



AFA

studiomfd



Afa is a leading innovator and global supplier of dispensing technology for all types of liquids. For the 2014 edition of Interpack, the international trade fair for processes and packaging, studiomfd was commissioned for the second consecutive year to design a striking stand to display Afa's latest dispensing innovations.

Afa works from the laws of physics to develop state-of-the-art dispensing products designed to be mainly hand operated. In line with Afa's approach, studiomfd decided to put the laws of physics to use for the design of the stand. Here, a fluid aluminium sculpture unfolded through the spacious and minimal stand to create maximum visual impact. A giant roll of aluminum was modeled, on location, and suspended into a giant curling wave using a crane, numerous cables as well as much pressure, tension and gravity itself. The undulating wave represented liquids that form the starting point for Afa's innovative techniques, while at the same time, symbolized the rush of continuing innovation, development and production. The silver colour suggested the shimmer of light bouncing off water, emphasized

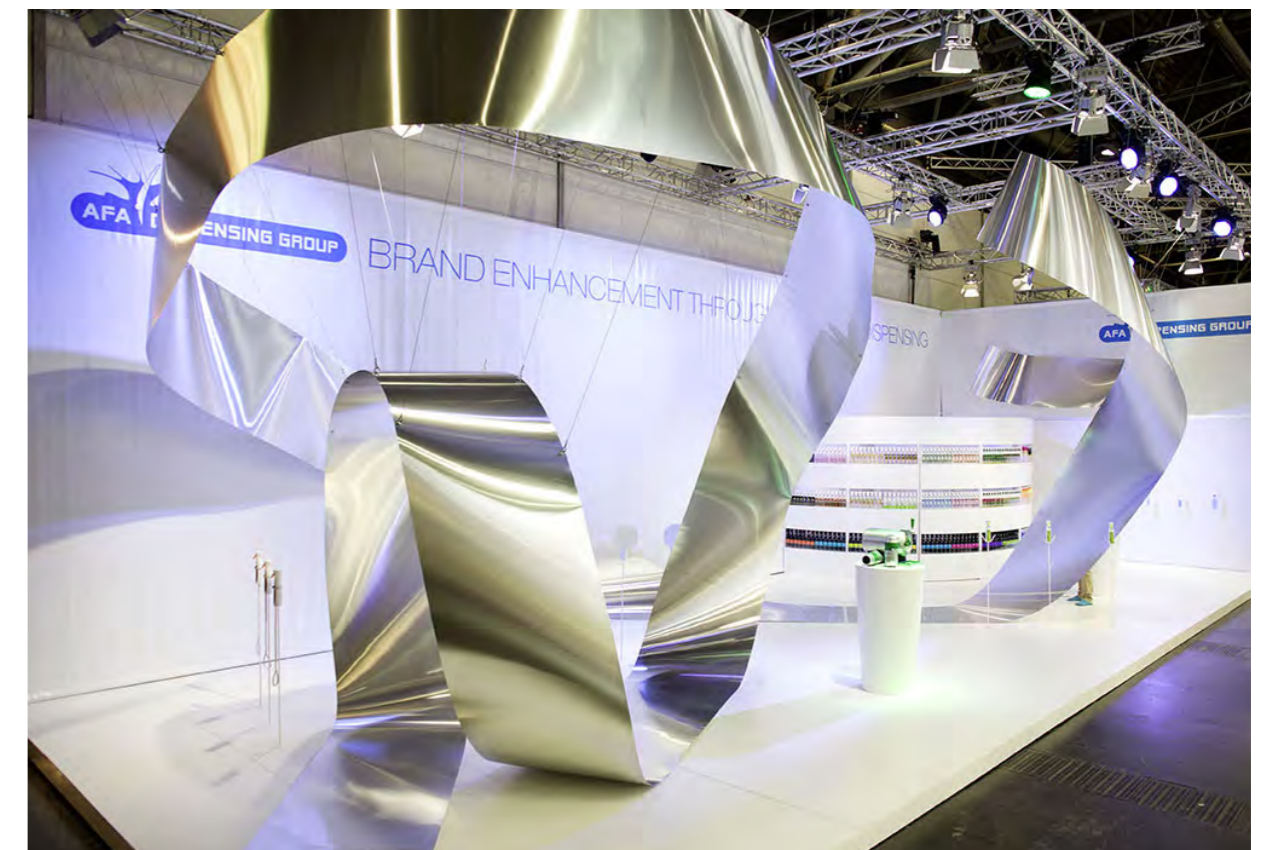
TRADE FAIR Interpack
 WHERE Düsseldorf, Germany
 WHEN May 2014
 DESIGNER studiomfd
 STAND CONSTRUCTOR Fiction Factory
 Amsterdam
 CLIENT Afa Dispensing Group
 MARKET SECTOR Dispensing Technologies
 TOTAL FLOOR AREA 90 m²
 PHOTOGRAPHER Johannes Van Assem

