



Meritzell Ajlaqner

- 1 The ceiling was deliberately left open so as not to make the modest, 100 m² exhibition area seem too confined. A simple black framework supported the lights in its stead.
- 2 A central stage utilised tiered platforms to isolate highlight pieces, such as the Aquario cabinet and tables.

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BD BARCELONA DESIGN

STEFANO COLLI and RAMÓN ÚBEDA create a holistic and theatrical spatial concept for a furniture brand's collections

MILAN – For a time, Barcelona furniture brand BD carried the slogan 'BD is not a style'. The company makes no pretences as to the eclecticism of its collections, the product of a wide and prestigious network of designers. While its variety of products share more general attributes like quality and craftsmanship, unifying them in a physical concept has always proved to be one of the brand's most significant challenges. What is more, working with the small exhibition spaces allotted to companies at trade fairs adds yet another hurdle to the process.

Designers Stefano Colli and Ramón Úbeda collaborated on the design concept for BD's presence at Salone del Mobile 2017, developing a stand that ensured the brand's characterful products at once stood out and coexisted

harmoniously. Double-height wall flanking two sides of the square slot were divided into several vignettes, each featuring products from a different collection. Solid colours or lightweight textiles served as backgrounds to these boxes, creating a vibrant and theatrical display that distinguished the collections without compromising a holistic sense of space.

Making the most use of its corner location, the displays give a global vision of the company's products, appearing almost like two pages of an open comic book. A simple, open black framework The ceiling was deliberately left open so as not to make the modest, 100 m² exhibition area seem too confined. A simple black framework supported the lights in its stead.