



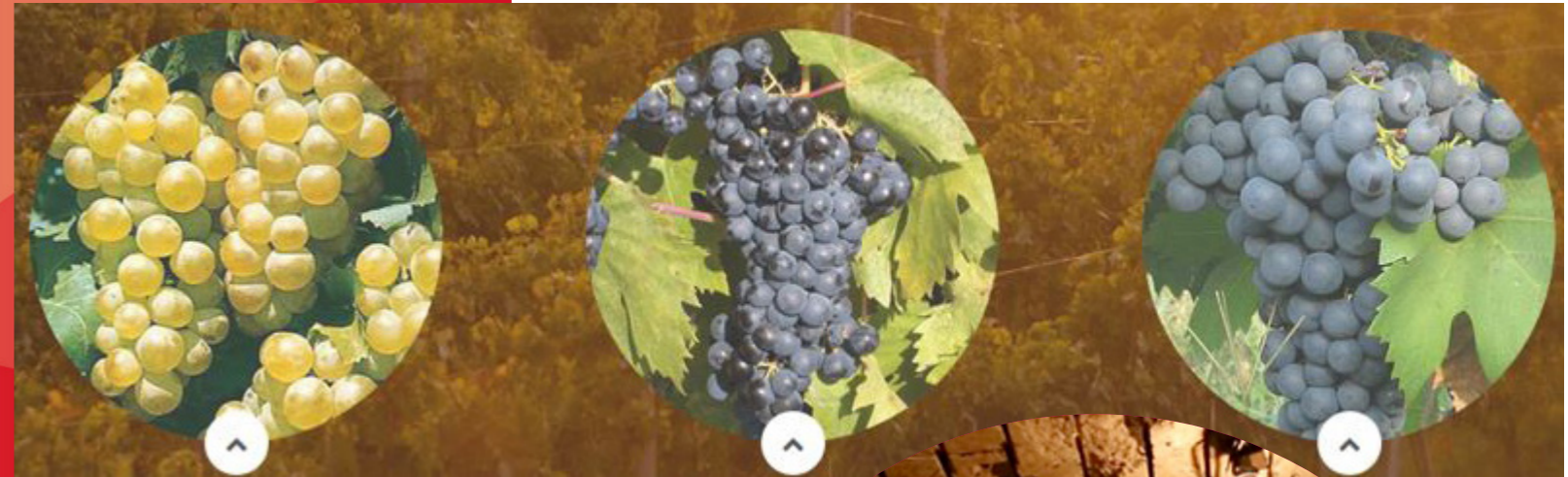
WINE OF MOLDOVA

A LEGEND ALIVE

”

Our wine has been crafted by generations of winemakers in the largest cellars in the world appreciated by consumers in both east and west supported by legends that everyone can embrace.

“



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The solution includes in a highly satisfactory way all of the following aspects:

- * BRAND VISIBILITY - WoM brand visibility from all angles of the fair and in short and long distance of the stand
- * BRAND APPROPRIATENESS AND ITS VALUES - Respect for brand identity standards and premium positioning
- * IMPACT / ORIGINALITY - Stand with high visual impact and originality with potential for media coverage.
- * HARMONY OF SPACE - Consistency and aesthetic balance of the stand reinforcing brand values.



ACTIVATION AREA:
Recreation of a old Moldavian cave, with some information support and elements to created and active area to show wine and wyneries of Moldova

BAR COUNTER/ MAIN COUNTER:
central area, to offer information and degustations, design between the new eco-friendly style and old caves

MEETING AREA:
between the exhibitors and the bar counter for meetings, tables with chairs

IMAGE ON FASCIA:
print image/ backlight or video according with the budget in th most visible area of the stand. Inside, also create and envolving image

STORAGE:
in a center position, with a big wall for place image

3D logo on fascia, according with the budget could be: embed and light, 3d backlight, die cut...

WORK SPACE:
dimesioned for have enough space and a big quantity



* view of the hot corner



**WINE OF
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* front stand view



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* front stand view





* front and lateral view





* activation area, hot corner



**WINE OF
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* activation area, hot corner



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* bar counter/ main counter



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**WINE OF
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*Bar counter/ main counter