by strategically placed lighting. Amid the bustle of the fair the wave swayed gently, subtly reflecting people's moving silhouettes. White high-gloss HPL walls and white spray-painted MDF floors provided a stylish, minimal background.

The new products were displayed around the curl, balanced on slim vertical white spikes that emerged from the stand. Four sprayers were each set in a fitting design that corresponded to its function: a mirror (Personal Care), cat collar (Pet Care), plant (Plant Care) and cloud (Air Care). A white semi-circular partition displayed the various brands that use Afa's trigger sprays and zoned off a private meeting room. The expressive, organic sculpture worked a treat to trigger visitors to become acquainted with Afa's new products. —

1 The suspended sinuous form created a dynamic play of space.

2 With a stunning metallic sculpture and minimal aesthetic, the stand was a definite crowd-pleaser.





3

THE EXPRESSIVE WAVE REPRESENTED LIQUIDS THAT FORM THE BASIS OF AFA'S INNOVATIONS

3 A display on the curved wall demonstrated applications for Afa's trigger sprays.

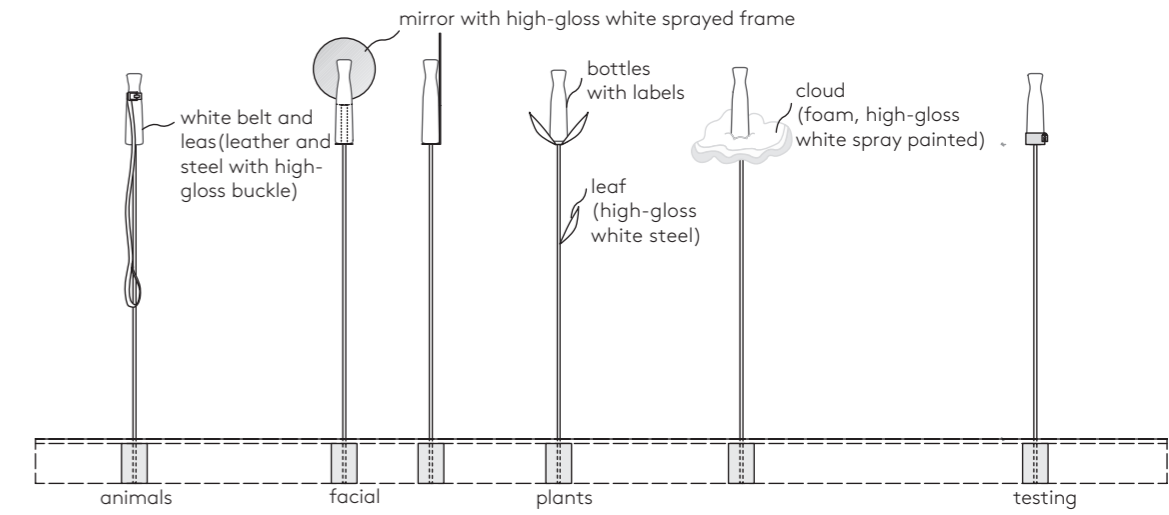
4 Display for personal care.

