

## First Avenue, Baselworld

The First Avenue in Hall 2.2 represents an entire new world for watch and jewellery brands at the Baselworld 2013. A generous atmosphere provides exhibitors with the opportunity to display their products in a prestigious setting. With its direct connection to Hall 1, the First Avenue is perfectly situated in the general show layout.

### Client

MCH Swiss Exhibition (Basel) Ltd, Baselworld

### Architect

waldner partner

### Location

Hall 2.2, Messeplatz 1, Basel

### Use

Exhibition hall  
Exhibition stands

### Key Dates

2012-2013 | Concept, detailed design  
2013-2017 | 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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