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STORIES THAT MOVE

DASSAULT FALCON AT NBAA

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Dassault Falcon at NBAA

TWO SIDES OF THE SAME STORY

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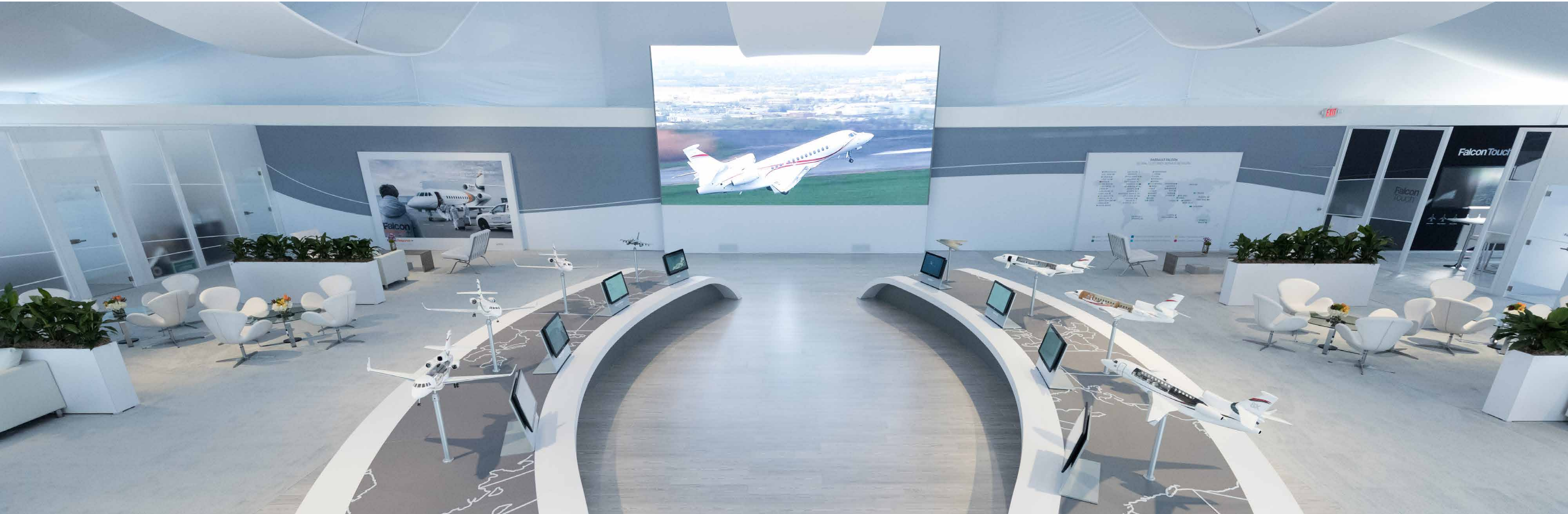
Challenge

To create a complementary experience between Dassault Falcon's static chalet display and their exhibit booth at NBAA.

Solution

A static chalet display and exhibit booth that paralleled each other from both an aesthetic and messaging point of view. Creating a cohesive customer experience was of paramount importance to Dassault, making it crucial the two parts told a whole story.





One element of the customer experience was promoting Dassault's aircrafts and services. Another component was demonstrating their core ideologies: sound management, an innovative approach to technology and a deep relationship with customers.

With those goals in mind, our team created spaces that allowed Dassault to display both technical information and new product innovations while encouraging meaningful conversations between their sales team and their customers.

We drew inspiration from the Bernoulli Principle—the principle of airflow that allows a plane’s wing to generate lift—to create the booth and chalet’s flowing lines and sweeping architecture.

To maintain consistency, each design incorporated similar materials in addition to geometry, including sleek, minimal structures and sophisticated color palettes.

Each space also prominently utilized multimedia to showcase high-quality promotional videos and vivid messaging.

In both the chalet and the exhibit booth, customers had an opportunity to explore Dassault’s products, get a better understanding of their services and encounter their exceptional customer experience first-hand.

