points, pathways for free movement, and service areas like the storage room, the only area enclosed by full-height walls and accessible via a door for service personnel only.

The core of the stand, envisioned as a large, introverted space dedicated to both individual and collective business exchanges, is bordered by a translucent and transparent curtain made of tinted PVC strips, supported only at the top.

This creates an "aquarium" effect, isolating the area from the rest of the exhibition while maintaining high visibility and a distinctive identity from the outside.

This solution serves not only as a landmark and distinctive feature of the stand but also as a visual backdrop for the surrounding business activities. Although it initially appears as a wall, it is actually a porous perimeter that can be traversed at any point by simply moving the curtain strips aside with one's hands.

The only exception is the main entrance and other four entrance, where the PVC strips are shaped to create a more intuitive entryway, the sole direct viewpoint between the interior and exterior, where attendees are drawn in by the physical and virtual installations in the demo zone, the first area used by guests entering through the main entrance.

The spacious central area predominantly hosts facilities for meetings and collective presentations along with specific features of the demo zone. This arrangement allows for the two activities, organized into functional areas, to be interconnected.

The external visual impact reveals that the stand has two contrasting identities: the outer margin, a sequence of aluminum frames, and the core, a semi-transparent central block. In reality, these are two



manifestations of the principle of identifying functional areas in direct connection with each other, without doors, barriers, or mandatory passageways.

The setup is complemented with visual communication elements related to the collective identity and the individual identities of the participating companies. The framework serves as a physical support for the graphic signs, while the curtain acts as a backdrop for the clear readability of the communication within the exhibition hall.

NOLOSTAND S.p.A
Chief Executive Officer
Gianmaria Maccarani

