

Client



Brief

Harrison Global required a 12x6m exhibition stand open on three sides, creating a highly accessible environment that would showcase product displays and live demonstrations while supporting both private and informal meetings.

Solution

DSA designed an open, free-flowing layout that maximised visibility from all approach angles. Clearly defined product display and demo zones were positioned to draw visitors into the space, while a private meeting room allowed for confidential conversations. An open meeting area and centrally positioned coffee counter created a natural hospitality hub, encouraging relaxed discussions and increasing dwell time on the stand.



Result

The finished stand delivered strong presence and accessibility, successfully balancing product engagement with hospitality. The space supported seamless visitor flow, meaningful conversations, and an inviting brand experience from every side of the aisle.



REFLECTING ON
OUR DELIVERY

Client

HARRISON
GLOBAL



72 sqm

SQM

New Partnership

RELATIONSHIP

Dusseldorf

LOCATIONS



DSA[®]