



**Expoprotection Exhibition
Paris
300 sq. m.**



Siemens asked MBD Espace to design a booth to present its alarm, security and fire safety systems at the Expoprotection exhibition.

The offer's segmentation, including the residential, industrial and service sectors, is echoed within the booth's structure, where three distinct zones in the reception area are identified through colour coding.



SIEMENS

While it is standard practice in the medical sector to display products within a recreated setting, the agency has designed a scenography based on scale discrepancy, with on the one hand the recreated setting at half-scale, and the actual products on the other. On that basis, it becomes feasible to hold global demonstrations showing how the systems operate.

Opposite each staged scene, sliding partitions carry comprehensive displays of the product ranges.

Moreover, a ceiling-mounted video camera network helps demonstrate in real time all the monitoring functionalities relating to the various systems.

