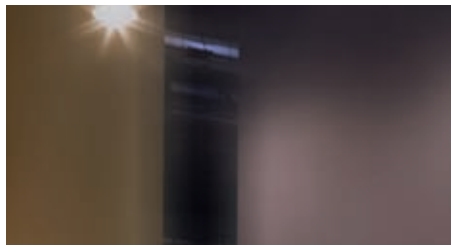




SLEEK OAK WALLS WERE DESIGNED TO CREATE MAXIMUM IMPACT IN MINIMUM TIME.

MOBALCO

BY FRANCESC RIFÉ



Minimalist, intimate and intriguing, the Mobalco stand at Milan's Eurocucina 2010 was designed by Barcelona-based designer Francesc Rifé, whose 'living representation' of the cutting-edge kitchen company's culture assumed the form of a rational arrangement of 5-m-high oak walls (symbolizing 'traditional values'). 'The challenge with trade-fair stands is to create maximum impact in as little time as possible,' says the designer. 'I integrated Mobalco's products into the stand's display elements. You couldn't see the mechanisms involved, just simply-designed furniture and pure lines that hid the interior technology.' Rifé's design also included two central 'islands' that displayed Mobalco's various finishes and accessories, as well as a workspace integrated into one of the interior surfaces. A combination of built-in and zenith lighting was used to heighten the stand's sense of privacy and occasion.

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PHOTOS FERNANDO ALDA

