

ETCHED

Work that stays. Trust that grows.

Preparing for an exhibition, launch or corporate event? ETCHED shapes the visible experience from concept and specification through production coordination, installation and handover. Work that stays. Trust that grows. Based in Dubai, UAE.

Events and exhibitions

Stand systems

Branded environments

Wayfinding and graphics

Site readiness



One brief. Many event touchpoints.

Need the stand, graphics, collateral and visitor flow to work as one experience? ETCHED connects those touchpoints so the result reads clearly before opening, during live use and through handover.

Exhibition stands

Visitor flow cues

Venue graphics

Brand environments

Display supports

Installation planning



Brand ideas, made physical.

Etched transforms brand ideas into physical experiences - from design and specification through production, installation and handover. For events and exhibitions, that means shaping the message, the environment and the visitor path together so decisions made early still hold up on site.

- 01 — Design intent
- 02 — Specification logic
- 03 — Production coordination
- 04 — Installation planning
- 05 — Handover clarity



EXPERIENCE

Built on 10+ years of experience in the industry.

Want practical risks identified before the event window gets tight? Built on 10+ years of experience in the industry. That experience helps clarify the brief, judge materials, sequence decisions, account for site realities and keep the finished result aligned with the original idea.

Early risk spotting

Material judgment

Sequencing decisions

Site awareness

Close-out discipline

Plan the space before the build starts.

Booked a space but still deciding how the footprint should work? ETCHED maps arrival, orientation, product focus, meeting zones and exit early so the environment supports attention, conversation and practical circulation instead of improvisation on site.

CAPABILITY STUDY - VISITOR JOURNEY PLANNING





STAND SYSTEM

Stands that work in plan, finish and function.

Need a booth that looks branded and functions properly? ETCHED resolves footprint, structure, brand expression, service access, visitor flow and build logic together, helping the concept stay legible while giving delivery teams a clearer path to execution.

CONCEPT STUDY - MODULAR STAND SYSTEM

Footprint planning

Modular components

Material palette

Service access

Build logic

BRANDED ENVIRONMENTS

Spaces that carry the brand, not just the logo.

Want visitors to feel the brand before the conversation starts? ETCHED shapes scale, finish, contrast, lighting and spatial hierarchy so reception moments, presentation zones and meeting areas work as one physical communication system.

CAPABILITY STUDY - EXHIBITION ENVIRONMENT

Reception moments

Meeting zones

Feature walls

Product focus areas

Spatial hierarchy





GRAPHICS & WAYFINDING

Graphics people can read at event pace.

Will people know where to go and what matters within seconds? ETCHED develops entry messages, directional cues, zone labels and information hierarchy for distance, speed and crowd conditions without forcing every surface to compete for attention.

CAPABILITY STUDY - GRAPHICS AND WAYFINDING

Entry messaging

Directional cues

Zone naming

Information hierarchy

Distance readability



EVENT COLLATERAL & TOUCHPOINTS

The smaller pieces complete the experience.

Need the smaller event pieces to feel as considered as the stand? ETCHED connects counters, literature points, badges, lanyards, brochures, invites and giveaway kits to the same visual system as the environment.

CAPABILITY STUDY - DISPLAY AND SUPPORT TOUCHPOINTS

Counters and plinths

Badges and lanyards

Invites and table cards

Literature holders

Brochures and folders

Giveaway and handout kits

Prepared for venue realities and handover pressure.

Worried about the build window, venue access or final handover? ETCHED keeps dimensions, access hours, venue restrictions, fixing methods, installation sequence and final checks visible during planning so deadline pressure does not force avoidable compromises.

OPERATIONAL STUDY - SITE AND DEADLINE READINESS

- ✓ Site checks
- ✓ Access planning
- ✓ Venue restrictions
- ✓ Installation sequence
- ✓ Final snag review





WORKFLOW

One clear line of sight from brief to handover.

ETCHED works through a connected process: understand the brief, define the physical system, coordinate production, prepare the site and complete handover clearly. The point is not adding process for its own sake. It is protecting the original idea while keeping responsibilities, approvals and practical decisions aligned.

01

Understand

02

Define

03

Coordinate

04

Install

05

Handover

Start with the real requirement.

If an event or exhibition brief is taking shape, start with the practical facts: location, footprint, audience, message, required date and the physical result the brand needs to create. ETCHED is based in Dubai, UAE. To begin the conversation, send a DM @etched.uae with the outline.

Location

Footprint or dimensions

Audience

Message priority

Required date

DM @etched.uae

DM @etched.uae

