

Sibylle Kramer

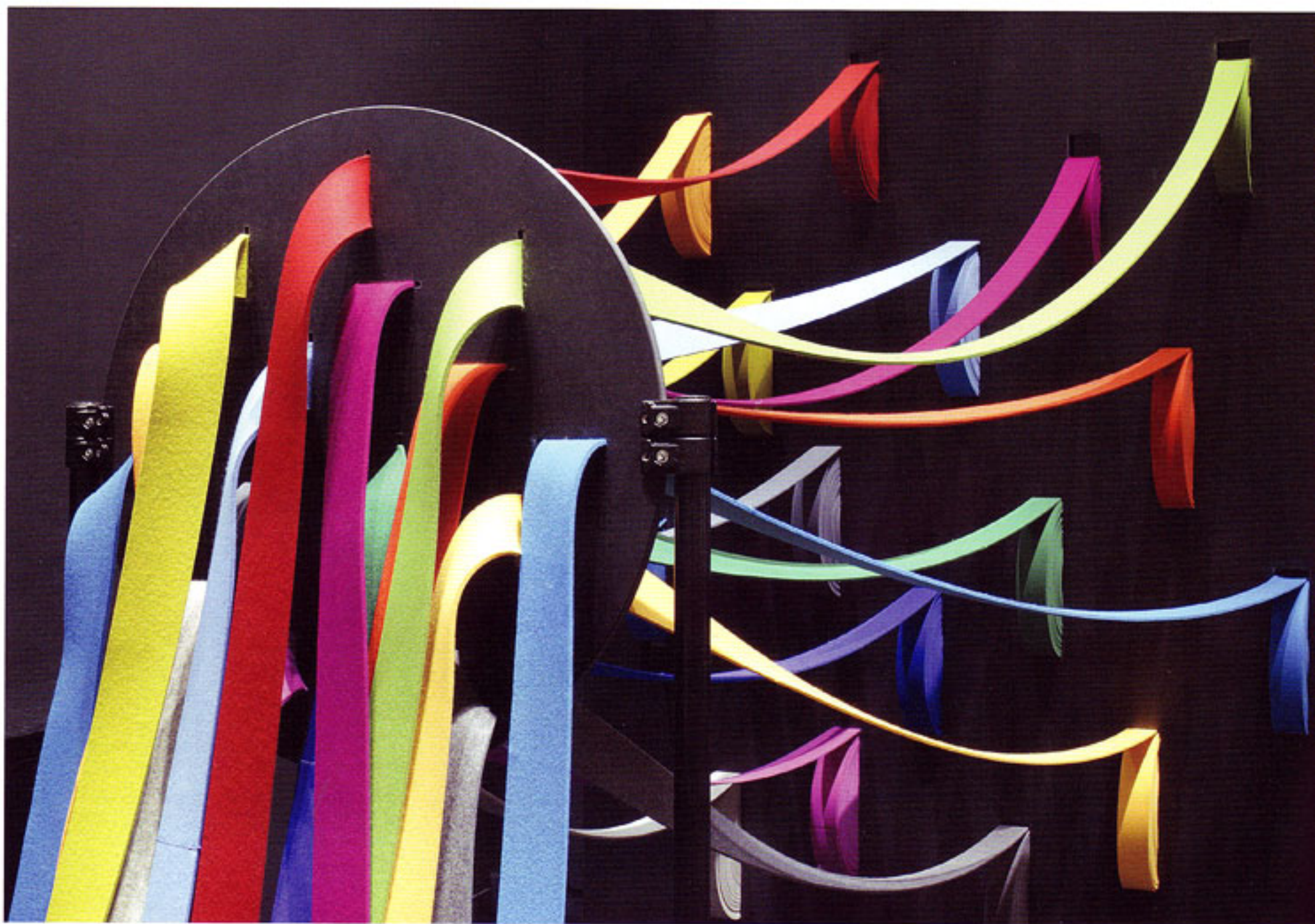
# Fair Design

Architecture for Exhibition



**BRAUN**





↑ | Letter Machine, detail  
→ | Rear view

## Letter Machine

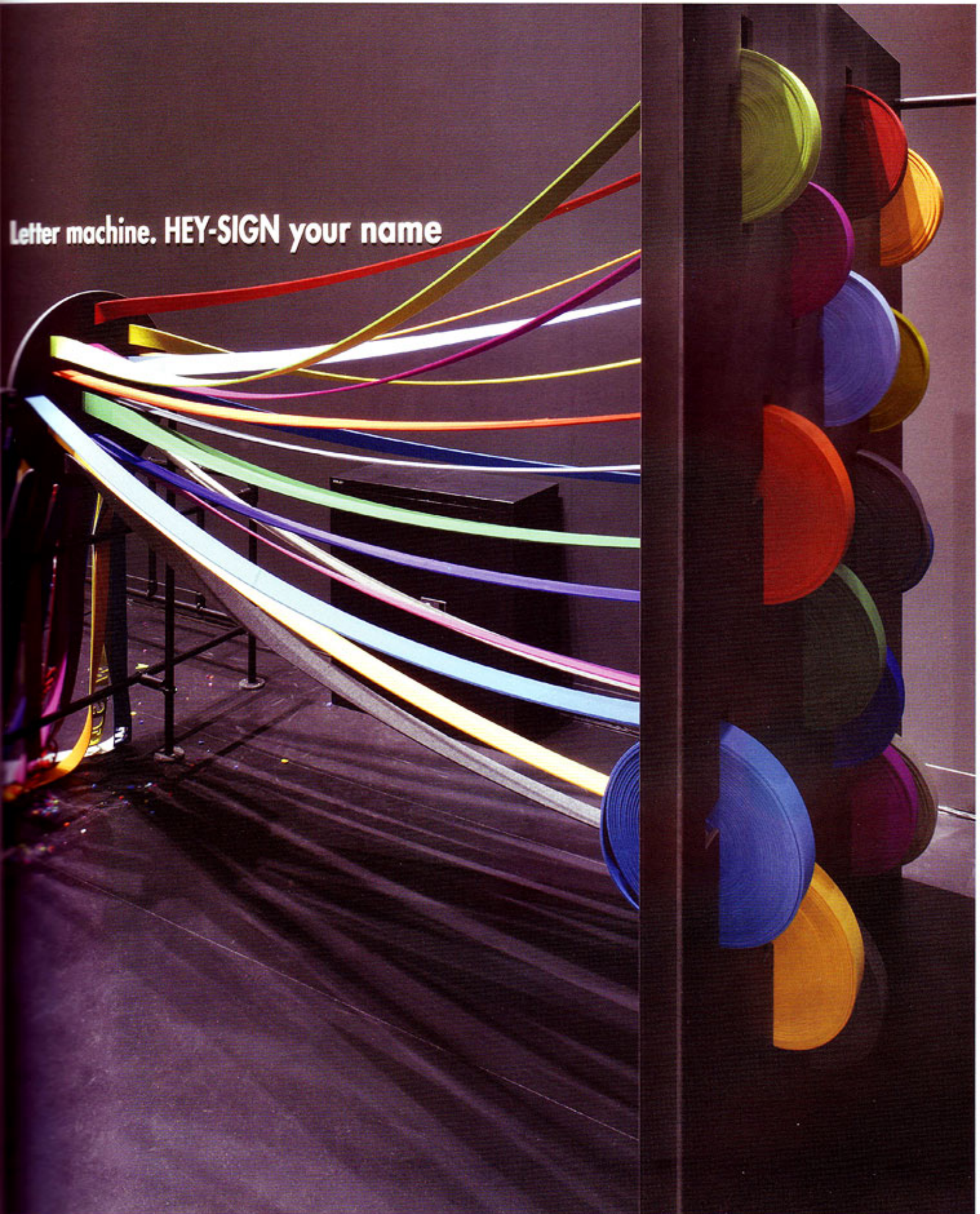
Frankfurt

At the Design Annual 2008 under the theme of "Showtime," HEY-SIGN presented the handling of felt as a material in a playful way through its "letter machine". In a workshop-like situation, the initials of the visitors were punched out of felt and turned into key chains. The material was deliberately fed into the punching machine in the shape of large colorful rolls. With the "letter machine" and the dual meaning of "HEY-SIGN your name" visitors were given a visual and physical impression of felt in an experience that left a lasting impression. The result was a colorful event whose overall composition received great attention and effectively promoted HEY-SIGN.

