

Client

logitech

Brief

Create a compact yet high-impact stand for London BETT 2026 that would stand out in a crowded hall while clearly showcasing Logitech's education technology portfolio.

DSA Solution

DSA designed and built a 31.5 m² stand for the second year running, reusing and repurposing the 2025 structure with refreshed graphics, integrated product displays, and new 3D illuminated logos — all designed in-house.

Result

A bold, highly visible space that maximised a small footprint, elevated Logitech's presence on the show floor, and reinforced a sustainable, long-term partnership through smart reuse and impactful design.



REFLECTING ON
OUR DELIVERY

DSA[®]

Client

logitech



31.5 sqm

SQM

2 Year Partnership

RELATIONSHIP

London

LOCATIONS



DSA®