

The bright lights of the prestigious Akmerkez shopping mall (Istanbul)

Akmerkez is probably one of Turkey's most prestigious shopping malls. After renovations were carried out in 2010, the International Council of Shopping Centers (ICSC) in association with Bloomberg Television awarded the prize for the best European interior design to the Akmerkez shopping mall of Istanbul.

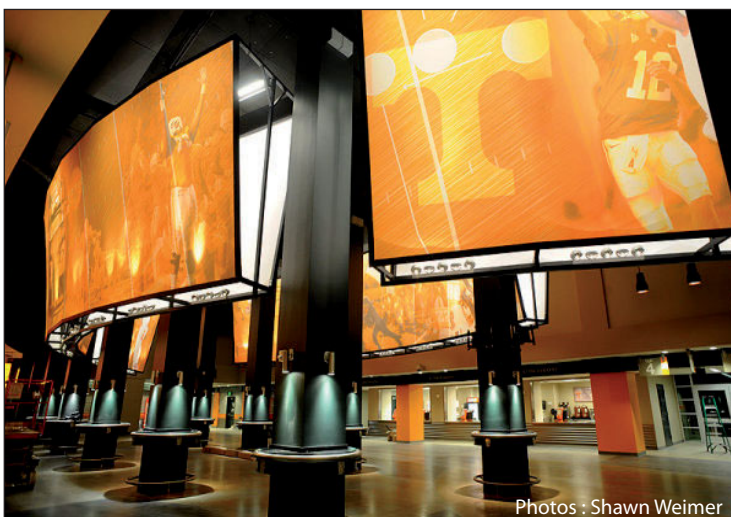
Filiz Yilmaz, the architect in charge of renovating this shopping mall, wanted to increase the space by creating luminous ceilings. He has very high expectations regarding the transmission of light, so he was particularly interested in Clipso coverings.

For this large-scale project, the architect called upon the company TTI Elektrik Elektronik, an approved Clipso fitter with excellent skills and innovative technical knowledge. 1,100 m² of translucent coverings (ref. PT 507) and 1,000 m of profiles (ref. P-CC) were used to make the luminous ceilings. Four fitters were required for this project which took one month to complete.



Filiz Yilmaz certainly achieved his goal! The refined design and friendly luminous ambiance of this installation is in keeping with the architecture of the place. Light plays an important role in people's well being, so the backlit printed stretch ceilings by Clipso provide comfortable lighting for customers during their shopping.

A sensational achievement at the Neyland Sports Stadium (USA)



Photos : Shawn Weimer

The Neyland Stadium, located in Knoxville in the state of Tennessee, is now one of the biggest university stadiums in the United States. The most recent renovation project was carried out in 2010. It was the architect McCarty Holsapple, in collaboration with a lighting consultant, who initiated this large-scale project with his idea of hanging lanterns.

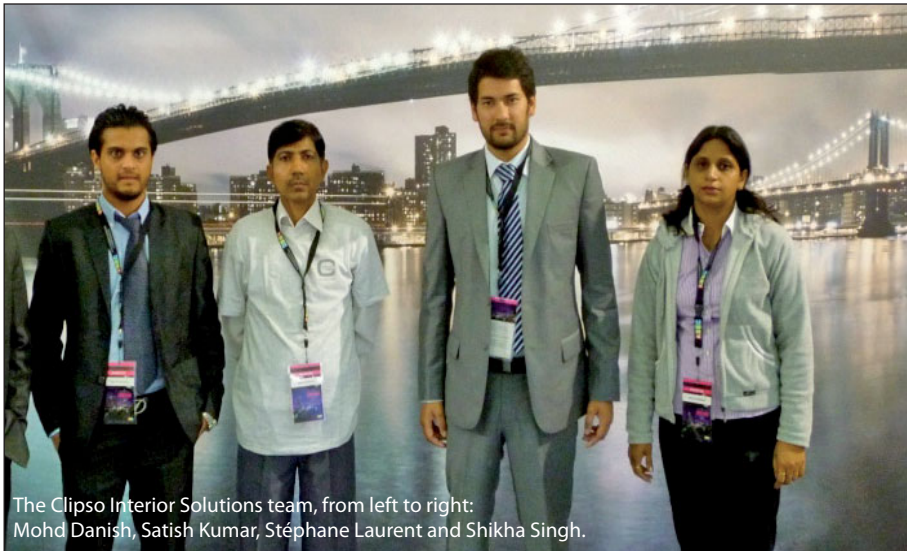
Interior Elements, a company based in the state of Georgia which distributes Clipso products, heard about this project and suggested the functional and decorative solution of backlit printed lightboxes. In all, this project required 424 m of P-CC and P-CW profiles and eight 507 PT coverings measuring more than 17 m x 4 m. These materials were used to create four

impressive lightboxes which were hung up using cables.

The company Hilton Display was in charge of fitting this very attractive installation. The architects, decision-makers and students of the Neyland Stadium are very pleased with the final result. The installation lives up to their expectations. The emblematic orange colour and the printed pictures immortalise the important moments associated with this place. Neyland Stadium gives off a very warm atmosphere!



Stéphane Laurent, the Managing Director of the subsidiary Clipso Interior Solutions, tells us how he ventured into India to capture the Indian market



The Clipso Interior Solutions team, from left to right: Mohd Danish, Satish Kumar, Stéphane Laurent and Shikha Singh.

