



FORM

design | architecture

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Press Release

FORM design architecture's first new stand for international meat company, Marfrig, has been completed at the Gulfood international food exhibition in Dubai. The central feature of the stand is a tower incorporating a graphic grid for the logos of the company's brands featured at the show, clearly identifying these as part of the overall Marfrig Group, which was inspired by the appearance of modern technology such as the mobile phone and i-Pod to reflect the client's modern industrial aesthetic. This stand was developed from FORM's overall design strategy for Marfrig's exhibition stands for the forthcoming year, with the tower grid able to be expanded to display more of the group's brands as required, whilst providing a consistent and recognisable design approach whatever the size of stand.

The timeframe for this stand was unusually tight, with only a month and a half between FORM being commissioned and the stand being constructed. It was built by Dubai based contractor Thomas Bennett Exhibitions & Interiors.

Ends

February 2009

For further information, please contact:

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About FORM design architecture

FORM design architecture is a growing practice based in Bermondsey, London. Directors Jeremy Lingard and Malcolm Crayton established the practice in 1998, after working together at the Bartlett. Since then the practice has designed a wide range of projects for both private and commercial clients including residential, leisure, commercial, exhibitions and mixed developments. The practice is skilled at both new build and renovation, working with sensitive sites and with significant technical challenges.

FORM design architecture aims to create places that can be inhabited and experienced by people in a natural and instinctive way. Places with an apparent sense of simplicity which belies their underlying complexity.

For more see: www.form-architecture.co.uk