

Press Release

Langenlonsheim, December 2009

And the Winner is... mac!

The trade fair experts win a gold ADAM Award 2009

mac has been awarded a gold ADAM Award for its work on the Loewe stand at the IFA 2008 consumer electronics trade show in Berlin. This is the third award that mac has received for its work with the Kronach-based company Loewe, after previous successes in 2004 and 2006. The company was presented with the award for the XXL category (stands larger than 1,500 square metres) on 20th November at the Jahrhunderthalle in Bochum. The ADAM Award is presented by FAMAB Verband Direkte Wirtschaftskommunikation e.V., and is one of the most prestigious prizes in the German trade fair industry.

The architecture of the 2,000 square metres Loewe stand at the 2008 IFA was characterised by a 60 metre long line of sight and full length wall plates which created a cathedral-like effect. The spatial design made the world premiere of the new Loewe home entertainment system the centre of attention as a product highlight. Its exclusive quality was emphasised through the use of an unusual presentation format. Framed by a glass cube whose surface alternated between opaque and transparent, the new state-of-the-art system was concealed behind the opaque surface one moment and then spectacularly unveiled the next, accompanied by dramatic music. The other products were presented like works of art on white pedestals in front of a white background. The Munich-based agency Brandoffice was responsible for the architectural concept and the design of the stand. The appearance followed a simple but effective dramatic composition which constantly switched the atmosphere between concentrated calm and focused tension. With its new home cinema system, Loewe has entered the premium market in the entertainment electronics sector, creating the right kind of aura around the product. It is for this accomplishment that mac received the gold ADAM award.

Around 1,000 guests celebrated the proud prize-winner on the evening of 20th November with an entertaining and deserved award show. mac Managing Director Gernot Becker received the award with Henrik Rutenbeck, Loewe's Director of Market Development. He spoke about how long-standing cooperation with the client was the basis of this success: It shows that we are constantly succeeding in developing concepts that excite and fascinate people. The important factor here is mutual understanding of requirements, processes, and goals between everyone involved. mac has been working with Loewe for over 30 years now.

ADAM is an award for brand and trade fair appearances. Architecture and design are evaluated, as well as the successful communication of marketing and company goals through trade fair appearances. In each category the inter-disciplinary jury evaluates the submissions according to different criteria with varied weightings. This year was the ninth in which the award has been presented, with the crème de la crème of the brand and trade fair industry competing for the coveted gold, silver, and bronze trophies.

mac in facts and figures

mac messe- und ausstellungscenter Service GmbH – the name stands for more than 30 years of experience in trade fair construction.

Today mac is one of the leading companies within this sector in Germany. The company headquartered in Langenlonsheim (Rhineland-Palatinate) offers individual and innovative concepts for companies from the small workshop and the medium-sized enterprise through to the multinational corporation.

Consulting – Planning – Realising: Customers can build on an all-round service that covers all aspects of a successful trade fair presence. Every year the 300 employees carry out more than 2,300 projects all over the world. mac coordinates a network of expert partners to manage fringe programmes, press events as well as catering and advertising. The company is represented at all major German trade fair locations and also has foreign branches in Vienna, Prague and Shanghai.

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For further information

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