

SICAB. International Horse Show

Seville, Spain



SICAB is the most relevant fair in the world dedicated to the pure-bred Spanish horse and one of the most important socio-economic events in the city of Seville. ACCIONA Producciones y Diseño has carried out the organization, production and mounting of this fair since its beginning in the year 1990. This event is celebrated annually in the Exhibition and Conference Center of Seville (FIBES) with an average attendance of 200,000 visitors.

Date:
1990 to 2013 (all editions)

Client:
Fibes and Ancece

Out of all the editions, SICAB 2013, celebrated from December 3 to 8 stood out after a complete renovation had been carried out by APD which optimized the exhibition areas and substantially improved the design and signage, facilitating the functionality of the different areas.

With respect to the design, the improvements are notable. The dome, the main access to the Conference Center, displays a spectacular graphic that surrounds the area based on historic lithographs and prints of the horse breed. In Pavilion 1, dedicated to the breeders, SICAB had, for the first time, custom-designed and fabricated stands, unique and original installations inspired in traditional Andalusian architecture.

The core concept of the artistic proposal is the production of an innovative show, strengthened by surprising scenography. For this purpose, APD converted Pavilion 3 into an immense black box where latest audiovisual and lighting techniques are used.

