



**French Society of Radiology Convention
Paris
500 sq. m.**

Within the context of the “Journées Françaises de Radiologie” (French Society of Radiology Convention), MBD Espace staged Siemens Medical products.

In the centre of the venue, one could discover Syngo Suite, Siemens’ new medical imaging process.

A cube bearing an orange luminous strip focuses the attention, attracting visitors and highlighting

SIEMENS

the new Syngo Suite diagnosis tool.

Playing on contrast, the orange colour brings out the sobriety and refinement of the rest of the venue, all greys and whites.

It is thus in this environment of precision, rigour and deep reflexion that the scanners, MRI and ultrasound devices are displayed.

The reception area turns into a glowing cocoon, a soft envelope

with padded orange walls.

While a presentation of the high-tech products coming out of Siemens’ various medical divisions requires flawless thinking and organisation, the expression of its innovativeness, a purely intellectual product, has implemented the quintessence of corporate identity and values.





- Exhibition : Exhibition Booths