

MOBA AG Awarded German Design Award 2020

Limburg, Germany — MOBA is proud to announce today that it has been awarded the German Design Award for Excellent Architecture Fair and Exhibition for the design of our 2019 BAUMA trade fair booth.

Limburg, 16.12.2019

„The consistently-recognisable implementation of the corporate design of the brand in terms of form, colour and architecture is quite impressive. In addition, interactive exhibits and contemporary multimedia technology make for a perfect brand experiences,“ read a statement from the selection jury.

At BAUMA 2019, the new MOBAAG trade fair design was launched for the first time. It was characterised by striking shapes and a clear colour scheme. Among the highlights were the Innovation Wall, which perfectly staged the display concept for 2020, the LED Wall with gripping visuals and the semi-automatic excavator, which ensured visitor interaction at the trade fair stand. „We are proud of our team’s work in designing this incredible booth that speaks directly to the innovation and creative mindset we value here at MOBA,“ said MOBA CEO Volker Harms.

The extraordinary design and the clear CI implementation also impressed the jury of the German Design Award and awarded the first Bauma stand ever with the coveted design prize.

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