

## STAND

# ACCIONA Stand - SIMA

Madrid, Spain



ACCIONA Producciones y Diseño (APD) conducted the design, production, and assembly of the ACCIONA stand for the Madrid International Real Estate Exhibition (SIMA, Salón Inmobiliario Internacional de Madrid), which took place from May 30 to June 2 at the IFEMA convention center in Madrid.

APD presented an innovative and eminently sustainable space, which stood out as the real estate fair's first 100% paperless stand. Visitors had thus access the ACCIONA company's entire offering through various types of media and digital technologies (virtual and augmented reality, various LED screens, QR codes, tablets, etc.) and also took the detailed commercial information for all promotions with them in their cell phones.

The design of the stand is based on the idea of breaking the spatial limits between the built and the void, between the natural and the artificial. Working off of this idea, the concepts defined by the Moriama House—an experimental house built at the beginning of the century in a historic neighborhood of Tokyo—are thus retrieved. The house proposes multiple multifunctional spaces of various volumes that can be inhabited in an infinite number of ways, thus allowing the inhabitant to define the use of each space once he or she lives in the house. With the passage of time, these “interstices” are filled with natural elements that slowly colonize the house, generating a symbiosis between both systems: the natural and the artificial.

Inspired by both the avant-garde and functional nature of the Moriama House, the stand's spaces that are dedicated to sales challenge conventional norms and acquire a domestic nature, thus becoming advertisements in and of themselves through which all of the company's values can be transmitted: the combination of the best quality and the latest technology with sustainability and respect for the environment.

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**Date:**

2019

**Client:**

ACCIONA

**Surface area:**

161 m<sup>2</sup>

**Services:**

Design, production  
and assembly

