

Leicht, Liebherr, V-Zug, Gessi und Inalco

New exhibition center in Löhne

Wednesday, 03.04.2019



In September 2019, the "Architekturwerkstatt" will open a new exhibition center in Löhne. As of this autumn, the companies Leicht, Liebherr, V-Zug, Gessi and Inalco will present their innovations and innovations on a ground-floor exhibition area of more than 2,000 square meters.

Initiator of the "architecture workshop" is the Leicht Küchen AG, which returns with this event center back to the former location Löhne and wants to convince with a new presentation and exhibition concept. Stefan Waldenmaier, CEO of the kitchen furniture manufacturer: "We are aware of the importance of wages as a trade fair location. With this new exhibition center, in which exhibitors with complementary product groups meet at eye level, we would like to convey a casual, informal and informal trade fair experience especially for trade visitors. I am very happy that all exhibitors not only understood and accepted the concept of the 'architecture workshop', but also that every single one of them is committed to a perfect staging of the respective brand. It will be an experience to be a guest in the 'architecture workshop'."

The name "Architekturwerkstatt" is intended to create an unmistakable reference to architecture, the demand for a clear, stylish interior design and products that are rooted in the DNA of modern design - all five of the participating exhibitors find their common denominator. The construction of the room is reminiscent of the specific character of a workshop: Visible steel beams of a past industrial use contrast with the contiguous, contemporary aesthetics of new buildings. The authentic working feeling of a workshop is at the center. The exhibition concept is structured by a clear, symmetrical division of the 150 sqm to 450 sqm, individually playable surfaces. Each individual presence surface enables a self-contained

staging, which is delimited from the corridor by generous glass surfaces. With a ceiling height of almost six meters, the hall creates an airy and spacious atmosphere. To support the open, communicative architectural character, an adjoining catering area with an additional outdoor terrace is an integral part of the concept.

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Links

- [Leicht](#)
- [Liebherr](#)
- [V-Zug](#)
- [Gessi](#)
- [Inalco](#)