

# Blueprint of an expo

Once again, exhibition designers [Scan Display](#) planned, set up and broke down this year's [Design Indaba Expo](#).



*Photo by: Giles Ridley*

According to the company, the flow of the floor plan met particular criteria and grouping of industries; furniture, décor, fashion, ceramics, jewellery, craft and emerging creatives, to allow maximum and equal exposure to all exhibitors.

The main flow was designed to take the visitor in an anti-clockwise journey around a central focal area and back to the entrance, completing their journey. The intensity of the exhibits was broken by using the events area, food court and central bar area. This allowed visitors to break their journey with experiential interaction or sit down, refresh, fuel up and absorb all the creative inputs.

Continue reading the full Bizcommunity story [Lighting, layout enhances Design Indaba Expo](#).

### Scan Display credits

Account executive: Jane Steel

Exhibition architect and creative director: Paul Hugo

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