

Audi AG Pavillon, Frankfurt, Genf, Tokyo, Detroit, Paris



Location

IAA Frankfurt 1999, Tokyo Motorshow 1999, NAIAS Detroit 2000, Automobilsalon Genf 2000, Mondial de l'Automobile Paris 2000, NAIAS Detroit 2001, Automobilsalon Genf 2001

Built

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The "Loop"

The "loop" of the AUDI trade fair exhibit displays cars in a custom-engineered structure. This exhibition stand was erected at the world's biggest international trade fairs for the car industry in Frankfurt, Tokyo, Detroit, Geneva and Paris. The stand can accommodate a flow of more than 5,000 visitors per hour. The second floor is used for lounges, restaurants and bars as well as meeting rooms and a children's club. The "loop" is curved in plan and elevation, creating the desired enveloping effect and stable structure. The different bays accommodate exhibition areas, lounges, offices and conference rooms in a variety of sizes.

Awards, Nominations

2001

contractworld awards 2001, best of category

2000

Preis des Deutschen Stahlbaues 2000, recognition Benedictus Awards 2000, honored for special merit

1999

iF Exhibition Design Award 1999, silver

Team

Client

AUDI AG Internationale Messen, Ingolstadt

Architect

ingenhoven associates, Düsseldorf

Team

Realisation: Christoph Ingenhoven, Jürgen Overdiek, Michael Reiß, Andreas Blum, Karan Djalaei, Holger Gravius, Manfred Junghans, Lyiang Guo, Florian Nedden, Udo Rex, Herwig Rott, Ingrid Sölken, Andrea Thoma, Maximo Victoria, Christina Zippel
Competition: Christoph Ingenhoven, Hinrich Schumacher, Ralf Dorsch-Rüter, Maximo Victoria, Sylvia Domke

Communication

KMS Team, Munich

Structural Engineering

Werner Sobek Ingenieure, Stuttgart

Lighting Design

Werning Tropp und Partner, Feldafing
scale design GmbH, Köln

Movie and music

Velvet, Munich

Multimedia/ programming

MediaLab, Munich

Audiovisual Design

Event Logistic ELO, Schlichting
Lang Audio Vicion, Lindlar
Peter Schneekloth Tontechnik, Hamburg
Gahrens + Battermann, Bergisch Gladbach

Building and room acoustics

DS-Plan GmbH, Stuttgart

Circulation Analysis

Durth-Roos Consulting GmbH, Darmstadt

Fire Safety

Institut für Brandschutz und Baustofftechnologie, Wuppertal