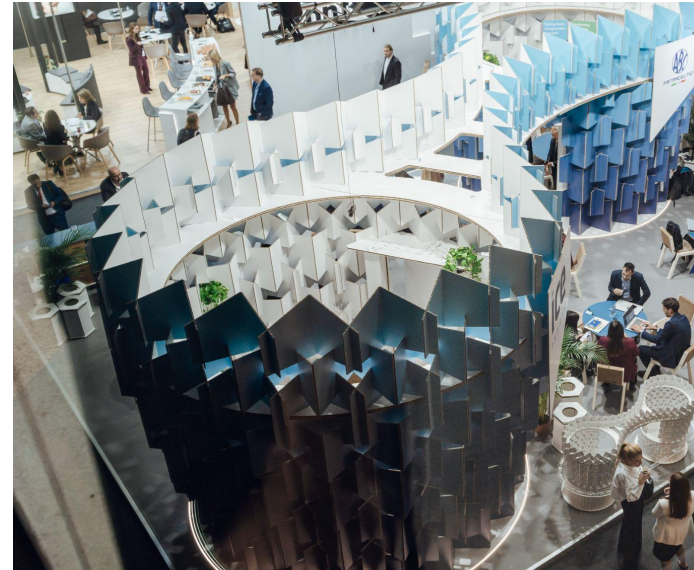
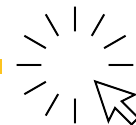


Discover how ICE Pharma innovated its trade show booth with 100% eco-friendly setups at CPHI Barcelona 2023.



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The index is interactive ;)

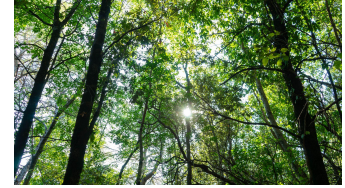


The Project

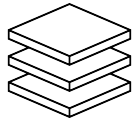
The booth

A minimalist and avant-garde open space, designed with 100% circular and recyclable materials.

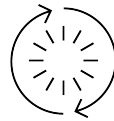
An example of eco-design that reduces environmental impact and highlights innovation.



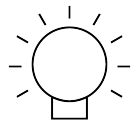
Features



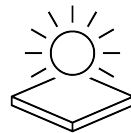
Realization of a 108 sqm stand entirely made of honeycomb cardboard and Linoleum®.



100% recyclable and biodegradable materials.



A project that minimizes waste and optimizes the use of resources.



A design that translates ICE Pharma's innovative identity into a memorable sustainable experience.

The background of the slide is a dense, abstract pattern of yellow and white paint splatters. The splatters vary in size and shape, creating a textured, energetic look. The yellow is a bright, saturated color, while the white provides a stark contrast.

The challenge

Who was our client?

ICE Pharma is a leading company in the pharmaceutical sector, specialized in the research, development, and production of innovative products aimed at improving health and well-being.

With a strong international presence, ICE Pharma is recognized for its cutting-edge approach and its ongoing commitment to technological and scientific innovation.



What challenge did they propose to us?

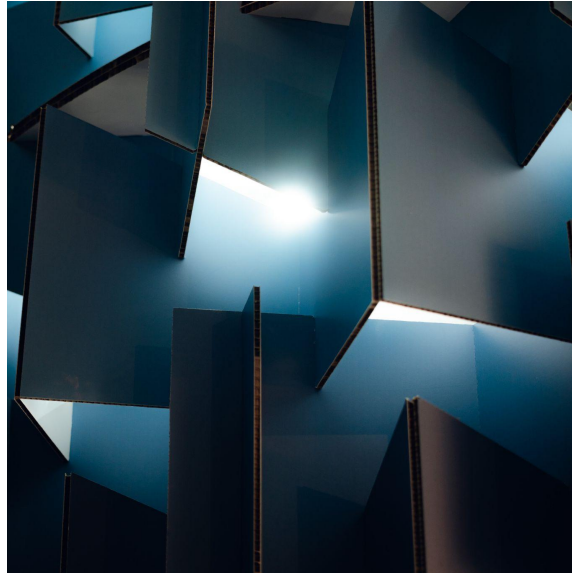
ICE Pharma needed a trade show booth that reflected its commitment to innovation and sustainability, minimizing environmental impact and using circular and recyclable materials.

What did they request from us?



