

# P r e s s R e l e a s e

## 4.500 sqm of Siemens: Highlight at Hannover Messe 2008

**Berlin, April 22, 2008:** Communicating the core message "Increase your productivity," Triad Berlin has realised the as yet biggest trade fair presentation of Siemens. The stand at Hannover Messe 2008 focuses on the company's divisions Drive Technologies and Industry Automation.

The highlight of the 4,500 sqm two-storey stand is the centrally located live application from the automotive sector. The application conveys an authentic production atmosphere and shows sections of an original VW Tiguan assembly line that extends across the whole length of the fair stand. The installation presents the live production process, showing up-to-date automation technology solutions for the automotive industry. The whole presentation is accompanied virtually by movable LED screens.

The Sky Walk that runs parallel to the assembly line provides a view from above and gives access to the Sky Lounge. A 16 meter-long ETFE Cushion offers a panoramic view of the whole stand.

Triad Berlin has been responsible for master planning in architecture and design as well as for implementation planning and construction management.

As one of Germany's leading communications and design agencies, **Triad** Berlin develops emotionally intelligent spatial communications. Since 1994, Triad's interdisciplinary team has been creating prize-winning exhibitions, showrooms, brand spaces, trade fair presentations, and events. Awards include the iF communication design award (2007), red dot award (2006), and Art Directors Club (2003).

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