

# **India National Stand**

at Frankfurt Book Fair 2024

16.10.24 to 20.10.24

## **Annexure 3**

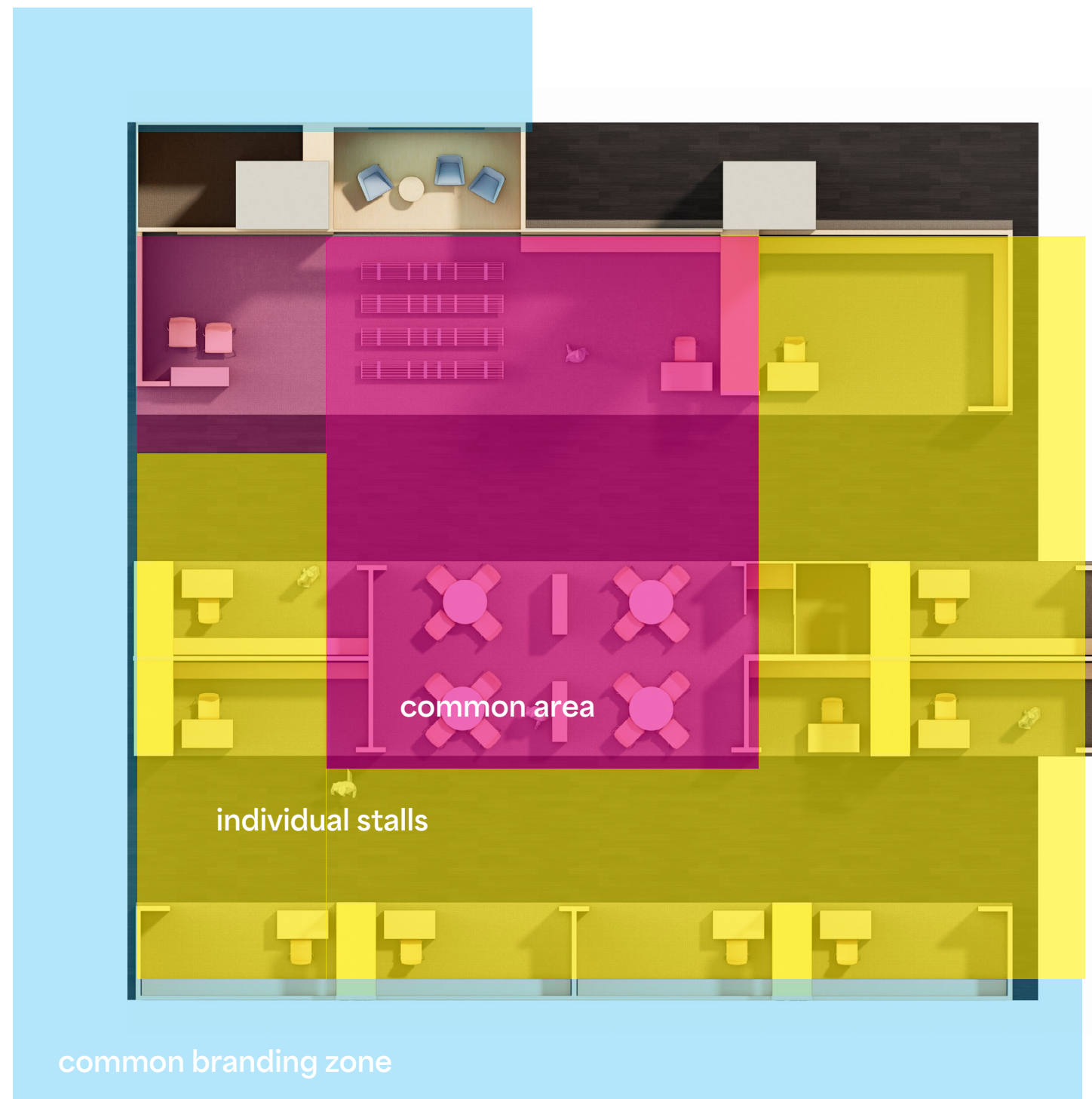
Visualizations

**National Book Trust, India**

Ministry of Education, Govt. of India

prepared by

**National Institute of Design, Ahmedabad**



A central courtyard of common spaces creating a unified connected stall, and a boundary of national branding making it feel as if you are entering a different country.



plan | overview

not to scale. for reference only.

stage  
storage  
common display  
seating  
reception

NBT stall, 9 sq.m  
publications division  
24 sq. m

circulation

2 stalls , 9 sq.m  
business lounge  
NDWBF graphics

2 stalls , 9 sq.m  
pantry  
stall, 6 sq. m

circulation

4 stalls, 9 sq. m

all graphic panels and stall names are indicative and not finalized.



not to scale. for reference only.



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not to scale. for reference only.

