An Innovative Exhibition Stand at CES by Simon Vorhammer & Atelier Grande

At the Consumer Electronics Show (CES) in Las Vegas, Blickfeld GmbH made a remarkable debut with a captivating exhibition stand. This temporary architectural marvel, designed by Simon Vorhammer & Atelier Grande, showcased Blickfeld's innovative spirit and cutting-edge Lidar technology.

The Munich-based company found an ingenious way to represent its technological prowess through a visually stunning and interactive installation.

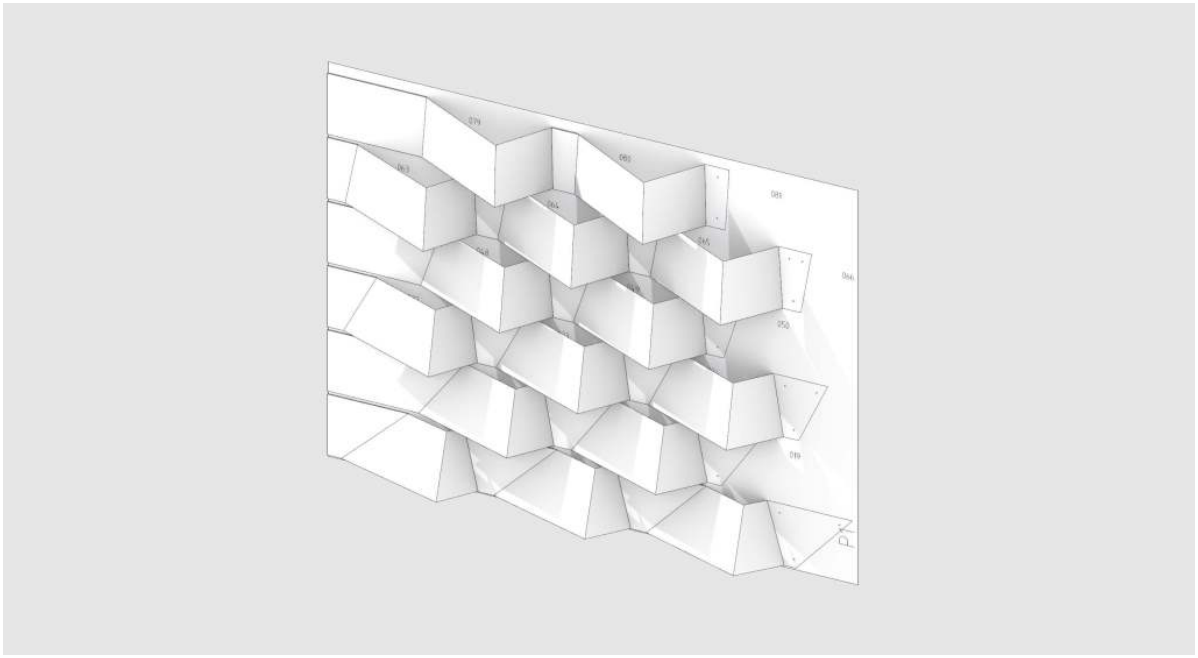
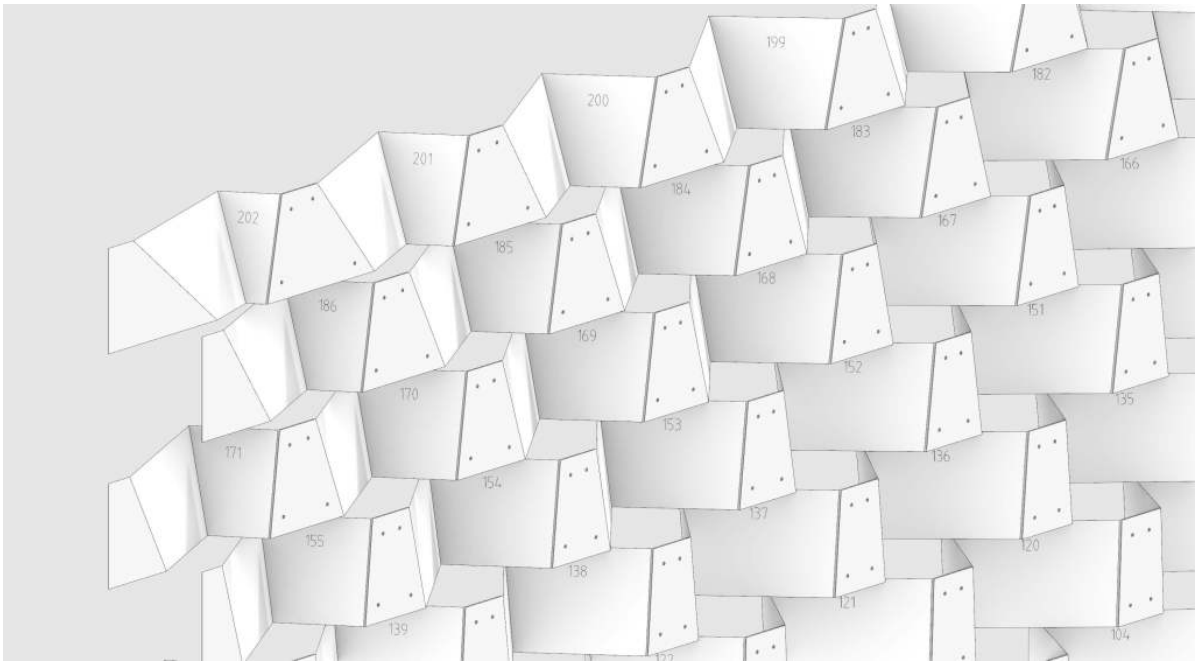
DESIGN PHILOSOPHY & CORE FEATURES

The central feature of the stand was a meticulously designed rear wall comprising 220 individually folded mirror elements. These mirrors were not just decorative; they served a deeper purpose. Each element was aligned along an imaginary line at eye level, creating a dynamic visual experience. As visitors moved along this line, they saw their reflections in a sequence that changed with their perspective. This clever design echoed the core functional principles of Blickfeld's MEMS Lidar scanners, making the technology's concept accessible and engaging.