* Aereal view



**WINE OF
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* Aereal view



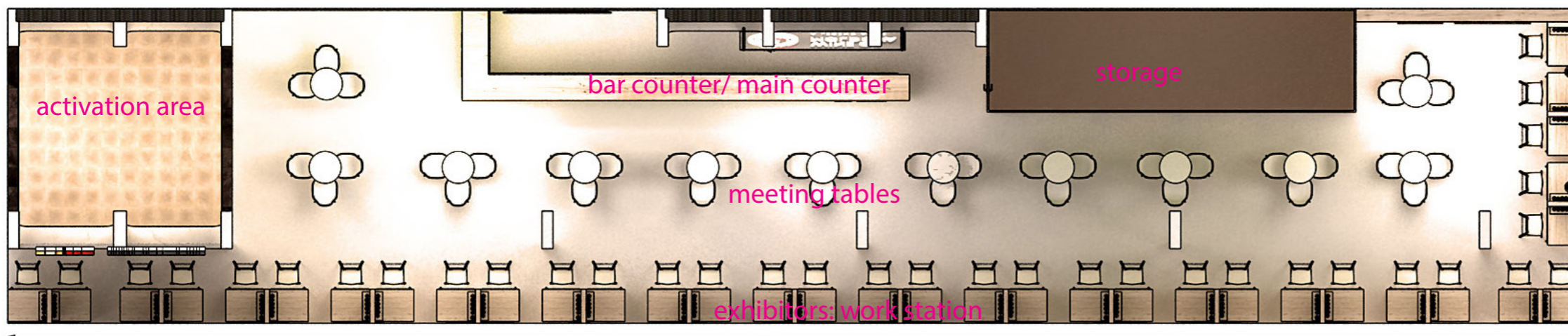
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* Aereal view



**WINE OF
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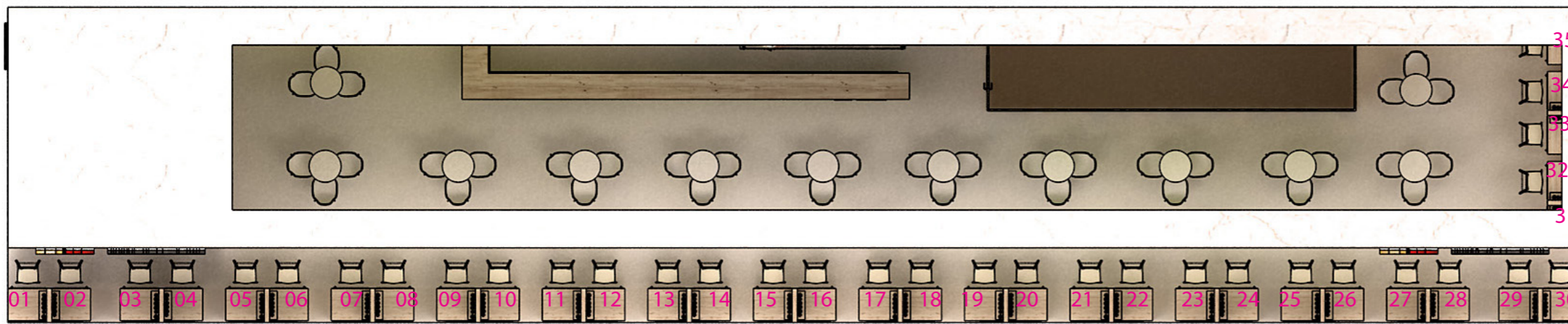
We place all the exhibitors in the main corridors, to optimize the space, each exhibitor share a divider and offer a visible position for each one.

In the hot-corner we place the ACTIVATION AREA, in order to invite people go into our space and show our Wine Country.

Inside we have work space and degustation space with more intimacy but visible from outside

Areas:

- *exhibitor counter > working station: 35 units
- *Storage _14sqm2
- *Bar _14sqm2
- *meeting space _50 sqm
- *activation area _20sqm2





Activation Area

We want to replicate the atmosphere of a traditional Moldavian cave, as an element of patrimony of the Humanity we can't lose the opportunity to show the visitor this rich element.
 The idea is to have a space for proposing an activation and so the classes of wine that Moldavia has, could be an interactive wall with sensory experience.



Bar & Main Counter

An spacious bar counter, for give information or degustations.

According with the look and feel of the stand, we use natural wood and grass, to create an eco-friendly atmosphere.

- A background with :
- A big logo, also in grass, to emphasize the eco friendly message
- A big LCD that could be changed by a LED screen according with the target budget
- A showcase, according with the design, simulating the Moldavian caves.





Upper Fascia

To show and make visible on the hall, we proposed a big fascia than combine big image and logos, with a meterail close in appearance with the caves.

Creating a summary of the richest landscaped and tradition from Moldova.

The image could be change by a ledscream according with the target budget.

The idea its to supported the fascia by pillars following our design to avoid any unnecessary charge.



Working station

The idea is to optimized the space, so we created a space with 2 counter and a shared divider.

On the divider the idea is to place the name of the exhibitor and some shelve to show their wines bottles.

A simple counter with storage space and the logo of the company, on the front side.

Wood finish to have a eco-friendly appearance but with the top of the counter on laminated to guarantee their easy clean.

