

## Hall of Elements, Baselworld

With Baselworld 2013, the Hall of Elements in Hall 3 offered a new opportunity for diamond, gemstone and pearl brands. Exhibitors were given the flexibility to display their products in unique ways in a generous, high-end setting. With its direct connection to Hall 1, the Hall of Elements was perfectly situated in the general show layout. The booths and the central plaza formed a spatial and visual ensemble with a striking general appearance. Visual connections, high quality decorations and plant arrangements harmoniously complemented the hall layout. Light refreshments and seating areas invited visitors to spend time in the central plaza.

### Client

MCH Swiss Exhibition (Basel) Ltd, Baselworld

### Architect

waldner partner

### Location

Hall 3, Riehenring, Basel

### Use

Exhibition hall

Exhibition stands

### Key Dates

2012-2013 | Concept, detailed design

2013-2019 | 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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