

## **Five Projects for AMBROSIUS and NUSSLI at the IAA Frankfurt 2017**

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Frankfurt, September 15, 2017 // **For the Frankfurt team from AMBROSIUS this year's International Motor Show (IAA) is a home game, so to speak. At the IAA 2017 the Frankfurt specialists were able to realize four individually conceived trade fair participations on behalf of prestigious automotive manufacturers and suppliers. MINI, Seat, Opel, and ebm-papst rely on the know-how of AMBROSIUS for their exhibition stands. Added to this is Škoda's appearance, which was implemented by the NUSSLI team.**

The International Motor Show IAA opened its doors on September 14. The slogan of this year's exhibition is "Future Now." Once again, the exhibition stand constructors from AMBROSIUS and NUSSLI were able to demonstrate their experience and their abilities in Frankfurt. Flexibility, an eye for detail, and integrated solutions were key factors that were highly valued by our customers. These led to a pleasant cooperation and last but not least to a timely completion of the exhibition stands.

### **Five Exhibition Stands, Which Could Not Be More Different**

MINI is betting on an urban vintage look for its 1,200 square meter exhibition stand. For the AMBROSIUS team this meant developing a solution that makes the materials appear used, although they are not. The majority of the prefabricated stand components will be reused after the exhibition in other trade show participations.

The two-story Seat exhibition stand demanded the skills of the AMBROSIUS constructors, especially from a statics point of view. The concrete-cement panels, which were used on the floor as well as for the façade, made a great image, but they were a tremendous statics challenge because of their high weight. There is a lounge with Spanish flair and a tapas bar for relaxing on the upper floor.

Opel is presenting its first hybrid vehicle in a natural setting with a green double-deck exhibition stand on an area of around 4,000 square meters. With its planted elements, fragrant herbs, a climbing wall and a garden restaurant, the car manufacturer is bringing an outdoor feeling into the exhibition hall.

The Škoda presentation features high-quality materials and strong lines. After creating a number of trade fair stands for Škoda, NUSSLI's Czech team is already familiar with the high-quality requirements of the car manufacturer and did excellent work again this time around, with great attention to detail.

AMBROSIUS builds some thirty exhibition stands for the international company ebm-papst every year. The modular exhibition stand kit specially developed for the fan and electric motor manufacturer was also used at this year's IAA. No matter the size of ebm-papst's presence, the clear identification with the company's values is always immediately apparent.

**Images**



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→High-resolution images are available upon request.

## **About NUSSLI**

With its temporary and modular event structures, NUSSLI ensures that events held throughout the world leave a lasting impression. Our product range includes temporary grandstands, stages, stadiums, halls, and pavilions as well as exhibition and museum structures. Since the founding of Swiss company in 1941, NUSSLI has been developing technologically advanced and proven construction systems, which form the structural framework for sporting and cultural events, as well as fairs, roadshows, and exhibitions of all types and sizes. Every day, 450 specialized professionals in 22 locations throughout Europe, North America, and the Middle East bring their in-depth know-how, innovative approaches and flexibility to the table as they work on multi-faceted design and construction projects. NUSSLI designs and builds approximately 2,000 exceptional event structures throughout the world each year — on time, with a reliable standard of quality, and precisely tailored to clients' needs. More information is available at: [www.nussli.com](http://www.nussli.com)

## **About AMBROSIUS**

With expo, event, and museum structures, AMBROSIUS ensures that companies, brands, and art and cultural institutions leave an unforgettable impression. As part of the NUSSLI Group, we offer individually tailored complete solutions from the design stage to final implementation and subsequent reconstruction from a single source – all according to the customer's expectations. Upon request, we can also take care of storage and reassembly. Our range of products comprises trade fair booths, pavilions, and roadshows, as well as exhibits and museums. Hence, we offer our clients the entire spectrum of three-dimensional brand promotion. Every day, around 80 specialized professionals bring their in-depth expertise, innovative approaches, and flexibility to the table as they work on multifaceted projects. Always sustainably, cost-effectively, reliably, with an impressive standard of quality, and right on schedule. For more information, please visit [www.ambrosius.de](http://www.ambrosius.de).

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