



Booths' Charter
 Doha
 Abu Dhabi
 Alger
 Teheran
 200 sq.m.

MBD Espace was assigned to carry out the transition between Gaz de France's identity (European gas industry leader) and that of GDF Suez (new world energy leader) during international trade shows like GasTech in Abu Dhabi and Iran Oil in Tehran, Doha, Algiers as well as throughout Europe.



On the basis of GDF Suez' new identity, the agency has set up a new «settings» charter for the Group, which specifies a listing of shapes, colours and modularity for the booths. In order to highlight

GDF SUEZ

GDF Suez's presence on trade shows, the agency designed large-size backlit panels and some totems devoted to every trade, to be set around the booths.

located around the booths, and a welcoming reception area, expressed by the carpeting and the hushed ambience of the lounges and meeting rooms.

The graphic charter, which inspires smoothness and flexibility, has been transposed into soft shapes that are nevertheless framed by a block structure surrounding the logo.

The agency chose to highlight this duality via a rigid outward appearance, with luminescent communication elements



- Exhibition : Exhibition Booths