Design Point

ARCHITECTURE AND DESIGN



CASE STUDY · INNOTRANS 2026 · BERLIN

Two Stands in Two Weeks: Designing INFRA's Presence at InnoTrans 2026 in Berlin

110 m², two weeks from first sketch to a finished project, and one of the world's leading transport technology fairs. For INFRA (Engineering & Infrastructure Holding), Design Point, an architecture and interior design studio from Tashkent, designed a main island stand and a compact corner stand at InnoTrans 2026 in Berlin. We handled the concept, 3D visualisation and construction drawings, then provided design supervision through the build. Here is how we brought railway technology and Uzbek ornament together, and why the finished stand looks almost exactly like the render.

110 m²	2 weeks	2 stands	2026
MAIN STAND	DESIGN TIME	ISLAND AND CORNER	BERLIN

The brief

InnoTrans is the leading trade fair for transport technology. In 2026 it drew more than 175,000 visitors from 128 countries, so any stand can easily get lost among hundreds of neighbours.

INFRA is a holding built on cooperation between Uzbekistan and Kazakhstan. At the fair it presented its core business: modernisation of railway signalling systems, together with partners TEG, BTL, BT Signal, NVA and CRJT. Our job was to:

- present a serious engineering company that talks to the industry's major players as an equal;
- give the stand a character people remember, through Uzbek motifs in the details and a shared map of the two countries;
- fit several companies and business lines into one space without turning it into a wall of logos.

Constraints

- **Time.** Work started on July 20, 2026; the design took two weeks.
- **Space.** 110 m² for the main stand had to hold a reception, equipment showcases, a video wall, a lounge with a bar and a meeting area.
- **The hall.** High ceilings, trusses and ducts overhead, hundreds of stands around. The stand had to be visible from afar.
- **Building abroad.** The stand was built in Berlin from our drawings, and we supervised the build so the result would match the concept.



3D concept of the main stand. Render: Design Point

The main stand

A landmark above the hall

A suspended ring-shaped fascia carries the INFRA logo and Uzbek ornament. It is visible from anywhere in the hall and works as a landmark. Living greenery hangs from its lower edge, and a carved ornamental panel fills the centre. The ring acts as a ceiling: it defines the stand without closing it off with walls.



Suspended ring fascia with ornament and greenery. Render

Two zones, two moods

The technology zone is dark. It has large graphic panels for each business line (Design, Construction and others) with a night railway and a high-speed train, plus a video wall, a touch-screen kiosk and glass showcases with signalling boards. This is where the technical conversations happen.

The lounge is light: armchairs and tables, a bar with ornamental cladding, shelving and a backlit map of Kazakhstan and Uzbekistan set against architectural graphics. This is where guests are welcomed and conversations continue. Guests were offered dried fruit and sweets in hand-painted boxes.



Technology zone. Photo: INFRA



Lounge: bar and map of Kazakhstan and Uzbekistan. Render

The corner stand

The second, compact stand focuses on one theme: modernisation of railway signalling systems. It is open on two sides. Its back and side walls carry dark graphics with a night railway, a high-speed train, the logos of INFRA and its partners, and the line "Engineering the future". The walls are framed by the same carved, backlit pylons as the main stand. In front stands a white reception desk with an ornamental base and the flags of Uzbekistan and Kazakhstan, and an LED strip outlines the platform. The two stands sit in different parts of the fair but clearly belong to one family.



Corner stand — concept



Corner stand in Berlin. Photo: INFRA

Uzbek character in the details

We avoided the cliché of a "national pavilion" with domes. The Uzbek character comes through in the details:

- carved, backlit pylons with geometric girih patterns;
- ornament on the reception desk bases and the bar cladding;
- hand-painted gourd-shaped pendant lamps;
- architectural graphics and a shared map of Kazakhstan and Uzbekistan in the lounge.

Everything else follows INFRA's strict corporate style: white, deep blue, light and graphics. As a result, the ornament reads as a signature rather than as decoration.



Gourd pendant lamp by a carved pylon. Render



Treats for guests. Photo: INFRA

Key elements of the main stand

- suspended ring fascia with logo, ornament and living greenery;
- carved pylons with built-in lighting;
- white reception desks with ornamental cladding;
- glass showcases for equipment;
- video wall and touch-screen kiosk;
- LED outline around the platform;
- bar with shelving and pendant lamps.

Our scope

Stage	What we did
Design	concept, zoning, brand graphics in space
3D	renders of the main stand (4 August 2026) and the corner stand (7 August 2026)
Drawings	construction drawings for the builder
Design supervision	making sure the built stand matched the design

Work began on July 20, 2026 and the design was completed in two weeks. The fair took place in Berlin in September 2026.

The result

Both stands were built as they were designed. Our video "From concept — To reality" shows this best: each 3D render cuts to footage from Berlin. The ring, the pylons, the ornamented bar, the map and the dark corner stand all look as they did in the project. This is not only down to design: construction drawings and supervision carried the concept into reality without losses.



Main stand at InnoTrans 2026: ring, reception and lounge. Photo: INFRA

What we learned

1. An exhibition stand needs a landmark visible from afar. A suspended structure provides one without taking up floor space.
2. National character works best in the details: ornament, light, hospitality. Then the stand does not turn into a souvenir shop.
3. When a company has several stands, shared elements tie them together: pylons, desks and lighting. Visitors recognise the brand anywhere at the fair.
4. On a tight deadline, the chain "3D concept → construction drawings → design supervision" works best. The client approves the render, the builder works from the drawings, and the studio makes sure nothing gets lost.

Planning an exhibition stand, showroom or office that should speak for your company? Call or message us: **+998 90 962 22 92**, instagram.com/designpoint.uz.

Photos: INFRA, InnoTrans 2026, Berlin. Renders: Design Point.