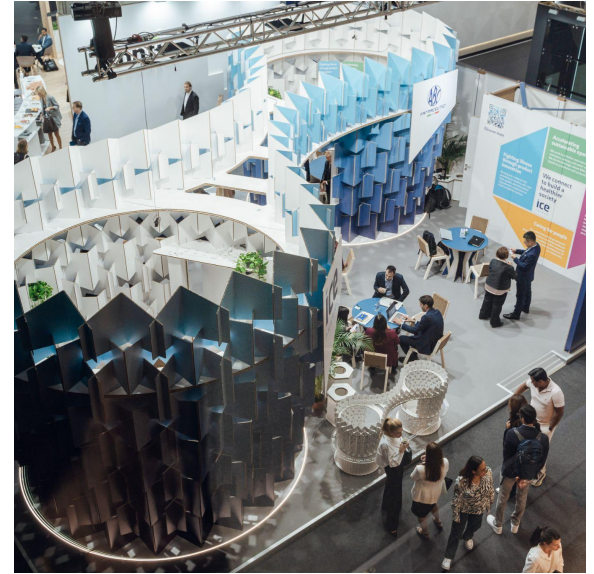
Functionality and design

The booth had to be able to accommodate various areas for meeting with visitors, while ensuring a harmonious layout consistent with the brand's design principles.



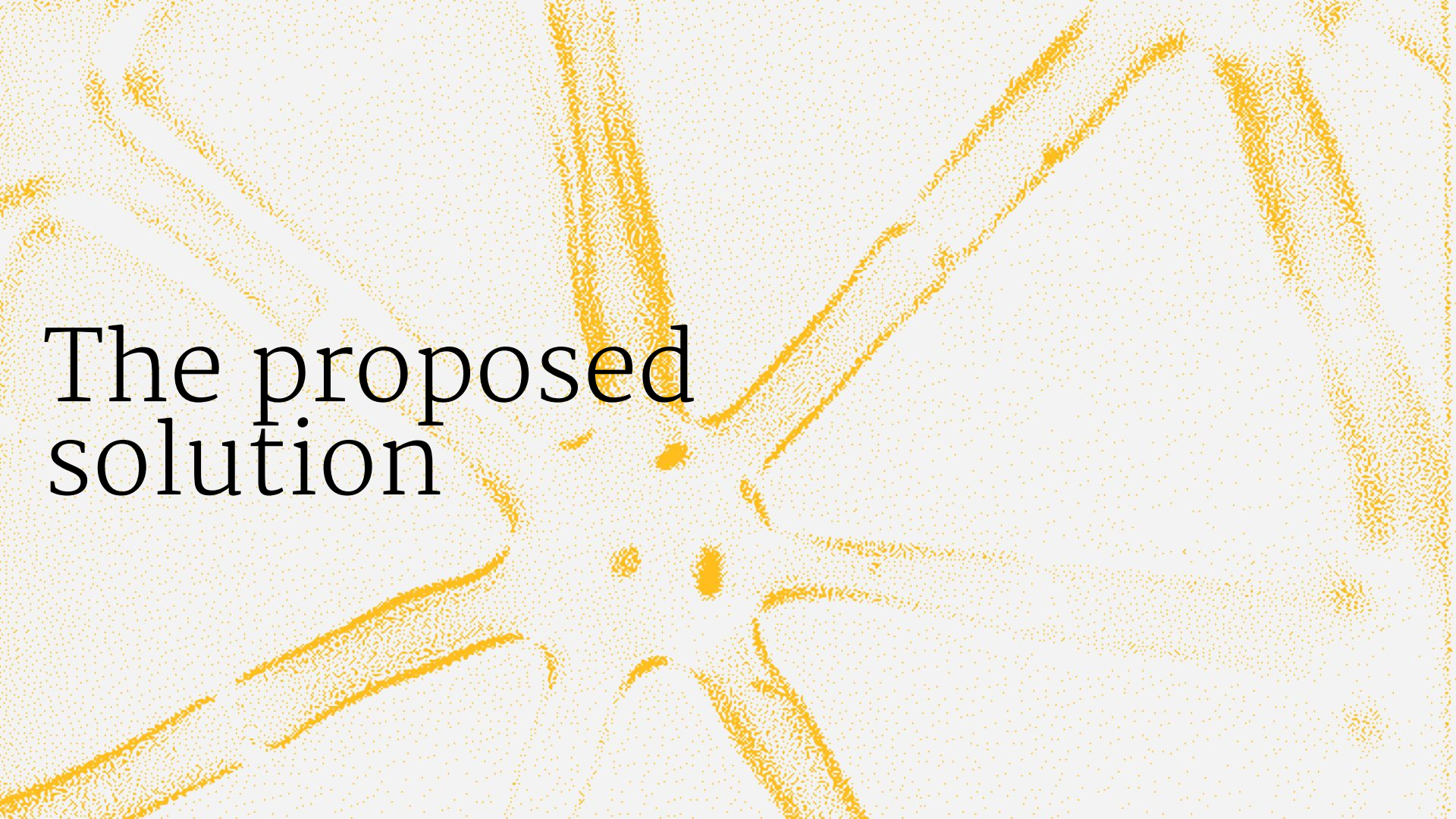
Visual impact and memorability

ICE Pharma was seeking a design that would be immediately recognizable and memorable for visitors, capable of leaving a lasting impression and effectively communicating the company's innovative and sustainable values.



