

SNCF is the French National Railway company, operating passenger and freight trains including high speed TGVs. With an island booth, SNCF selected an open-floor concept that we designed to be welcoming but effective, elegant but simple, and calming but with interactive contents.

The main component of the exhibit is the 10' long Train Car Pod, designed alternatively as:

- Fully enclosed storage pod with door
- Multimedia pod with two touch screens and inside graphic wrap
- Meeting pod with two benches imitating modern train seating and a touch table for interactivity

The other important element is a thin, modern-looking 17' high white metal structure. With this structure we framed the three dimensions of the space, bringing verticality to a rather long booth and strengthening the brand visibility with suspended logos.

Finally, we created an open, welcoming seating area, with modern furniture and custom-made elements, including a 12' bar to offer all-day catering, and a wooden display for a 10' long high-speed train model.

