



Paper Secret 12

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Kids Shoe Brands Exhibition FIMI

Maaspas designed the exhibition of children's shoes for the Spanish International Fair of Children's Fashion (FIMI) celebrated in Valencia from the 25th until the 27th of January 2013. For this 20th edition FIMI organized an exhibition to make a tribute to Spanish children's shoe brands, counting with the participation of 39 national brands among which were included some brands of international relevance like Giuseppe Zola, Cragston Giffey and Gervasio.

The exhibition designed by Maaspas is realized in a forest of various flowers realized of foamboard and with fashion patterns. Ana Milena Hernandez Palacios comments: "In FIMI mostly is a fashion fair and not a shoe fair, so every flower is applied a branch of patterns inspired by fashion. That way we wanted to better integrate the shoe brands between a huge amount of clothes exposed." "The 39 flowers that were hand cut in foamboard contain different patterns and forms that make them flourish like unique, presenting a pair of shoes from every participating brand. Counting to the exhibition, children were created that guide the visitor across the exhibition, while he enjoys the best Spanish children shoe brands. Thanks to the occupation of the elements with a nylon thread, the flowers rotate slowly showing every side from the pair of shoes exposed. In the maze provided by FIMI in the meantime they can know the legends behind every brand. In this manner the visitor experiments a moment in which he can discover from the text of the fair, crossing a forest of flowers inspired by nature and fashion patterns, enjoying a selection of the best Spanish children shoe brands.

Maaspas with this project desired to demonstrate again creativity has no limits and that it can be a strong factor to sustain visually any product, making it more attractive for its potential buyers.



