

PERMANENT EXHIBITION

Seguros Santalucía

Madrid, Spain



With a simple and attractive design, ACCIONA Producciones y Diseño shows the historical evolution of Santalucía, a company that since its foundation in 1922 has achieved a slow but steady development, as much geographical as in numbers of clients and products on offer.

These contents are captured in the exhibition area through a chronological wall that, as a time line, progresses through the four periods in the history of Santalucía, combining graphics over superimposed plaques with glass cases. The period corresponding to the present changes the wall format for digital screens that can be easily adjusted to adapt new information.

The tour culminates in a novel large format video mapping that reinforces the contents detailed in the time line by visual effects and spectacular sound.

Date:

2012

Client:

Seguros Santalucía

Surface area:

113 m²

Services:

Design, technical development and museographic execution