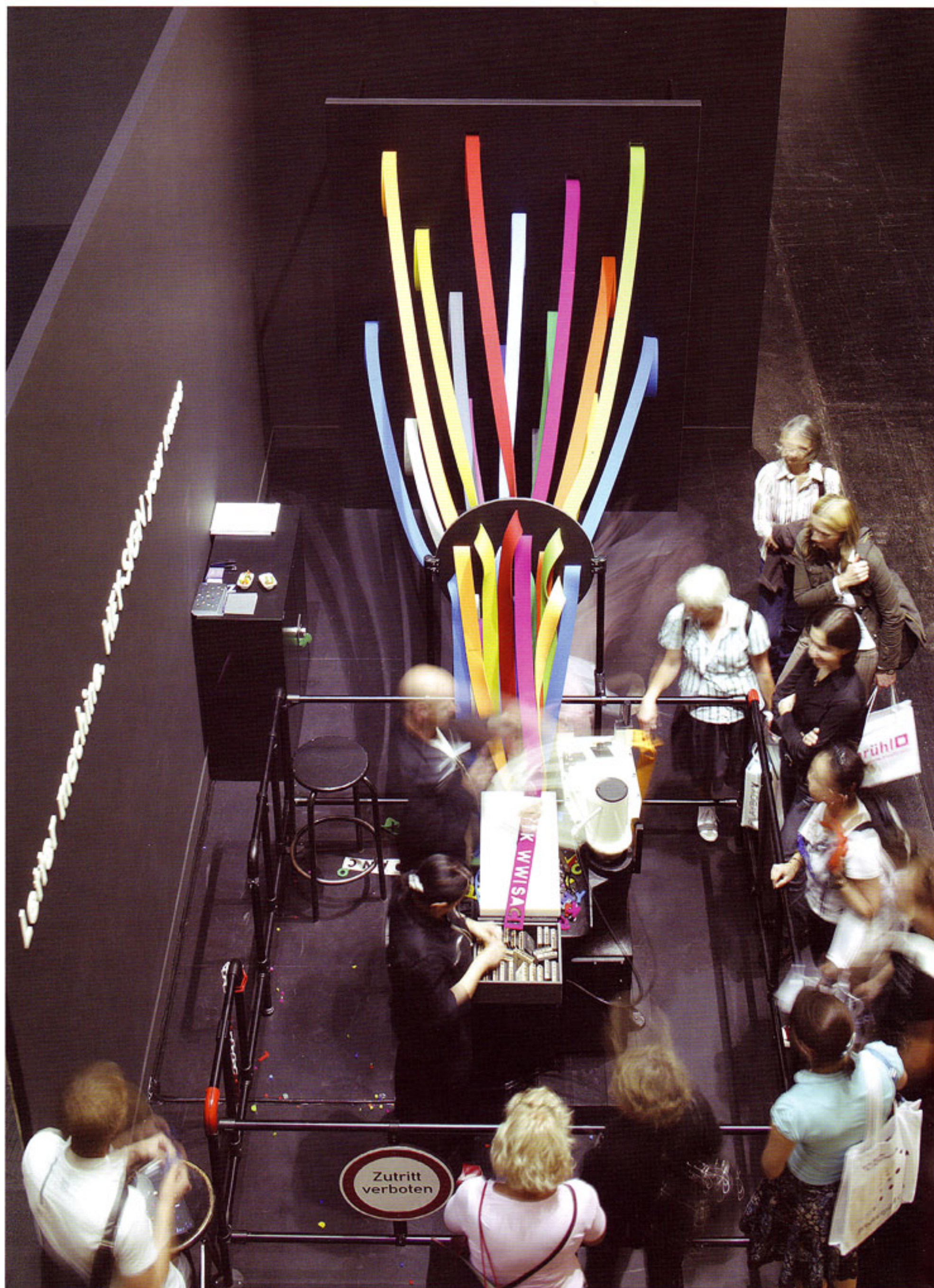


Project name: Letter Machine. Client: Hey-Sign. Fair: Design Annual 2008, Frankfurt, Germany.  
Other Creatives involved: Bernadette Ehmanns, Reimund Braun, Mathias Hey. Size: 18 m<sup>2</sup>.  
Completion year: 2008.

Letter machine. HEY-SIGN your name











- ← | Bird's eye view
- ↖ | Detail
- ↓ | Front view