RENDERING

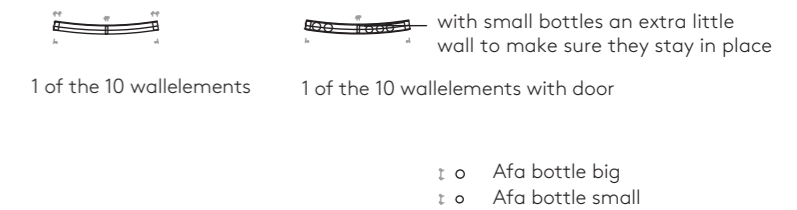
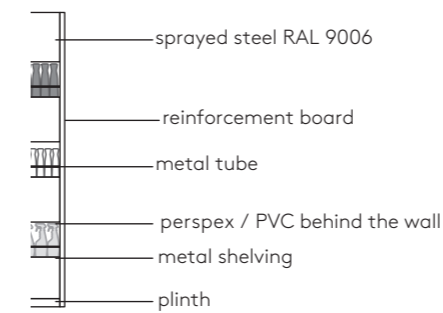
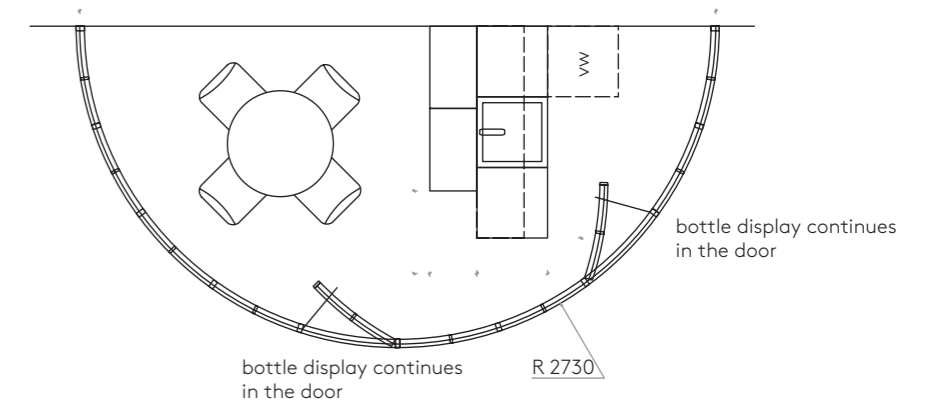


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DISPENSER DISPLAYS

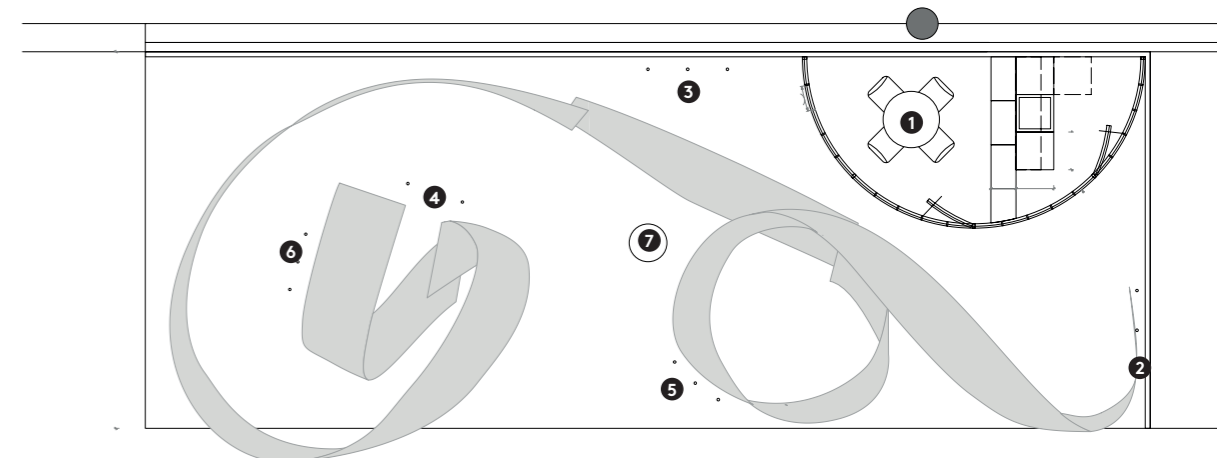


MEETING ROOM



FLOOR PLAN

- 01 Meeting room
- 02 Testing area
- 03 Air fresheners
- 04 Water spray
- 05 Plant care
- 06 Pet spray
- 07 Beer tap



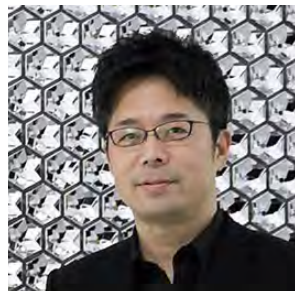


STUDIOMFD
www.studiomfd.nl

Martijn Frank Dirks founded studiomfd in 2006 in Amsterdam. The motto, 'Forms speak louder than words' guides his work. The 3-member team positively contributes to its clients' lives through the design of 2D and 3D environments,

interacting open-mindedly in order to develop intuitive, deep-rooted and authentic creative concepts. Form, style, colouring and the reuse of materials all consistently match the concepts, so that the final results are a reflection of the personality of clients, distinguishing them from their competition.

