

Fifth Avenue, Baselworld

The Fifth Avenue in Hall 2.1 represents an entire new world for jewellery brands at Baselworld 2013. With its direct connection to Hall 1, it is perfectly situated in the general show layout. While the new concept allows exhibitors to customise their spaces individually, the booths are integrated in an elegant overall exhibition construction with harmoniously coordinated surfaces, materials and colours.

Client

MCH Swiss Exhibition (Basel) Ltd, Baselworld

Architect

waldner partner

Location

Hall 2.1, 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

