

Partition Experts To Keep The Peace

There are some strange people out there. I should know, I meet so many of them on the bus on my way to work. You have the rockers. No, not the Elvis lookalikes but the ones who are a sandwich short of a picnic, the ones that dribble and rock back and forth. There are also the strange people out there who do bizarre things like collect shop mannequins and marry them - as seen on TV - and strange people that do extreme ironing for the sake of a place on YouTube. Then there are the truly obsessed. The exhibition stand designers. I've even had some of them on the bus - struggling on with their fold flat partitions and display equipment, bashing old grannies about and impaling small children on their multi-coloured pins and flo-charts. You can tell these exhibition stand designers have been up all night, thrashing about new, innovative ideas for showing off their customers wares in a flash, effective way. Their hair is standing on end, they are mumbling to themselves and twitching. Swatches of fabric poke out from the satchel of the exhibition stand designer in typical buff, electric blue or graphite grey. Touted around various customers, they are beginning to look a little threadbare. And, my goodness, have you ever attended an exhibition and seen an exhibition stand designer in full swing? All of a sudden, they stop looking like mad professors with an intense dislike for everyone around and become suave looking demons of organisation. They order workmen around, shunting everything into position in plenty of time before the grand opening. Lighting is positioned in exact accordance with the exhibition stand designers brief from the customer to highlight the products on display. Even what most consider a boring subject, literature display, is given the treatment from the exhibition stand designers. Built to exact dimensions to support, display and even read the necessary material, these stands are no less important than the elaborate ones that hold a multitude of equipment. They organise their customer's stands according to the 3D plan that was supplied months ago. Even the people who only have the fold flat partitions do not escape their beady eyes, and attention to detail is not lacking. I went to my doctors surgery the other day and there was one there. I could tell because he had swathes of buff coloured fabric that he was stapling and folding to re-do the displays and partitions for nurses and leaflets. Even my son's school could not escape the incessant detailing of the exhibition stand designer. They have actually come in very useful for the children's displays on parent's evening and really set off their colourful paintings to good effect. The offices on the high street I pass every morning have also had the treatment. Their open plan office suite has been divided by partitioning which doesn't surprise me. I've seen them getting irate with each other on a stressful Monday morning, throwing paper planes, nudging each others items when they feel their space is being encroached upon. Seems these exhibition stand designers are on to a good thing. If only they could now put one between my son's who can't sit beside each other without a fight breaking out because one's taking up more sofa space than the other!

About the Author

Display equipment expert Catherine Harvey looks at how the unusual mind of an exhibition stand designer helps him do his job. To find out more please visit <http://www.connectionsexhibitions.co.uk/>

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