



A VITEC COMPANY

Brief

The mission for ISE 2026 in Barcelona was to execute two high-impact, technically sophisticated exhibition stands simultaneously. Vitec and DataPath required environments that translated complex technical expertise into premium visitor experiences. With a strict 20-week timeline from initial brief to final build, the challenge lay in managing a combined footprint of 199 sqm while maintaining distinct brand identities for each client.

Solution

We designed two bespoke environments tailored to the specific networking and demonstration needs of each brand. By utilizing a shared 20-week production workflow, we ensured precision across both builds:



Result

The dual-stand presence dominated the hall, providing both clients with professional, functional, and aesthetically “on-brand” spaces. Despite the massive scale—totaling over 199 sqm—the project was delivered with zero compromise on detail. The stands successfully facilitated high-level networking and hands-on product interaction, cementing both DataPath and Vitec as industry leaders on the global stage.

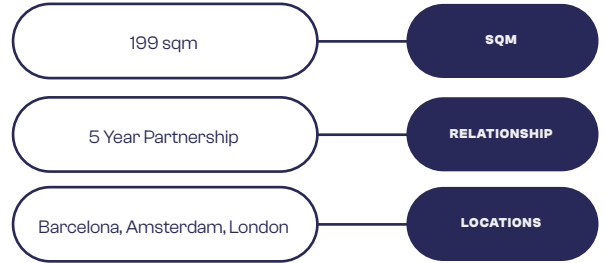


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