

DESIGNER:
XRANGE

PROJECT:
**IPEVO
TAIPEI IT MONTH, TAIPEI
TAIWAN**

WHERE
Taipei IT Month, Taipei, Taiwan

WHEN
December 2007

MARKET SECTOR
IT

CLIENT
IPEVO

STAND CONSTRUCTOR
Michael Hsing Construction

MATERIALS
Floor: Corrugated cardboard
Walls: Corrugated cardboard
Lighting: Customized Plexiglas tubing
(2.5 cm diameter)
Furniture: Corrugated cardboard

TOTAL FLOOR AREA (M²)
72

BUDGET
US \$ 10,000

A multidisciplinary office founded by Grace Cheung and Royce YC Hong in 2003, Taipei-based xrange approaches projects, regardless of scale, from a unique Asian perspective. The firm's award-winning work encompasses the design of master plans, architecture, products and concepts.

xrange
Taipei, Taiwan
www.xrange.net

Photography by Marc Gerritsen

Appearing at Taipei IT Month in late 2007 was a stand that not only countered the use-and-toss excesses so prevalent at exhibitions and trade fairs but also produced a unique brand experience for young internet-hardware company IPEVO. Local outfit xrange designed a 72-m² space whose floor, walls and furnishings were fashioned from fully recyclable corrugated cardboard. The designers created an environmentally sensitive stand without resorting to a generic, modular, space-framed example. Although ordinary cardboard was the material of choice – for framework, finishes, displays and branding – the result was compact, coherent and impressive. To further minimize waste, xrange used hollow structures for greater material efficiency, structural rigidity and reliable cable management. 'Base pallets' with a 1-tonne load capacity formed both floor and platform, and stacked 'stand pallets', lighter in weight, became product-display islands lined with shelving for brochures. Frozen in purposefully relaxed postures, life-size cutouts played out user scenarios. Leaning against walls and seated atop the display units, these silhouettes underlined IPEVO's mission to foster better internet-based user experiences and, in so doing, to improve the lives of its customers. The stand, with its smoothly uniform look, introduced products without making them seem the least bit intrusive.

