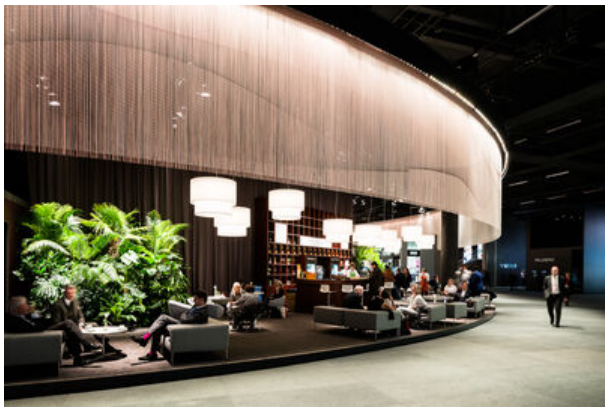
waldner partner
Projektentwicklung und Management

The Loop

With the Loop, a new centre of temporary architecture was created in Hall 1.1. The space is conceived as a connecting element between the watch and jewellery areas. Surrounded by elegant stands, visitors are invited to dine and spend time in the Loop's cosmopolitan and relaxed atmosphere. A large staircase construction serves as a platform for bloggers and influencers. A generous circular printed string curtain, unique in its size and shape, forms a recognisable border around the various gastronomical and individual stand areas.



Client
MCH Swiss Exhibition (Basel) Ltd, Baselworld

Architect
waldner partner

Location
Hall 1.1, Messeplatz 1, Basel

Use
Bloggers, gastronomy, lounges, individual stands

Key Dates
2018-2019 | Concept, detailed design, realisation

Our Role
Overall concept, planning and realisation, including exhibitor support, to guarantee a high-quality trade fair experience

Our Tasks
Overall concept;
design, realisation and quality assurance;
cost control up to and including final settlement;
exhibitor support

Photos/Visualisations
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