Clipso has been operating in India for almost two years now; how do you assess your activities in this market?

Setting up an efficient company in India is a long and sometimes difficult process. The first stage involved finding our bearings and adapting our strategy to a new economic and cultural environment. I think we accomplished this task successfully, which enabled us to very rapidly introduce Clipso coverings into large building projects throughout India. On the whole, our Indian venture has been successful because our brand's reputation increases every day in a fast-growing market.

What strategy have you adopted to capture the Indian market? How do you go about this process?

We started by dividing the Indian territory into several regions in which we have at least one distributor/fitter. These partners have a good network in their region and they introduce Clipso stretch walls and ceilings into their projects. At the same time, from our sales office in New Delhi, we carry out canvassing campaigns aimed at finding and meeting architects and key influencers who may

be interested in using Clipso coverings in their projects. When a project takes shape, we hand over the job to our distributors or fitters who then deal with the installation.

What are the main issues encountered during your operations in India?

You come up against many challenges when you try to set up a company directly in a faraway country where business practices are completely different from those of western countries. The pace at which things get done in India and in Europe is not the same. It is sometimes frustrating to be subjected to long waiting times in administrative procedures or even in communications with our customers or partners. We've had to learn to adjust to our working environment and its limitations without losing sight of our performance objectives.

Clipso recently took part in the Acetech trade fair in New Delhi from 17 to 19 December 2010. Why did you take part and what were your impressions?

Acetech is one of the largest trade fairs

in Asia devoted to building and interior design. This exhibition is a real meeting place for architects, decorators and building professionals in India. Therefore, it was crucial for us to take part in this event to promote Clipso products and the concept of stretch ceilings. Clipso's stand at Acetech really aroused curiosity and enthusiasm among visitors and also ensured concrete returns in terms of projects.

Does the Indian clientele have specific tastes? In what way do your coverings appeal to Indian people?

After two years working in India, we have indeed noticed the trends and preferences of the general public. The Indian clientele really likes printed fabrics for walls and ceilings. Our backlit translucent coverings are also a sensation. Generally speaking, Clipso appeals to a large number of Indians because the concept is a new one and our range of coverings produces a totally modern "stylish" effect.



Clipso's stand at the Acetech trade fair held in New Delhi from 17 to 19 December 2010.

A new interior design idea: use our contemporary partitions to structure your space!

Light, mobile and customizable, Clipso partitions instantly add decor and structure to all living areas and can be moved around to suit your needs and wishes.

In need of quick solutions to modulate your spaces? Rather than separating spaces from each other for good, create areas where you can move around freely but which provide a certain degree of privacy.

Clipso offers a new type of partition: contemporary, functional, made to measure and customisable.

Thanks to digital printing, the partitions can be used as decorative features, made to suit your customers' tastes, in keeping with the style of the premises and their environment. Moreover, by using the acoustic covering 495 D combined with fibreglass insulation, you can optimise the acoustics of public areas.

Clipso partitions can also be used as practical and effective communication



media. This solution is ideal for open-plan offices, lofts, restaurants, shopping malls, shops, events, stands or even private areas.

They are quick and easy to assemble thanks to profiles P-CPA68 (or P-CRA67)

associated with Clipso coverings. With their permanent round or rectangular aluminium bases, the Clipso partitions are light, decorative and stable. They can be hung up using our range of suspensions.



Realization : I-OMS NL



Clipso wins a Batiweb Award once again!

In 2010, professionals and manufacturers involved in public works and civil engineering used the Internet to vote for their favourite building products out of the 20 product categories. On Monday 31st January 2011, the Batiweb Group honoured the prize-winners at the annual Batiweb Awards ceremony held at the "Select



The 20 winners of the Batiweb Awards



Guillaume Assante



Nelson Montfort

Automobile Club de France", Place de la Concorde (Paris). Clipso Productions once again came first in the "Interior Design" category of the Batiweb Awards competition. During this ceremony, congratulations were given by Nelson Montfort, French TV presenter, who handed the trophy over to Mr. Guillaume Assante, Clipso's representative.

Two up-to-date brochures for the Clipso network

In this issue, we are presenting two new promotional documents to add to your Clipso prescription file which is now at your disposal. They will be available sometime in April 2011.



• **Clipso Portfolio Brochure** (ref. C-Portfolio): This tool is a real showcase for Clipso's expertise throughout the world. This updated version offers even more photos of installations set up in public places and homes with before and after views.

• **Clipso Design Propectus** (ref. C-DocDesign): This document has been simplified and modernised. This three-panelled prospectus presents the services offered by the Clipso Design department and the different collections of images for digital printing.

So, if you haven't yet had the chance to discover our new communication media, visit our website at www.clipso.com. If you would like to receive them, please send a request to our sales department.

Clipso at the MosBuild trade fair in Moscow, 5-8 April 2011



Note this major event down in your diary. Clipso will be present at **MosBuild, Russia's leading building and interiors exhibition.** This event is taking place in Moscow **from 5 to 8 April 2011.** It brings together more than 2,000 companies from 48 different countries and attracts almost 200,000 visitors every year. **To receive invitations, send a request to this e-mail address: info@clipso.com.**



www.clipso.com