



Brief

RELEX Solutions partnered with DSA seeking a bold, high-visibility exhibition presence that would reflect their AI-driven retail platform and significant footprint across the venue. The objective was to create a modular, sustainable solution spanning three zones including a flagship stand and demo areas.

Solution

The design featured a branded coffee hospitality station positioned directly beside the main theatre exit to capture footfall, alongside a flagship stand built to maximum allowable height for standout visibility. The space incorporated multiple demo stations, informal seating areas, illuminated fabric graphics, integrated digital screens, and clearly defined partner zones, all delivered as a modular, reusable system for future shows.



Result

The result was a scalable, sustainable, multi-zone exhibition environment that commanded presence across the hall and created a natural flow of engagement from session exit to stand experience. A strong first collaboration, delivering high visibility, meaningful interaction, and a confident platform for RELEX's continued show presence.



REFLECTING ON
OUR DELIVERY



