



SIGN ART - FROM PAST TO PRESENT AT SIGN İSTANBUL 2010!

Every year SIGN İSTANBUL gathers technology, technique, material and equipments with all exhibitors and visitors and in its 12th year, plays host to 'Sign Art – From Past to Present' display.

ARED plans to develop a 'Sign Museum' by gathering first sign plates and the production equipments together, which are the history of Outdoor Advertising industry. As part of this Project, all products collected from all around Turkey will be displayed in Sign İstanbul 2010.

Many materials and equipments used in the production of sign plated, such as brushes, holders, spatulas, gold foils etc. will be showed in Sign İstanbul 2010, and the historical development of Outdoor Advertising sector will be brought into sharp relief.

Since the beginning Sign İstanbul proves once again that it is the first and unique international trade platform with substantial contribution to Outdoor Advertising Industry without a doubt.

With parallel events and activities such as work-shops, conference organizations, solution presentations and practical training sessions, since 12 years it keeps being the center of information and technology in addition to trade and partnership opportunities.

Sign İstanbul keeps cooperating with many national and international sectoral media representatives in order to strengthen the exhibitor and visitor operations.

'Keystone of Knowledge' in Outdoor Advertising Sign İstanbul is the essential bearer gathering and balancing the components of Outdoor Advertising. The outdoor advertising world, rapidly blooming, varying and each time getting more creative in a global market, represents itself in Sign İstanbul.

International Outdoor Advertising Trade Fair Sign İstanbul will be held on November 25 – 28, 2010 in Tüyap Fair & Congress Center.