

Panorama Berlin Autumn/Winter 2020/21

14. - 16. Januar 2020, Berlin Tempelhof

## PANORAMA Berlin X VIEWBOX

### THINKING OUTSIDE THE BOX!

In January, PANORAMA Berlin will present the "Brand Avenue" at the Airfield at Tempelhof Airport on around 10,000 square metres. An innovative and novel brand presentation with modular pavilions. PANORAMA Berlin has now brought the VIEWBOX Company from Luxembourg on board for the implementation.

Thinking creatively and finding agile solutions are the real drivers of innovation and change. One company that has understood this is the Luxembourg-based VIEWBOX Int. whose client list reads like a who's who of the international industry and event scene: BMW, Porsche, Berlinale, Tomorrowland, Fendi, Cartier, Pitti Uomo, to name just a few of the most well-known names. From January 2020, Panorama Berlin will be joining this impressive list with its new event at Tempelhof Airport. Together with its exhibitors, the tradeshow is presenting a unique setting that not only underlines the agility and variety of the VIEWBOX company and its partners, but also positions the tradeshow as a one-of-a-kind destination.

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Photo Credit: ViewBox

**Jörg Wichmann:** "With a partner like VIEWBOX by our side, we are bringing a new, strong vibe to the fashion tradeshow scene in one of Europe's coolest locations. This new concept has also won over our exhibitors. With a completely new set-up on the airfield, they can provide valuable insights and inspiration

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*to visitors. As far as design options go, the modular design containers are unrivalled and offer the ideal combination of product presentation and a lifestyle-oriented backdrop.”*

## **CUSTOMER-FOCUSED // BRAND PRESENTATIONS**



The modular design containers create the perfect space for product presentations, shops, lounges, pop-up stores, cafés and temporary gastronomy – whether 15 m<sup>2</sup> or 1,000 m<sup>2</sup>, multi-storey or large-scale. Thanks to the flexible metal construction, the **VIEWBOX** can be individually assembled and configured. Side walls, a roof, suspended ceiling, doors and lighting are all included. The **VIEWBOX** adapts perfectly to the needs of the Panorama Berlin exhibitors and really makes an impression with its high quality.

**Jan Vandepitte**, the company’s founder and managing director, is impressed by Panorama Berlin’s bold new concept. In the words of **Patrick Verstraeten**, partner and second managing director: *“The VIEWBOX product that we are showcasing for the PANORAMA Berlin project is a patented concept, developed by Jan Vandepitte.”*

### **About VIEWBOX:**

For over ten years, Viewbox International has been renting out designer furniture in the premium segment for tradeshow booths, dinner design and décor. More than seven years ago, they extended their offer with the versatile modular system of the “VIEWBOX”.

Viewbox Int. provides its clients with the full service – from the design to the installation.

REBEL WITH A CAUSE

[www.panorama-berlin.com](http://www.panorama-berlin.com)



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