PRESS RELEASE
Paris, November 16, 2026.

WMH PROJECT PUBLISHES ITS FIRST WHITE PAPER ON SPATIAL DESIGN



WMH Project, Global Experience Agency announces the publication of its first white paper. Titled *The Great White Paper on Spatial Design*, this publication examines the challenges facing a rapidly evolving field and advocates the strong belief that a brand space is more than just decor; it is a true medium for experience, designed to enhance appeal, visibility, and engagement.

At a time when brands are seeking to stand out in a saturated digital environment, physical spaces are once again taking center stage in communication and activation strategies. Whether it's a trade show booth, showroom, pop-up store, brand space, exhibition, or pavilion, each space offers an opportunity to deliver a unique experience, convey a message, and build lasting relationships with audiences.

FROM DECOR TO EXPERIENCE: RETHINKING THE VALUE OF SPACE

For nearly twenty years, WMH Project has been designing, producing, and building branded spaces in France and around the world. Drawing on this experience, the agency sought to share its expertise through a reference guide accessible to communications, marketing, events, purchasing, and sales departments, as well as to executives and human resources managers.
The goal of this white paper is clear: to give decision-makers the tools they need to understand spatial design, structure their projects, and view space as a strategic investment rather than merely an expense.

« Space is the last medium you can't just skip over. You don't scroll through it, you move through it. You don't close it with a click you stay there. You don't just endure it you experience it» _ Mathieu COULON, Director of Spatial Design.

A GUIDE TO UNDERSTANDING, DESIGNING, AND MEASURING PERFORMANCE

Designed as a practical guide, this book addresses the key questions brands face when designing a space, whether temporary or permanent:

- The market: a global sector estimated at $46 billion in 2025, with France now the world's third-largest exhibition market, and trade shows seeing a 12.2% increase in attendance in 2025.
- The seven trends that are putting physical spaces back at the heart of brand strategies: digital saturation, the need for proof, phygital, the demand for measurement, CSR pressure, AI...
- Five categories of expression: trade shows, experiential retail, permanent brand spaces, corporate events and activations, exhibitions, and pavilions.
- The six-step WMH Project method, from scoping to measurement and follow-through.
- The ten key considerations that make (or break) a project: trade show regulations, M1/M2 compliance, accessibility for people with reduced mobility, acoustics, dismantling, modularity...
- ROI measurement levers: 4 categories of KPIs (attractiveness, engagement, conversion, efficiency) to demonstrate a venue's value to the executive committee.
- A glossary to ensure everyone is on the same page, complete with advice from WMH experts.
- Six case studies: the Arkema showroom (LE LAB), the OceanX Deep Blue pavilion at UNOC 3, La Maison Moulinex at the Lyon Street Food Festival, the Scaleway booths at VivaTech and the EDF booth at the Salon des Maires, and the Dassault Systèmes chalet at Le Bourget.

The book also places significant emphasis on eco-design, modularity and reuse, as well as the interplay between physical experience, content and digital systems.

EXPERTISE THAT COMBINES CREATIVE VISION AND OPERATIONAL EXPERTISE

With this first publication, WMH Project aims to contribute to a better understanding of Spatial Design and to support organizations in their decision-making.

The uniqueness of its approach lies in the combination of two complementary dimensions: the strategic and creative design of the experience, on the one hand, and the operational management of its production and implementation, on the other. This synergy allows us to holistically consider the message, the visitor journey, usage patterns, technical constraints, and performance objectives.
More than just an overview of the field, this white paper has a specific ambition: to shift perspectives on brand spaces and demonstrate their potential to become concrete drivers of differentiation, relationship-building, and performance.

« Format is never the starting point; it is a consequence ». This is the logic behind the approach advocated by WMH Project: starting with the target audiences, messages, and objectives to design the most relevant spatial experience.

It is available for free download here:
https://wmhproject.com/fr/livre-blanc-spatial-design

About WMH Project:

WMH Project is a leading "Global Experience Agency" that deploys bold, measurable, and responsible experience platforms in more than 100 countries—platforms capable of bringing brands to life and helping them grow, sparking conversations among audiences, driving consumer action—and creating a positive and lasting impact.

With projected 2025 revenue of 225 million euros, the agency relies on more than 500 employees based in France and internationally (Paris, Lyon, Marseille, Bordeaux, Brussels, Milan, Dubai, and Los Angeles) and offers five areas of expertise: Corporate Events, Brand Experience, Spatial Design, Incentive & Travel and Content, for brands and institutions.

In 2025, WMH Project was named Responsible Communications Agency of the Year and International Event Communications Agency of the Year.

PRESS CONTACT: Elisa LABBE – +33 6 14 95 62 26 – e.labbe@wmhproject.com

WMH Project – TOUR ALTO – 4 Place des Saisons – 92400 COURBEVOIE – FRANCE