



British International Motor Show



Working for independent professional exhibition and event organiser, International Motor Industry Events (IMIE), we were asked to realise the designs of Hstudio for the 'Ultimate Collection', an exclusive invitation-only exhibition area.

The Platinum Suite at ExCel in London Docklands was transformed as we worked closely with the client to provide a fitting backdrop for 19 of the most prestigious fast cars in the world that included the likes of Ferrari, Lamborghini and Bugatti.





Attention to detail and the standard of finish were especially important for this project with high-gloss, high-spec finishes being applied throughout. We began by blacking out the room with steel and gauze panels and constructing an oval plinth for each of the 19 cars. Each plinth was finished with a seamless black gloss mirrored laminate and was positioned along with an accompanying totem containing a lightbox graphic that displayed information about each car. Digitally printed double-sided corporate identity banners topped each totem.



We also constructed four exclusive partner booths, occupied by high-end lifestyle sponsors. Each booth was constructed with a laminated finish and a selection of digital panels and prints. Black gloss laminate bar backing, mirrored trim and graphic detail added to the luxurious ambience and were carried through into the reception and cloakroom areas.