PRECISION & INNOVATION IN CONSTRUCTION

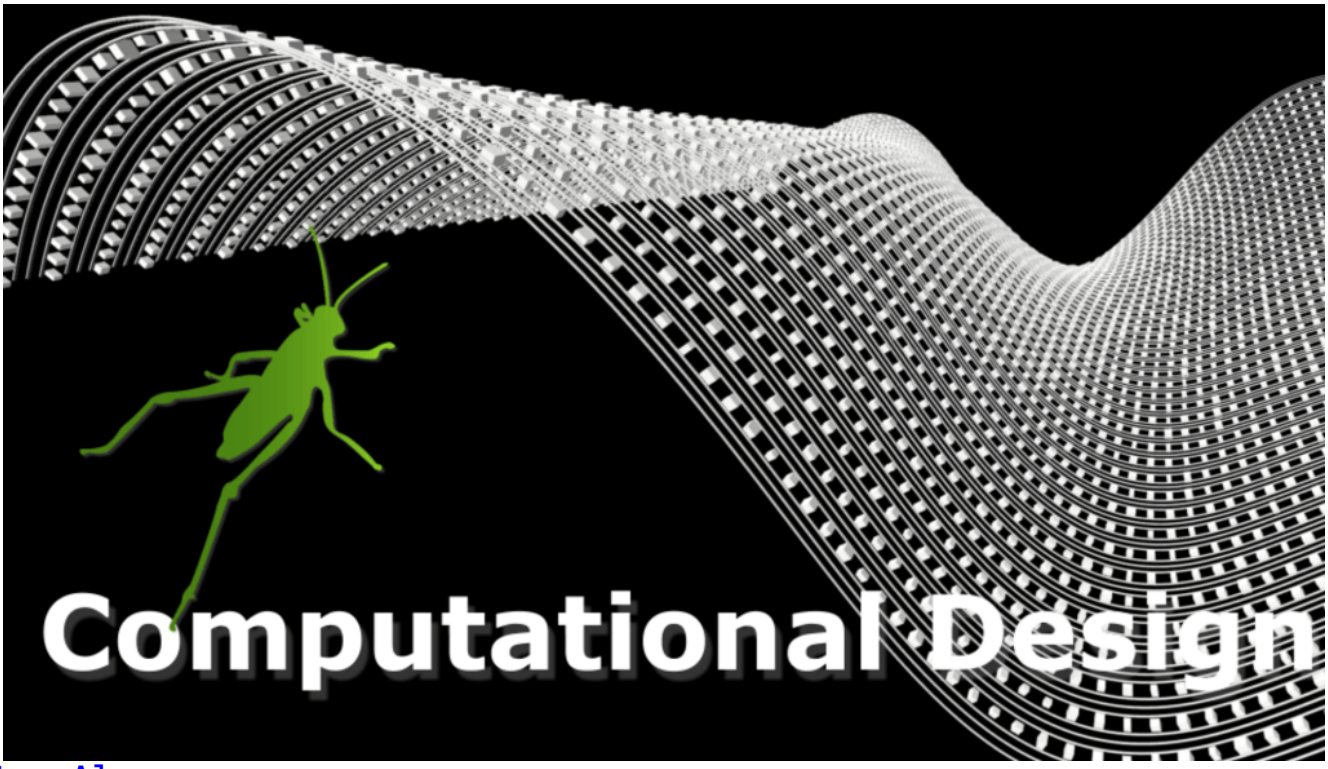
Creating this sophisticated display required advanced tools and techniques. The design process utilized Rhino and Grasshopper for precise digital modeling. Kangaroo was employed for physics simulations, ensuring the structural stability and aesthetic precision of the mirror elements. OpenNest optimized the cutting process, crucial for producing the unique shapes needed for each mirror segment.

High-precision CNC production played a vital role in achieving the intricate cuts required. Each mirror element had to fit perfectly in its designated spot, necessitating systematic labeling of the substructure and all segments. This meticulous approach eliminated the need for traditional construction plans, as every piece could only fit in a specific orientation and place, ensuring an error-free assembly process.

- 
- 

OVERCOMING ASSEMBLY CHALLENGES

One of the primary challenges was the tight 48-hour assembly window. The design had to be executed flawlessly, with no visible fixings, to maintain the sleek appearance of the stand. Prefabrication and modular design principles were key to overcoming this hurdle. Grasshopper enabled detailed simulations and adjustments, ensuring that each element would fit perfectly during the quick installation phase.



See Also

COMPUTATIONAL DESIGN WITH GRASSHOPPER

The assembly was designed to be reversible, allowing for easy disassembly and reuse. Blickfeld's trade fair team carried out the assembly seamlessly, showcasing their efficiency and attention to detail. This method not only saved time but also demonstrated the practicality and sophistication of modular design in temporary architecture.

The exhibition stand by Vorhammer & Atelier Grande for Blickfeld at CES 2020 was a striking example of how innovative design can bring advanced technology to life. By integrating the principles of Lidar technology into the very fabric of the stand, the designers created an engaging and educational experience for visitors. This project exemplifies the potential of temporary architecture to make a lasting impression, merging aesthetic appeal with functional brilliance.