During the course of the past 15 years Arno Design has been recognized for its successful conception, design and implementation of trade-fair stands, showrooms and shops. Julius Blum GmbH, a world leader in the field of fitting systems for kitchens and furniture, approached the German design firm for a design concept that would reflect their strong position in the market. The brief required a stand that offered visitors the same special experience that the company offers its customers. In other words, it had to represent the highest level of quality and be connected with award-winning design. Blum’s motto, “Perfecting Motion,” alludes to the company’s capacity to create systems that allow the "perfect" opening and closing of furniture, particularly in the field of kitchen furnishings. The phrase could be seen in various parts of the stand applied in white lettering on an orange background, the company’s corporate color. The same combination of colors was employed throughout the stand. The open meeting and presentation area, for example, contained white chairs and tables and benches with orange backrests. Black was also used, such as in the bar area where an orange bar top and stools combined with sidings and other furniture was finished in black. The use of white and black generated a clean and uncluttered finish, while the orange enlivened the space and directly alluded to the company. In the middle of the stand and at full view of the bar area, two partition walls were covered in the word “welcome” in many different languages. Aside from being a friendly message for visitors, this element also demonstrated the international presence of Blum. The trade fair stand covered an area of 1,100 sqm (11,850 sqft) and was afforded a generously spacious layout in order to create ample space for an effective presentation of the exhibits. Visitors were thus allowed to wander freely from one space to another with out feeling hurried or under pressure. Wall elements in concrete composition and light channels ensured that the products were staged in a highly emotional manner, in an attempt to move away from the ordinary "kitchen appearance". All exhibits were interactive offering visitors the opportunity of testing out the different products.
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