

**The Challenge**

Enriching lives through high-quality innovation, solution provider Huntsman employed DSA to create engaging exhibition spaces to mirror their entrepreneurial spirit.

Our client partner for over a decade, we have collaborated on multiple projects across Europe and UAE building bespoke but modular exhibition stand

**Design Visual**

Responsible for conceptual, production drawings, project management, manufacturing and build throughout multiple global projects, we make it our mission to enhance attendee journey converting product displays into individual sales discussions.

**The Event**

Not one to be overlooked, at JEC we designed and manufactured an overhead canopy visible from every corner of the exhibit hall.

Distinct product zones were marked with colour coded circular banners and curved display counters. Branded content appeared on a large format LED screen set back from the customer reception and meetings area, and a hospitality bar with accent lighting display ensured guests remained refreshed.



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DELIVERY**



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