

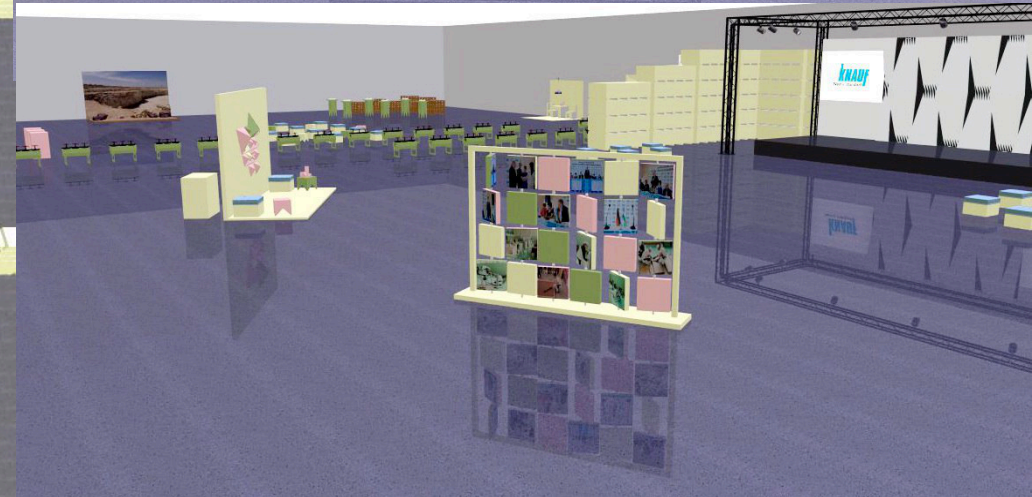
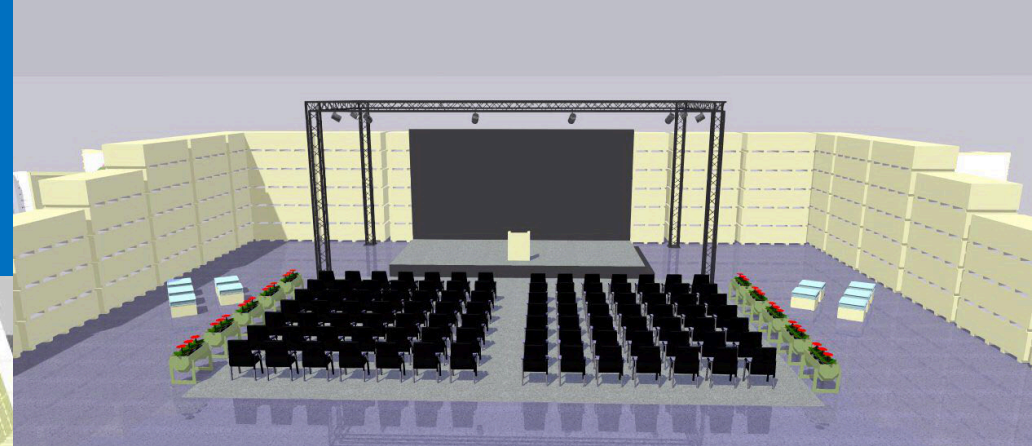
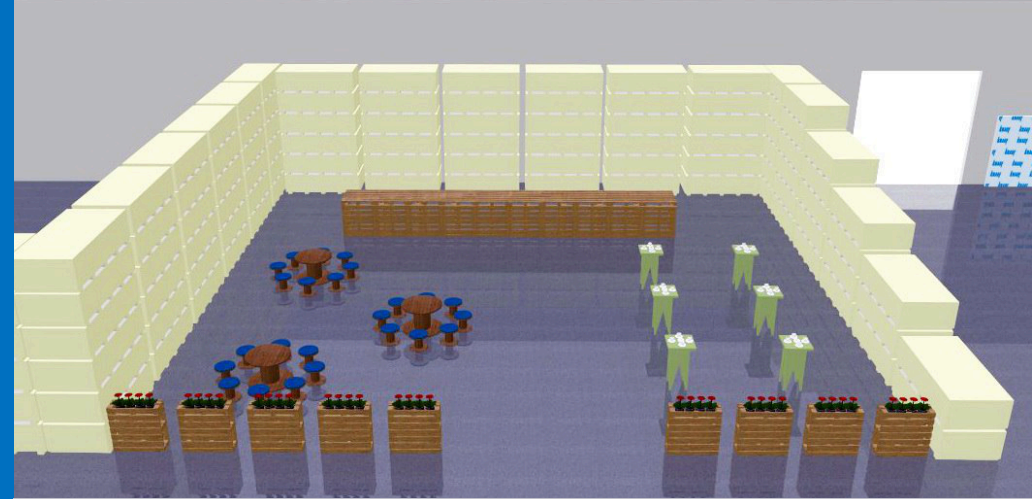


**THE OPENING OF A NEW
PRODUCTION LINE
OF KNAUF FACTORY**

EXECUTION / SPACE

The spacious warehouse should have fitted 150 guests, therefore it was decided to divide the available space by zones. Readymade drywall dividers as well as branded pending cubes were used as elements of zoning.

The main aim was to create smart and comfortable moving around experience and pleasant environment in the zones.



EXECUTION / ENTRY GROUP

Welcoming area, main entrance, drywall tunnel for ribbon cutting. Guests were welcomed by string orchestra.



EXECUTION / WELCOME ZONE

«Hoarder» for guest meeting and waiting for the beginning the event. Welcome buffet. Guests gathered here an hour before the event, where entertaining zones were created: photo zones, buffet, bean-bag seats and drywall tables, exhibition of children's drawings as opening part was held a competition in German cultural center in Bukhara city.





EXECUTION / PHOTO- ZONES



EXECUTION / PHOTO ZONE

There was a central construction which combined several activities: photo-zone, art exhibition and show case of artist's work performed during the event using Knauf's materials.



EXECUTION / MAIN STAGE

The scene area is completely built from packs of drywall with design elements in the form of floral arrangements. Light, scene and additional screens with Uzbekistan and Germany flags technical solution. Seating area for 110 guests with VIP guest seats. Each seat was provided with earphones with simultaneous translation. There was convenient space for photographers on the sides of the stage.



EXECUTION / BUFFET

Buffet zone with seating and standing areas. Drywall made buffet tables and seating tables made in industrial style using reels leftover from the construction site.

Guests were enjoying Uzbek foods that was conveniently served.



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EXECUTION / MEETING SPACES

There were a lot of businessmen at the event, so two negotiation zones were created for convenient communication



PRESS

<https://knauf.uz/novosti/knauf-obyavil-o-novyix-investicziyax-v-uzbekistane.html>

<https://kun.uz/ru/news/2018/05/17/knauf-obem-proizvodstva-gipsokartona-v-buhare-sostavit-bolee-30-mln-kv-m>

<https://www.gazeta.uz/ru/2018/05/17/knauf/>

<https://www.uzbekistan.de/ru/nachrichten/nachrichten-aktuell/кнауф-открыл-новую-линию-производства-гипсокартонных-листов-в>

<https://anhor.uz/events/knauf-obyavil-o-novih-investiciyah-v-uzbekistane>

<https://news.mail.ru/economics/33489219/>

<https://www.ustabor.uz/blog/view/441/>