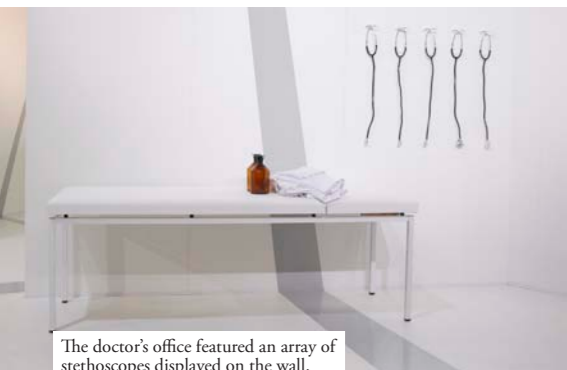
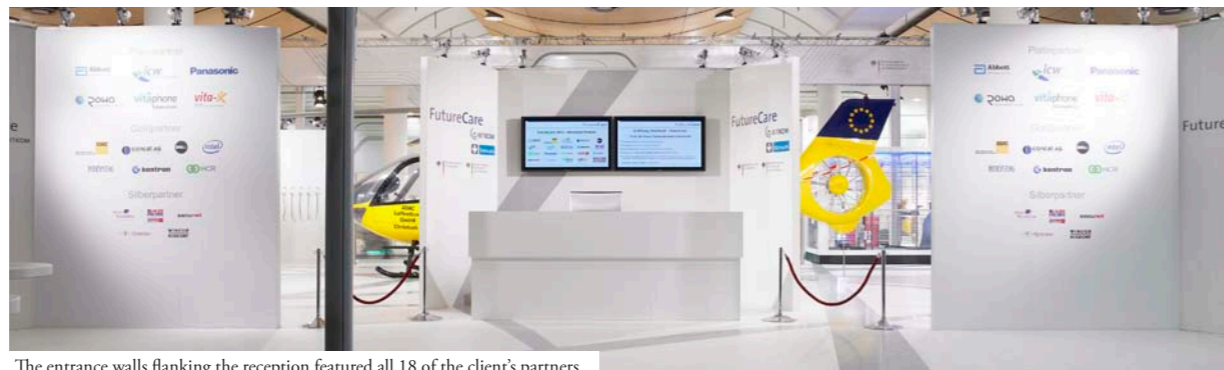


The silvery adhesive foil applied to the white PVC Tarkett flooring and laminated walls extended across all areas, connecting each aspect of the clinical space.



The doctor's office featured an array of stethoscopes displayed on the wall.



The entrance walls flanking the reception featured all 18 of the client's partners.

FUTURECARE

100% interior

100% interior was commissioned by Bitkom – a German IT and telecommunications association – in partnership with Deutsche Messe Hannover to design an exhibition stand for CeBIT 2010 entitled FutureCare. The 18 exhibitors that appeared at FutureCare included Abbott, Intel, Panasonic, Vitaphone, Wincor and Nixdorf, among others. Categorized as part of telehealth, the exhibition focused on the use of information

technology in healthcare. Visitors were required to book a guided tour to enter the exhibition. Guides took visitors through the stand in groups of 20, demystifying the data trail that travels from one 'station' to another, such as from a hospital to a pharmacy. Onsite actors recreated medical scenarios, enhancing the visitors' experience. The stand had a stark white backdrop – denoting clinical levels of hygiene – that contrasted with soft grey lines that intersected and connected the various areas of the space. The spatial layout of the booth was based on a hexagonal, molecular structure. Clusters were formed by partitions, creating spaces that could be configured easily. In addition to showcasing electronic equipment and an emergency rescue helicopter, iconic objects such as a stethoscope and a

doctor's white coat were exhibited. 100% interior juxtaposed these items with domestic furniture like floor lamps, acrylic vases and plain white armchairs, creating a home from home environment.

