

Client



Brief

Amphenol required a high-impact presence at MWC 2026 in Barcelona that would reflect the scale, energy, and diversity of its global portfolio. The space needed to balance immersive product storytelling with practical functionality, accommodating a high volume of client meetings, showcasing multiple technologies, and delivering a premium, welcoming experience for visitors. With a 255 sqm footprint and a 12-week build timeline, the challenge was to create a stand that worked as hard as the brand it represented.

Solution

We designed a dynamic, multi-zoned environment centred around an immersive demo journey. The space incorporated 15 dedicated demo areas, a central product display, and a mix of formal and informal meeting spaces including private rooms and open collaboration zones capable of hosting over 60 clients simultaneously. Every element of the design was carefully considered to express the Amphenol brand while maximising engagement, flow, and functionality.



Result

The final environment delivered a high-performing, visually impactful stand that successfully balanced brand storytelling with operational efficiency. The space supported continuous engagement throughout the event, enabling meaningful client interactions at scale while clearly communicating the breadth of Amphenol's offering. The result was a confident, cohesive presence at one of the world's leading technology exhibitions, reinforcing brand perception and creating a memorable experience for visitors.



REFLECTING ON
OUR DELIVERY

