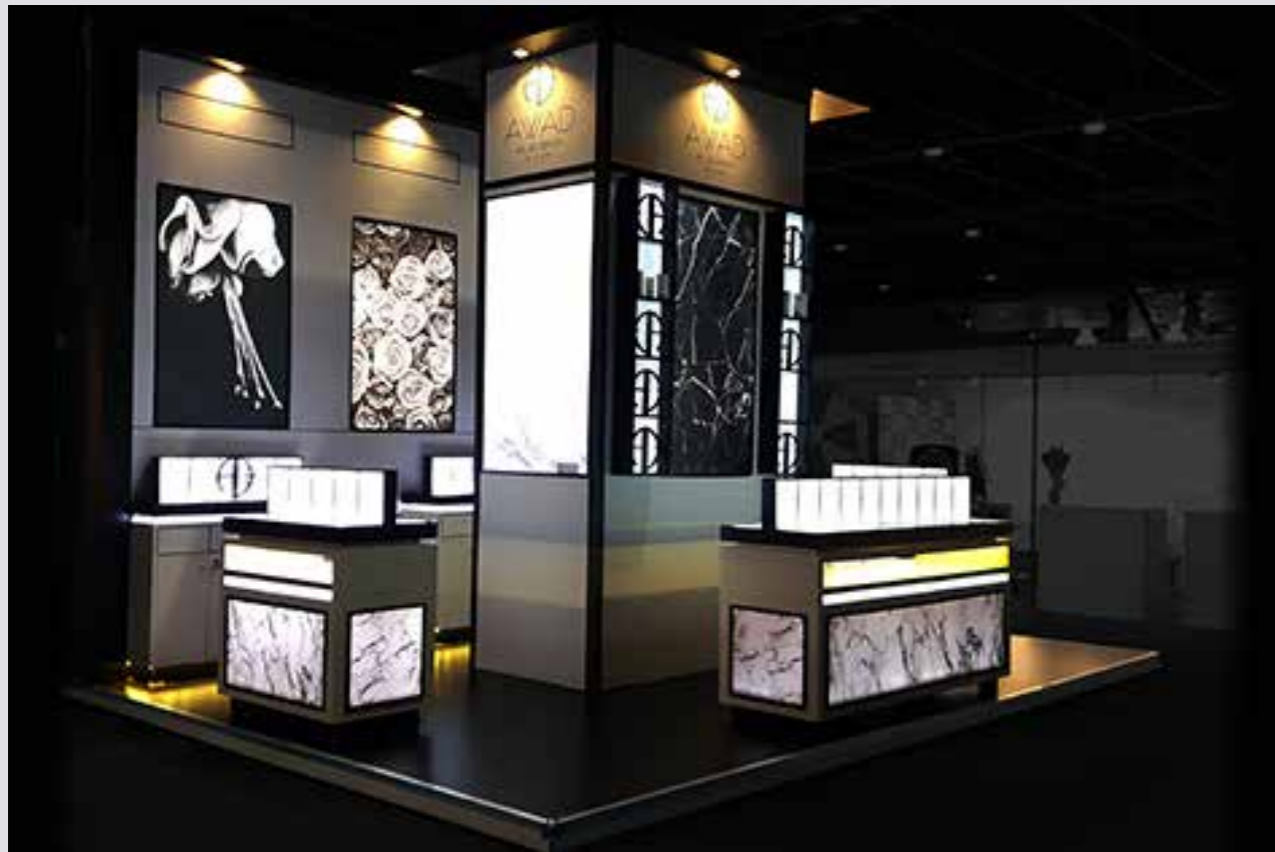


Engaging attendees with a European themed exhibition space for Awad Al Qubaisi

Awad Al Qubaisi

Awad Al Qubaisi is a luxury perfume brand based in Abu Dhabi. Relatively young, the company had sought to forge a strong brand impression. For this purpose, they had planned to participate in BRIDE an international wedding and lifestyle show held at Abu Dhabi.



Awad Al Qubaisi had commissioned EDS Middle East to build a peninsula booth for their 6x4m booth space. They wanted a booth that incorporated a European-style design.

- To give the booth a European aesthetic we took inspiration from Rococo architecture, subduing its opulent style with minimalism.
- The counters and centre pylon utilised three layers of back lighting, sealed under solid acrylic material to beautifully project its abstract marble artwork.
- We used flashing on the back wall to install each floral portrait, which gave it a seamless look
- The entire project was executed in four days.



Awad Al Qubaisi was satisfied with the booth and pleased with the speed at which we fulfilled their requirement.