

STAND

# ACCIONA Stand - International Water Summit

Abu Dhabi, United Arab Emirates



ACCIONA Producciones y Diseño (APD) was responsible for the design, production, coordination, logistics, assembly and disassembly of the ACCIONA stand at the Abu Dhabi International Water Summit, IWS 2018.

APD created an attractive and functional space of 54 m<sup>2</sup> with an unmistakable presence at the fair, which served as a meeting point for professionals in the sector, presenting the ACCIONA's activity in the region. The stand had a latest-generation Virtual Reality (VR) system that let visitors take an *immersive trip* to the desalination plant in Adelaide, built by the company in Australia. Thanks to this system, visitors were able to travel virtually to the plant from the sea, through the filtration area or through the reverse osmosis membranes and make the whole journey as if they were merely a drop of water.

The event took place at the Abu Dhabi National Exhibition Centre (ADNEC) from the 15<sup>th</sup> to the 18<sup>th</sup> of January as part of the Abu Dhabi Sustainability Week, which is held annually.

The International Water Summit is a global platform for promoting water sustainability in arid regions, bringing together world leaders, experts, academics and entrepreneurs with innovative ideas to promote the development of new sustainable strategies and technologies and attract more than 10,000 visitors from more than 100 countries.

**Date:**  
2018

**Client:**  
ACCIONA

**Surface area:**  
54 m<sup>2</sup>

**Services:**  
Design, production  
and assembly