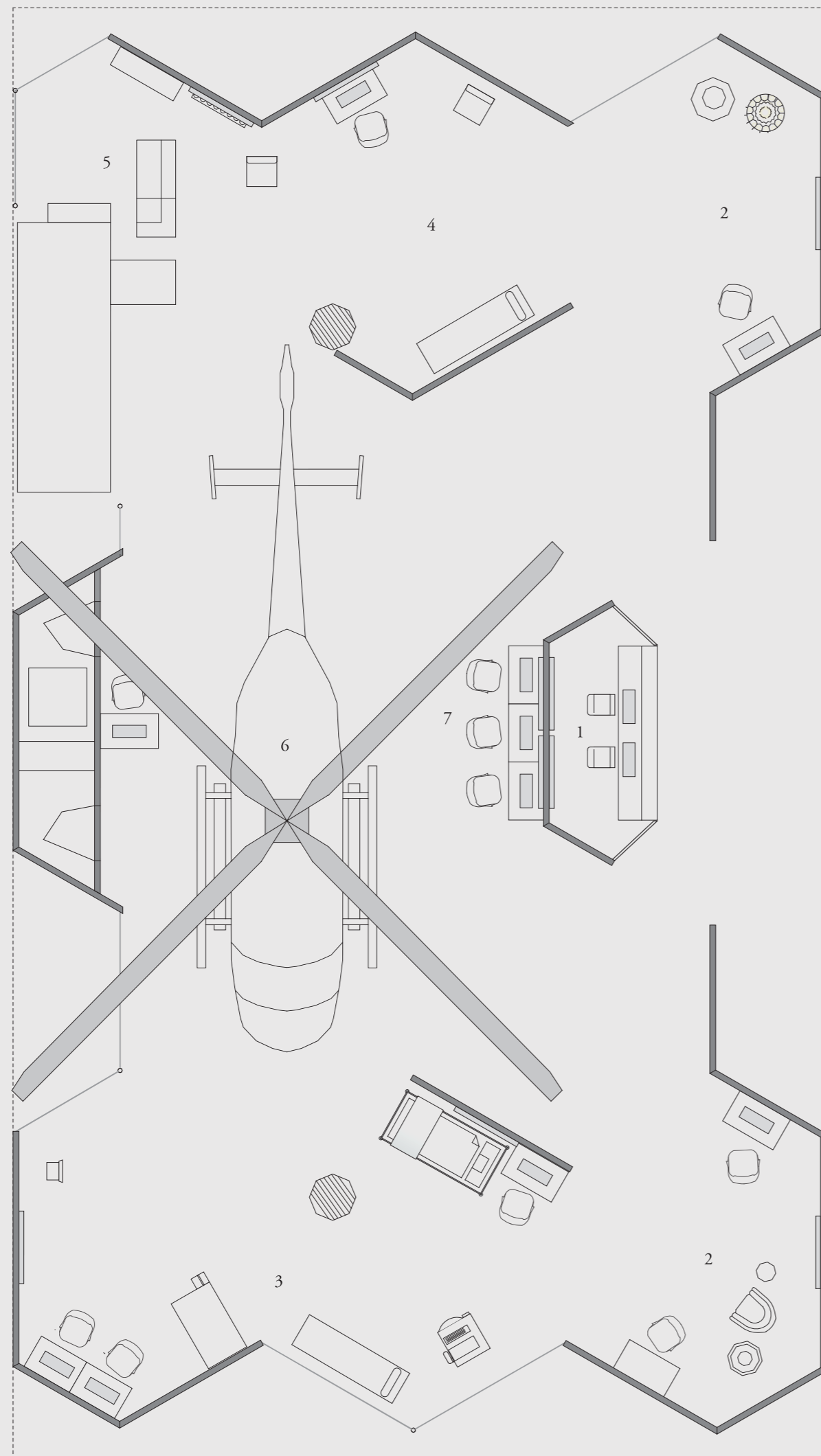
Interior architect Sylvia Leydecker established 100% INTERIOR in 1997. Based in Germany, the collaborative studio strives to develop futuristic concepts for corporate interiors. Specializing in healthcare and office interiors, the studio also crafts hospitality interiors, exhibitions and products. In addition, Sylvia Leydecker is a noted expert on nanotechnology in architecture and design.



A reality show-like experience awaited visitors as they were guided through each area by onsite actors who even recreated a helicopter rescue scenario.

01

- 01**
Floor plan:
1 Reception
2 Home
3 Hospital
4 Doctor's office
5 Pharmacy
6 Rescue helicopter
7 TSC - Telemedical Service Centre



- 02**
Sketches outlining how hexagonal structures were combined to form the design.

02

