

# von Hagen

D E S I G N



Corporate Architecture

# corporate

Foundation:	1993
Staff:	46
Surface area constructed 2010:	29.700 m <sup>2</sup>
Head office Blomberg/Germany:	6.000 m <sup>2</sup>

## Welcome

Architecture is a basic element of corporate identity. Architecture is the 3rd dimension of setting up brands.

Corporate architecture adheres to these principles. Responsible and consequent design integrates setting up brands and communication in the sphere. This applies to object & office as well as to event and exhibition.



## Herzlich Willkommen

Architektur ist ein elementarer Bestandteil der Unternehmensidentität. Architektur ist die dritte Dimension der Markenbildung.

Corporate Architecture berücksichtigt diese Aufgaben. Verantwortungsvolles Design integriert Markenbildung und Kommunikation im Raum. Das gilt für Büro & Objekt ebenso, wie für Event und Messe.

## Buenos días

La arquitectura corporativa es un componente elemental de la identidad de empresa, la tercera dimensión en la formación de marcas.

Un diseño responsable y consecuente integra marca y comunicación en el espacio. Esto no es solamente válido para ferias y eventos, sino que también para interiores y oficinas.

## Witamy

Architektura korporacyjna stanowi zintegrowany element identyfikacji wizualnej firmy, jest trzecim wymiarem w budowaniu marki.

Świadomy i konsekwentny design przyczynia się do integrowania i komunikacji marki w otaczającej przestrzeni. Ma to odniesienie nie tylko do targów i eventów, lecz również do aranżacji wnętrza i wystroju biur.

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corporate

von Hagen USP

Brand-related design  
High flexibility  
Quality production in time



# trade fair

Year: 2010  
Location: Hannover  
Trade Fair: Eurotier  
Exhibitor: DeLaval  
Architecture: von Hagen GmbH  
Dipl.-Ing. (FH) Katrin Hülsdonk  
Realization: von Hagen GmbH  
Graphics and  
Communication: Lupo Design  
Size: 1300 m<sup>2</sup>  
Photos: Dirk Schelpmeier

*Hightech - experience to touch.  
Fine material and up-to-date Multimedia  
applications create showroom atmosphere  
for a B2B-product.*



## trade fair

Year: 2008  
Location: Düsseldorf  
Trade Fair: EUROSHOP  
Exhibitor: ict AG und von Hagen GmbH  
Architecture: von Hagen GmbH  
Dipl.-Ing. (FH) Katrin Hülsdonk  
Realization: von Hagen GmbH  
Graphics and  
Communication: ict AG und von Hagen GmbH  
Size: 108 m<sup>2</sup>  
Photos: ict AG

*The straight and muted colour and shape design accentuates the multimedia highlights. Seats on the second floor allow to talk in a calm, cosy atmosphere.*



## trade fair

Year: 2009  
Location: Cologne  
Trade Fair: Interzum  
Exhibitor: Stabilus GmbH & Co. KG  
Architecture: von Hagen GmbH  
Dipl.-Ing. (FH) Katrin Hülsdonk  
von Hagen GmbH  
Realization: von Hagen GmbH  
Graphics and  
Communication: von Hagen GmbH  
Size: 210 m<sup>2</sup>  
Photos: Dirk Schelpmeier

*Translucent thread curtains arrange the exhibitions stand in individual product and lounge sections. The colouring helps the visitor's orientation.*



# trade fair

Year: 2010  
Location: Hannover  
Trade Fair: IAA Nutzfahrzeuge  
Exhibitor: Dunlop Goodyear  
Architecture: teamunlimited  
Christoph Bäßler  
von Hagen GmbH  
Realization:  
Size: 316 m<sup>2</sup>  
Photos: Dirk Schelpmeier

*Direct product presentation, almost at eye level,  
characterizes the stand's architecture.  
Quality gets „graspable“ in the literal sense.*



## trade fair

Year:	2009
Location:	Frankfurt/Main
Trade Fair:	Frankfurter Buchmesse
Exhibitor:	Random House Mondadori
Architecture:	Mandaruixa Design S.L. Sergi Parreño
Realization:	von Hagen GmbH
Graphics and Communication:	Mandaruixa Design S.L. Sergi Parreño
Size:	96 m <sup>2</sup>
Photos:	Dirk Schelpmeier

*The black wall design shows the colourful books to their best advantage while the red floor arouses attention.*





## trade fair

Year: 2011  
Location: Köln  
Trade Fair: IMM  
Exhibitor: Nolte Möbel GmbH & Co. KG  
Architecture: Architekt Ulrich Heinlein  
Realization: von Hagen GmbH  
Thomas Wendler  
Size: 513 m<sup>2</sup>  
Photos: Dirk Schelpmeier

*The open lounge character welcomes  
to relaxed conversation in an international  
atmosphere.*



## trade fair

Year: 2009  
Location: Hanover  
Trade Fair: CeBit  
Exhibitor: Sage Software GmbH  
Architecture: von Hagen GmbH  
Anja Wißkirchen  
Realization: von Hagen GmbH  
Graphics and  
Communication: von Hagen GmbH  
Size: 288 m<sup>2</sup>  
Photos: Dirk Schelpmeier

*Graphics and shape design interacting harmoniously draw attention and care for an atmosphere of well-being – implemented in accordance with the CI.*



## trade fair

Year: 2008  
Location: Hanover  
Trade Fair: IAA Nutzfahrzeuge  
Exhibitor: Isringhausen GmbH & Co. KG  
Architecture: von Hagen GmbH  
Dipl. -Ing. (FH)  
Christiane Gröning  
von Hagen GmbH  
Realization:  
Graphics and  
Communication: von Hagen GmbH  
Size: 377 m<sup>2</sup>  
Photos: Dirk Schelpmeier

*Presenting products related to their use and a warmly illuminated seating area characterize the stand design.*



## office & objects

Year: 2010  
Location: Detmold  
Customer: Stadtwerke Detmold  
Architecture: NCOLO  
Büro für Gestaltung  
von Hagen GmbH  
Realization:  
Photos: Dirk Schelpmeier



## office & objects

Year: 2007  
Location: Blomberg  
Customer: Stadtparkasse Blomberg/Lippe  
von Hagen GmbH  
Architecture:  
Dipl.-Ing. (FH) Katrin Hülsonk  
von Hagen GmbH  
Realization:  
Size: 410 m<sup>2</sup>  
Photos:  
Dirk Schelpmeier



## internet shop

The internet platform 'www.dermesseshop.de' was built by von Hagen GmbH for the direct online purchase of simple exhibition stand solutions, functional exhibition furnishing and all exhibition requirements. Here the selfmade exhibitor gets all that is needed for the successful participation in exhibitions.



dermesseshop.de

von Hagen  
DESIGN



[www.vonhagen.net](http://www.vonhagen.net)