Strengthening brand identity

ICE Pharma wanted a trade show booth that reflected its innovative and cutting-edge character, creating an environment that visually translated the brand's identity into an exhibition space.



The proposed
solution

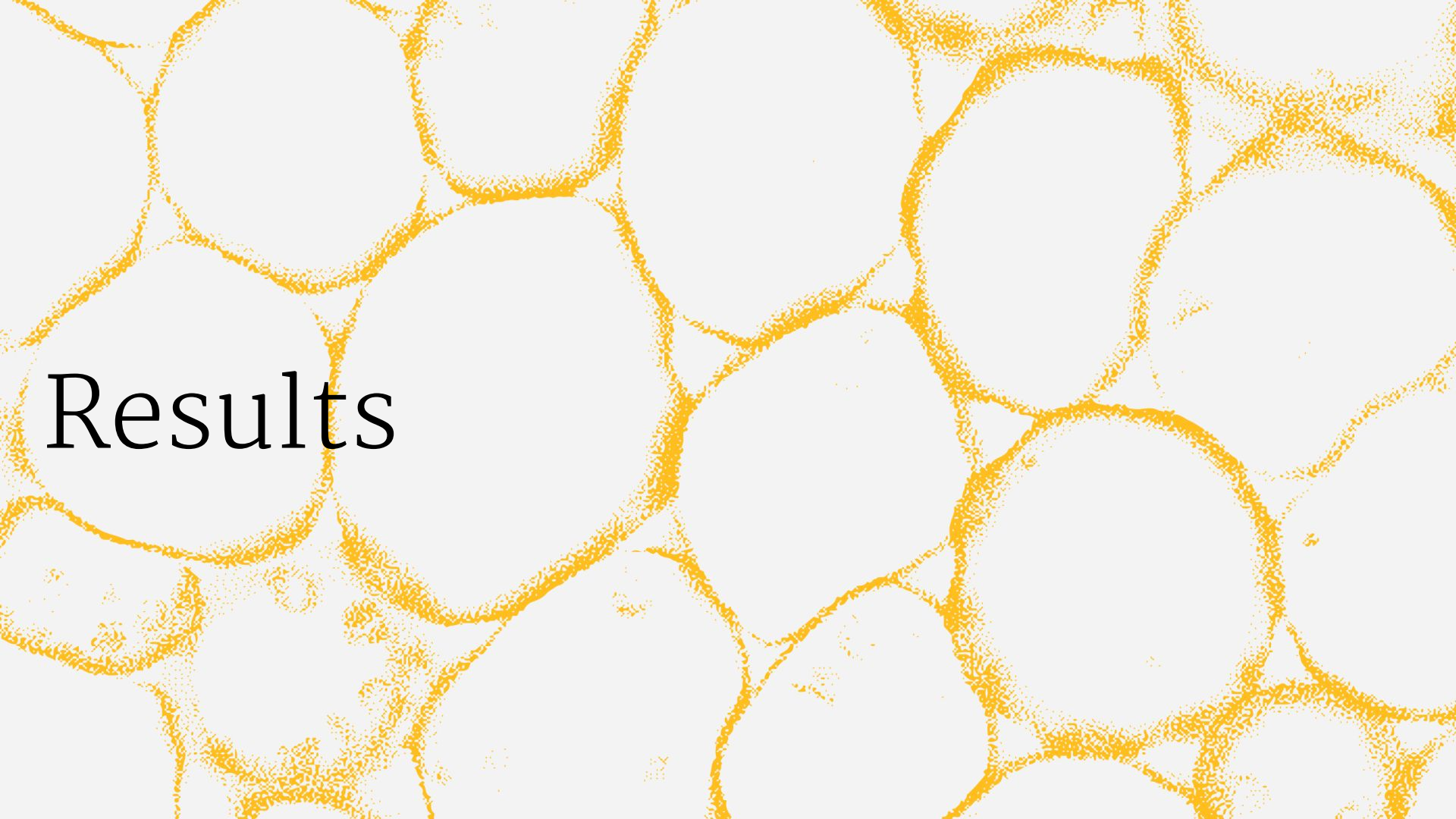
Circular approach



Circular approach

The self-supporting modular structure, which incorporates the ICE Pharma logo, allowed for the creation of functional and private areas while maintaining a minimal and innovative design.





Results

Results



→ Use of production waste to create furniture elements, further reducing environmental impact.



→ Significant reduction of waste due to the optimization of the technical design.

Customer testimonial



“The booth designed by materieunite for ICE Pharma perfectly represented our commitment to sustainable innovation. It was appreciated by all visitors for its cutting-edge design and eco-friendly approach.”

Andrea Rizza

Group Marketing & Communication Manager, ICE Pharma

Do you want to turn your next event into a sustainable experience?

Discover how our eco-friendly setups can make a difference.
Request a free quote today.

Book a meeting