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TOKUJIN YOSHIOKA
www.tokujin.com

Tokujin Yoshioka established Tokujin Yoshioka Inc. in 2000. His ethereal works transcend the boundaries of product design, architecture and exhibition design, and are highly evaluated as art. Many of his works are displayed as part of permanent collections in renowned museums including Museum of Modern Art (MoMA), Victoria and Albert Museum, Cooper Hewitt National Design Museum and Vitra Design Museum. He was selected by the Japanese edition of Newsweek as one of the '100 most respected Japanese by the world'.

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UEBERHOLZ
www.ueberholz.de

Established in 1987, Ueberholz is led by architect and communication designer Nico Ueberholz. The firm is fascinated by creating places for encounters, with the aim of establishing and supporting processes of communication. With expertise in the fields of trade fair and exhibition design Ueberholz also develops concepts for event services, retail construction and music architecture.

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UNIPLAN
www.uniplan.com

Uniplan is a leading agency for live communication and creates brand promotions for events, trade fairs, showrooms and road shows. Uniplan's clients include renowned companies and brands such as adidas, Audi, BMW, Daimler, Deutsche Bahn, Deutsche Post DHL, Sony PlayStation, Toshiba and ZDF. The company has a team of 800 employees across its 13 branches worldwide.

P. 080, 124, 272



VOIDPLANNING
www.voidplanning.kr

VOIDplanning is a Seoul-based interior design studio. Founded in 1997 by Shinjae Kang and Heeyoung Choi the studio has become renowned for its design approach that integrates Korean traditions in creative ways. Its diverse, award-winning portfolio of work encompasses hospitality, retail, corporate and exhibition design.

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VON M
www.vonm.de

VON M was established in 2004 by Matthias Siegert, who leads the practice together with Myriam Kunz and Dennis Mueller. The studio's expertise spans architecture and communication design, its diverse portfolio of work ranging from construction projects, residential interiors and fair stands to event design and video installations.

Characteristic for its work is an open-minded and unbiased approach. The tension and crossover between architecture and interiors and a strong context-based approach drives the practice.

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VPPR ARCHITECTS
www.vppr.co.uk

vPPR Architects is an award-winning practice based in East London that has gained recognition for its striking and theatrical proposals. The practice designs residential, retail and cultural projects in the UK, USA, China and Russia.

Its work aims to strengthen communities through the creation of distinctive and beautiful places, and takes inspiration from the crossover between art and architecture. It was founded in 2009 by Tatiana von Preussen, Catherine Pease and Jessica Reynolds.

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WALBERT-SCHMITZ
www.walbert-schmitz.de

Walbert-Schmitz was established in 1966 and is a family-owned company based in Aachen. Specialising in exhibition and stand construction, the firm offers a wide range of expertise in the field of three-dimensional brand communication – strategy, conception, design and architecture – as well as in production, installation and dismantling. The company employs more than 100 members of staff and maintains worldwide partnerships with specialised suppliers.

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WERKSTATT 65
www.werkstatt65.nl

Alex Sijpesteijn and Bas de Graaf joined forces in 2009 to establish Werkstatt 65. Based in Haarlem, the Netherlands, the studio works mainly in the field of spatial design for lifestyle-based clients. The duo's strength lies in the translation of a brand's DNA into authentic and atmospheric spatial experiences. An independent, nonconformist and playful approach characterises their work.

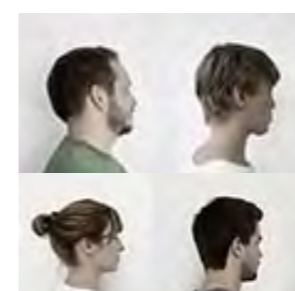
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WHITEVOID
www.whitevoid.com

WHITEvoid operates at the crossovers between art, design, architecture and technology. Founded in 2004 by Christopher Bauder, the multidisciplinary studio realises large-scale art and design pieces and environments. WHITEvoid comprises specialists in interaction, media and product design as well as interior architecture and electronic engineering. Its projects focus on the translation of bits and bytes into objects and environments and vice versa. Space, object, sound and interaction form key elements of all works.

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WROOM
www.wroom.co

Wroom was founded in 2012 in Stuttgart. The studio comprises a young team working at the interface between architecture, product design and visual communication. Its aim is to develop individual and unusual solutions through interdisciplinary work and conceptual approaches.

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