



Europain,
Paris
320 sq. m.



LESAFFRE

Lesaffre, world leader in industrial and baking yeast production, asked MBD Espace to design and set up a new graphical and structural identity.

For this participation in the Europain trade show, the agency designed a contemporary structure to express the biotechnological aspect of Lesaffre's business; along its axis, like a backbone, it featured a series of totems expressing corporate values.

Around this reception area, the various sections, positioned as satellites, recall in a subtle way the global formal style; a demo section makes it possible to bring Lesaffre products to life throughout the duration of the trade show. Graphic charter elements have been adapted to all signage.



- Exhibition : Exhibition Booths