

BUGATTI EXHIBITION STAND RECEIVES GOOD DESIGN AWARD



The exhibition stand Bugatti used at the 2012 Auto China in Beijing has been awarded the prestigious 2012 Good Design Award for its exceptional composition. The prize is granted by an international jury led by the Chicago Athenaeum Museum of Architecture and Design in cooperation with the European Center for Architecture, Art, Design and Urban Studies. The architecture of the 300 m² exhibition stand had been developed in close partnership with the German design agency Braunwagner and was already honoured with the Silver Exhibit Award in Shanghai. The anthracite, silver, black and white colour scheme provides a clear and impressive stage for the presentation of the world's fastest roadster: the Grand Sport Vitesse.

The stand design combines an elliptic-shaped brand wall with a dynamic horizontal communication belt. Emotional videos are shown upon the quadripartite horizontal split screen supporting the presentation of the vehicle. The stand layout also creates a nearly invisible

lounge area that includes a hospitality bar that the Bugatti staff use to welcome guests in a strictly private environment. The stand has been highly acclaimed by visitors and media.

In cooperation with the architect Eero Saarinen and the designers Charles and Ray Eames, Kaufmann introduced the Good Design Award in 1950, therefore the prize is seen as the oldest and most important award in the international design world. In his position as director of Industrial Design at New York based Museum of Modern Art, Edgar Kaufmann Jr. launched the Good Design Programme which culminated in the award scheme. Kaufmann's work focused on design excellence in objects that are used in daily life.

Established in 1988 and led by the artist Christian K. Narkiewicz-Laine, the Chicago Athenaeum Museum of Architecture and Design ensures that the long tradition of the Award continued until today. In 2012, the Good Design Award has been awarded to products in several categories including furniture and accessories, household products, tools and sports equipment.