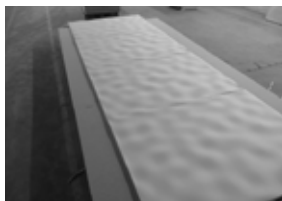
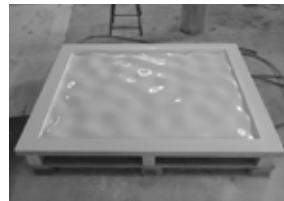


RENAULT

Presentation Podiums for Laguna Coupé 10 airports simultaneously 20 sq. m.



In order to launch the Laguna Coupé, «intended to enhance Laguna saloon buyers through its remarkable design», Renault wanted to strengthen that aesthetic aspect by involving MBD Espace in the creative work towards making an airport-based venue: the vehicles were to be displayed upon podiums in 10 national airports.

But a constraint appeared, given the requirement of deploying all 10 podiums simultaneously across the

country, all this within a very short period of time and inside locales open to a public in motion. As a result, MBD Espace called upon a partner who specialises in multiple-site assignments.

Creatively, MBD has underlined the car's pure, flowing lines by making «wave-shaped» flooring that answers the car's own design. Thus the agency highlights the vehicle's «upscale» positioning through the elegant shine of the

materials used.

Given the concept's duplication across 10 sites and our team's know-how, it was obvious that we should work using composite plastic-processing techniques.

As a result, we succeeded in optimising logistics and assembly by producing light, interchangeable elements.



- Deployment : Design Charters