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EDITORIAL TEAM

Exhibition Stand

Microsoft Future Kids. Feria del Libro 1999, Buenos Aires, Argentina.

Between 1996 and 200, all the Microsoft stands were based on the law of 'signs': they resemble giant index cardholders, highway signs or picket lines.

The majorities of Microsoft stands are open and do not have interiors. They are almost urban. In fact, they use urban elements, such as streets, parks, diagonals and signalling. The space stand at 'Computación 1997' was based on the recurrence of an action: the individual who approaches the machine to entering into conversation. The space is long and rectangular and, with fifty computers in a row, divided diagonally. Two triangular courtyards on both sides provide areas where people gather to use the programs.

The Microsoft stands are popular and informal, with no hierarchy, no VIP areas, reflecting the image of their products. However, the stand identity switches gears when it is involved in management exhibits. The design elements are posed at managerial of financial level, delimiting different business areas with closed spaces, different floor levels and the neutral use of colors.