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## SEIKO's Baselworld stand wins an ADAM prize, 2008

At Baselworld 2008, SEIKO Watch Corporation welcomed its guests to a dramatic new stand in the prestigious Hall of Dreams. The stand was widely praised by the watch and jewellery industry and has now received wider recognition as one of the best exhibition stands of the year by winning an ADAM prize in Germany.

The ADAM prize is organized by *Forum Messe und Ausstellung* and *Forum Design und Architektur* and has been held since 2001. The award recognizes outstanding trade fair stands on an international basis. The architectural and design merit of each stand is judged, as is the level of success achieved in communicating brand messages.

The ADAM prize is coveted among the exhibition manufacturing industry, and the 2008 competition attracted a record number of 114 entrants across 6 categories.



The SEIKO Baselworld stand, *The Cube*, expresses the strength and refinement of the new SEIKO.

After the first round of assessment by the ADAM jury of architects, designers and exhibition experts, SEIKO was awarded in the XL category upto 1500 square meters alongside a lighting company and Bayer AG from Germany. In their decision, the judges praised the SEIKO stand, citing its clever use of a complex space and its dramatic, mysterious and innovative presentation of the SEIKO watch collection.

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The stand, known as *The Cube*, was designed by a Japanese display company, *TANSEISHA Co. Ltd.*, and was built in Switzerland by *Nüssli*, a leading exhibition company.

On behalf of SEIKO Watch Corporation, Mr. Kimiharu Suenaga, Managing Director of SEIKO Deutschland, accepted the prize at the award ceremony held on November 14 in Bochum's Jahrhundert Halle.



photo Richard Menzel Fotografie

Mr. Frieder Braun of Nüssli AG (left) and Mr. Kimiharu Suenaga of SEIKO Deutschland

In his acceptance speech, he thanked the international team that had made possible the success of the stand, commenting:

When it was unveiled, *The Cube* caused a sensation and made a huge impression on all the customers and journalists who visited Baselworld 2008. Not only was it very well designed and built, but it reflected precisely the prestige and character of the new SEIKO.

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