Specific Stand Design Guidelines Messe Basel
Swissbau 2028 Hall 1.2 Trend World interior design

Supplementary sheet to the General Regulations and Stand Construction Guidelines of MCH Exhibitions & Events LLC.

Introduction
The purpose of this supplementary sheet to the stand construction guidelines is to achieve atmospheric unity in the Trend World interior design.

These design guidelines are intended to make the area volumetrically independent and uniform and thus set it apart from other sectors and areas of Swissbau.

Underlying basis
– General Regulations of MCH Exhibitions & Events LLC, March 2026
– Exhibition Regulations of MCH Exhibitions & Events LLC, September 2025
– Stand Construction Guidelines of MCH Exhibitions & Events LLC (MCH) at the Basel Exhibition Venue, August 2025

General design guidelines
Individual stand construction:
– Individually designed stand structures that are sophisticated in their external appearance, shape, color scheme and construction are permitted
– The stand constructions have a distinctive and recognizable external appearance.
– The design of the stand structures clearly expresses the exhibiting company's CI/CD and its own positioning in the industry.
– Cooperation with designers and stand construction companies is recommended.
– All stand construction projects must be submitted to the Exhibition Management for approval.

Technical requirements for stand construction
Rigging, lighting systems etc:
All rigging, lighting systems, spotlights, floodlights, profilers etc. must be black. The corresponding height specifications for the bottom edge (BE) of all systems are specified in the diagram (see at the end of the guidelines) and must be adhered to.

Facades:
The side and rear walls facing the neighboring stand structures must be neutral and clean.

Visible materials:
Value is placed on workmanship and construction appropriate to the material.

Lighting:
The hall lighting in the Trend World interior design is switched off during the trade fair. The hall is dark and the ceiling and walls of the hall are anthracite-colored. The stand construction must be sufficiently illuminated. The lighting conditions in and around the stand must be such that no shadows, reflections or glare impair the other stand structures. The lighting may not be attached to third-party positions in the hall.

Labelling:
Labelling that is appropriate to the project in terms of scale and expression is expected.

Approval of the stand structures
Submission deadline
September 1st, 2027
Digital (PDF) to: info@swissbau.ch

Documents to be submitted:
– Dimensioned project plans at a scale of 1:50 (floor plan, views, sections, perspectives)
– Details of technical installations (electricity, telephone, air conditioning and fire alarm system connections)
– Information on the type and manner of labeling drawn on the plans
– List/plans of materialization

Preliminary examination:
– All projects are subjected to a preliminary examination with regard to the operating regulations, the stand construction and design guidelines and the present guidelines.

Evaluation criteria:
– Design, form and layout comply with the present design guidelines and support the exhibitor's trade fair presence (CI/CD).
– The design, the choice of materials and colors and the type of execution reflect the intensive involvement with the design of the stand construction.
– Lighting appropriate to the project and appropriate integration of the lettering into the overall appearance.
– High-quality and consistently coherent selection and use of materials as well as their professional construction and processing.

Stand construction permit:
– The preliminary inspection takes place within 4 weeks.
– The exhibitor receives the definitive stand construction permit from the Exhibition Management.
– Any conditions will be communicated as part of the stand construction permit.
– The Exhibition Management reserves the right to reject stand construction projects that do not meet the requirements and guidelines for revision.

Contact
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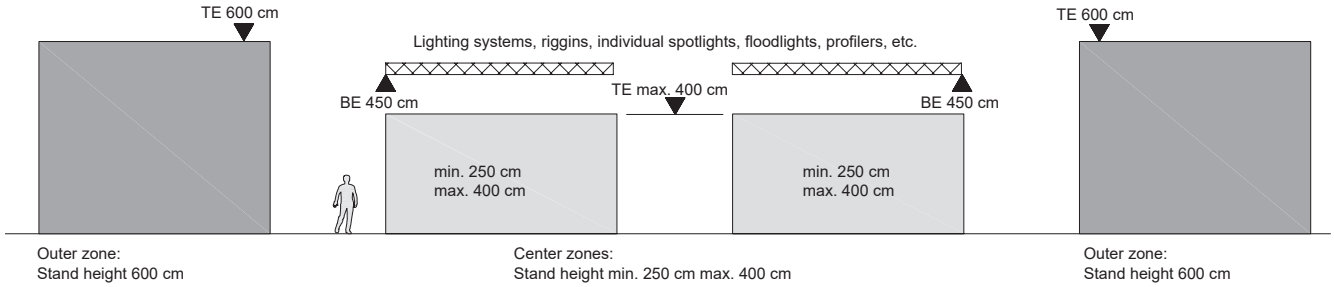
Stand height diagrams for Hall 1.2
Swissbau 2028
Rigging, lighting systems etc.

Messe Basel

Stand construction diagram for Hall 1.2 (cross-section through the hall)



Outer zone:
Stand height 600 cm

Center zones:
Stand height min. 250 cm max. 400 cm

Outer zone:
Stand height 600 cm