

OFFICINE PANERAI



Branded Exhibition for Officine Panerai

Luxury Swiss watch brand Officine Panerai approached Base Creative to create a large-scale exhibition booth that would provide an appealing environment for the items displayed and make a striking impression to attract visitors.

Business Strategy

Business Strategy
Creative Theme

Design and Touchpoints

Event Management
Booth Design
Props Design
Showcase Design
Invitation Card Design

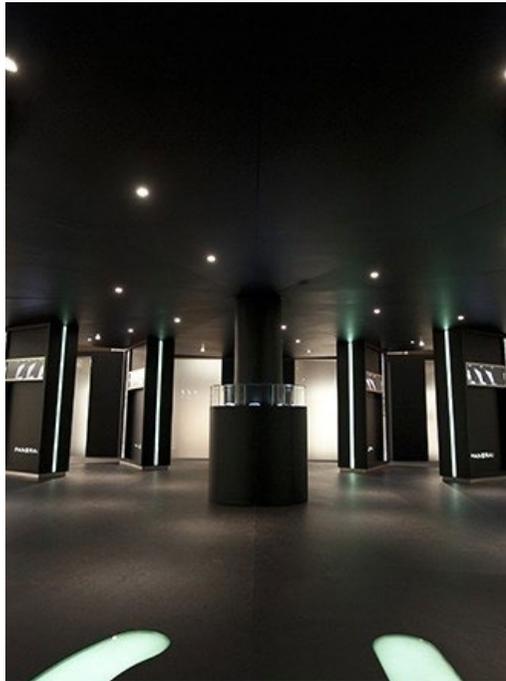
Digital & Social Media

Lighting Design



Luxury Watch Branded Exhibition

Branded Exhibition for Officine Panerai



Inspired by the shape of a clock, we created a unique and memorable environment that would encourage visitors to experience the set in a circular motion similar to that of an hour hand.

Scope of Work

Business Strategy

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Design and Touchpoints

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- Props Design
- Showcase Design
- Invitation Card Design

Digital & Social Media