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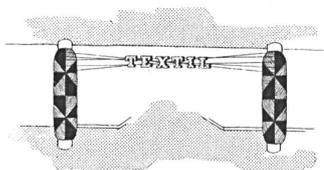
Hall II redecorated

A constant increase in the number of exhibitors from the textile industry has been registered the last few years. The very crowded list of floor-space reservations has induced the Board of the « Swiss Industries Fair » to reserve Hall II for a comprehensive « Textiles-Footwear-Fashions » display.

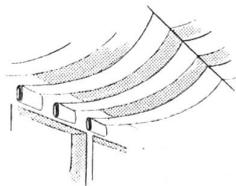


The somewhat gloomy aspect of the Hall has been lightened by generous coatings of white paint. The posters for the forthcoming Fair symbolizes the impulse of creative energy which animates Swiss industry, and this determination is also clearly exemplified in the new brightness which pervades Hall II.

In order to ensure that the environment be well-adapted to the exhibits, the Board of the Fair commissioned the commercial artist, Rolf Rappaz, of Basle to redecorate the Hall.



At the very entrance the visitor will be struck by the gay atmosphere of the section. Two columns representing enormous spools of silk are linked by coloured threads bearing huge coloured, and brightly illuminated letters which read : « TEXTIL ».



The Hall is rather lofty and has been made more intimate by a ceiling of wide bands of material (or rather — of paper !).



Everywhere about the Hall, decorations symbolize the textile industry and its auxiliary and accessory branches.

In brief, the aim has been to create a lively and decorative background to unify and stress the great variety of products to be exhibited.