



Hill & Partners brings Candela to Berlin for EADV 2009



Hill & Partners designed a custom 7x7m booth for Candela Corporation's appearance at the recent EADV meeting held in Berlin, Germany. Candela, the global leader in aesthetic laser solutions, has led the way in developing innovative new technologies for light-based aesthetic therapies for nearly 40 years.

Hill & Partners utilized existing booth components and integrated a unique feature area for Candela's newest laser. The design maintained consistency with Candela's domestic trade show program by using a similar graphic layout and a complementing color palette. The 49 square-meter exhibit had an open and spacious feel while allowing enough room to demonstrate five laser devices. A semi-private meeting area that seated four was situated in the rear of the booth. This allowed for impromptu meetings away from the activity of the rest of the booth. Three corporate ID towers attracted attendees from all directions of the hall while vertically mounted LCD screens displayed information about each of the lasers at each display location. Monika Lehr-Horch commented, "Our booth really was one of the nicest and best looking booths at the EADV! It was bright and well- designed."