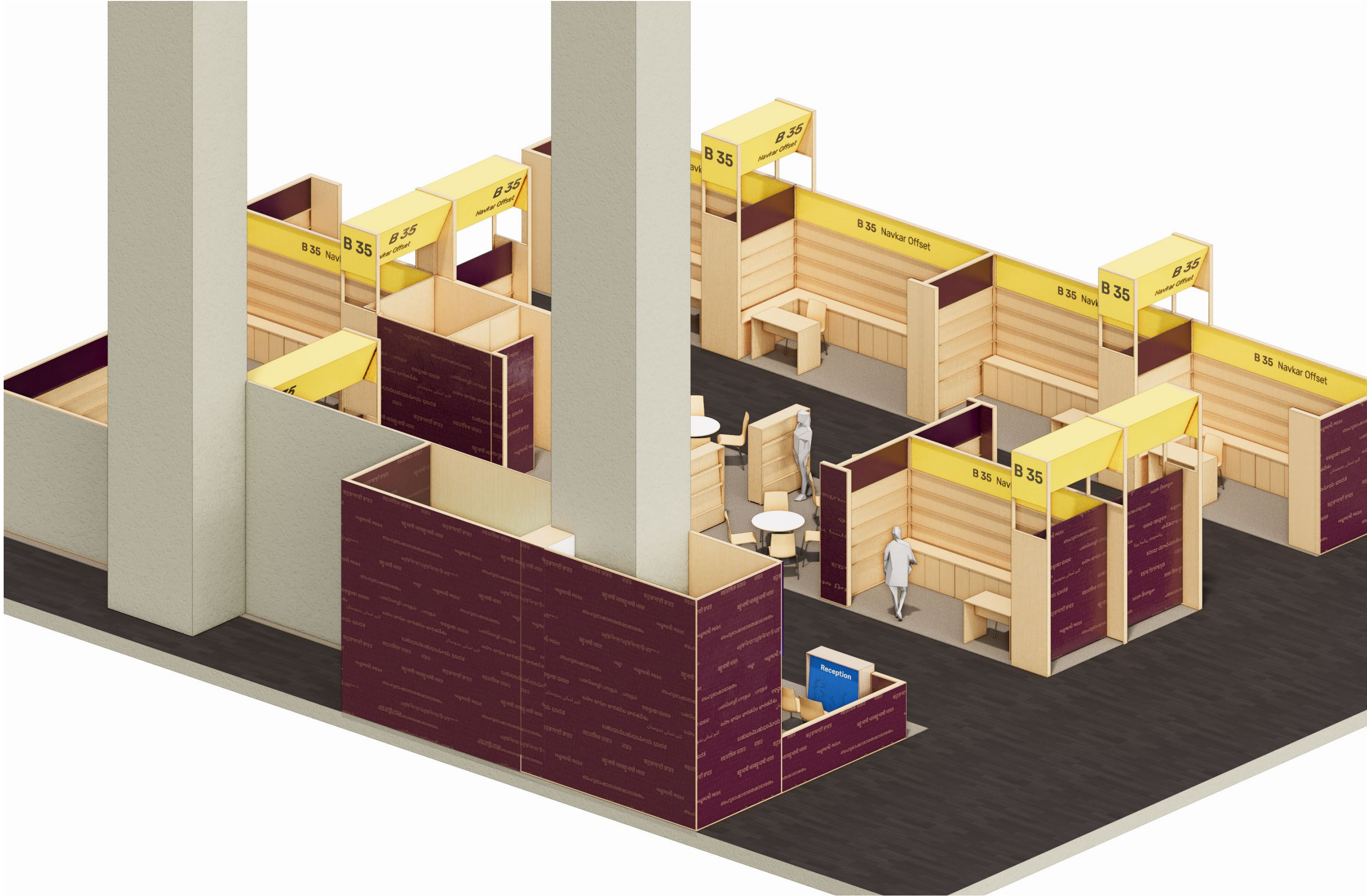


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3D | Overview | Front



not to scale. for reference only.



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stage view



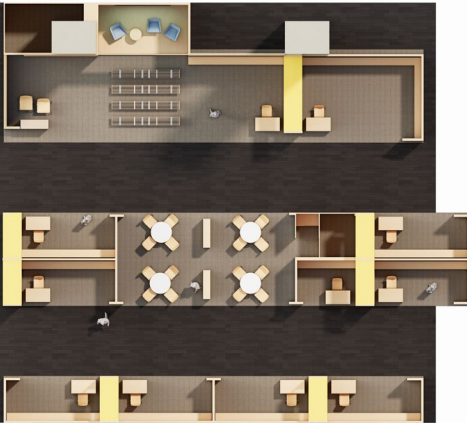
not to scale. for reference only.



a  
view



b  
reception area



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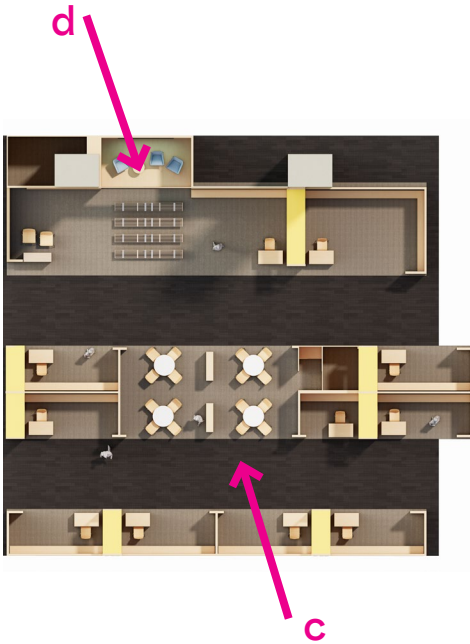
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c



d



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typical stall | 9 sq. m

4.5m x 2m

5 shelves on all three sides.  
upto 170 - 190 books can be displayed.  
(A4, face up)

upto three storage units as per requirement.

dedicated space for poster / other graphics as required.

3 name locations- front fascia, external support wall, and high unit for increased visibility and branding.