

STAND

Trasmediterranea Centenary Stand

FITUR. Madrid, Spain



Once again ACCIONA Producciones y Diseño (APD) was chosen to design, execute and mount the Trasmediterranea stand at Fitur, and once again, the stand was awarded one of the 2017 FITUR Best Stand prizes.

APD's stand design is centred around a large sculpture that symbolised Trasmediterranea DNA helix, its sea-faring history represented as a ship's propeller's wake, and in line with the idea of movement, of routes, of the impulse of a great shipping line towards a new era in the year of its Centenary. In addition, the element of time is underlined by engraving each one of the 100 years of history of Trasmediterranea since 1917, on to 100 timber masts that create a double inclined curve to symbolise a ship's bow deck.

The 195 m² of space included information and communication areas, corporate representation, work, press, leisure and storage areas, designed in accordance with accessibility, usability and sustainability criteria.

Date:
2017

Client:
Trasmediterranea

Surface area:
195 m²

Services:
Design, production and assembly

Awards:
International Tourism Trade Fair (FITUR)
Best Corporate Stand Award 2017

