

Milos Provides Panoramic View for “Island Exhibit”

There has never been a better place to enjoy the view than at the World Travel Market, an annual exhibit event at London’s ExCel Centre. Almost 50,000 visitors explored the exhibitors at the 2008 show, browsing the entire global travel trade industry and its multitude of exotic travel destinations. Among the standout exhibitions was a colossal booth designed by Madrid-based design firm Equipo 63. Known for their innovative approach to design and build projects of all types, Equipo 63 often incorporates cutting edge technology into their unique designs.

Milos Structural Systems provided the truss for the ambitious design, which included a 12 x 12 meter (39.4’ x 39.4’) square “crown” flown above the exhibit area and two 10 meter (32.8’) diameter circular trusses used to support a series of projection screens. This created a 360 degree internal panorama that dazzled visitors with breathtaking scenery provided by exhibitor Islas Canarias (the Canary Islands). Milos was given the design on paper and tasked to create a structural solution and the required logistics to make it work *in situ*.

Jiri Bruza, the Milos project manager, specified Milos M290V QuickTruss due to its great spanning and weight loading capabilities. To ensure the end result would be easy to assemble and rig, Milos developed special connecting brackets, clamps, and detailed bracing. The circular trusses were made without cross bracing allowing the screens to be easily attached. Milos also integrated horizontal trussing with custom 4-way corners and forks to join the square and circular trussing units, on which projectors were rigged. QuickTruss’ unique conical connection system allowed for quick assembly with minimal tools or elbow grease.

Equipo 63 was impressed with Milos’ production capabilities, especially given the brief timeframe required for the project. “Milos was able to manufacture custom pieces as well as the curved truss necessary for this project’s idea,” said Mireia Mas of Equipo 63. With only 3 weeks to build everything in the Czech Republic and deliver to site in the UK, the many special features were produced without delay to satisfy the delivery requirements. “We had to fabricate custom connecting pieces requiring great detail, while constantly taking into account the weight loadings across the whole structure,” says Bruza.

Attracting many attendees with its dynamic visual appeal and impressive panoramic view, this “Island Exhibit” was considered a wild success. The QuickTruss framework enabled Equipo 63’s vision to be realized without becoming useless inventory after the show’s end. Most of the truss will be repurposed for alternate configurations at future events...on a slightly more modest scale.

Article: Truss/Signage Case Study

Product: QuickTruss

Product manufacturer: Milos Structural Systems

Exhibit Builder: Equipo 63

Exhibitor: Islas Canarias