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MAIL / PR@D-ART-DESIGN.DE PROJECT / NEC, ISE 2017 DATE / FEBRUARY 2017

## Press Release

AMSTERDAM / NEUSS (GERMANY), April 2017

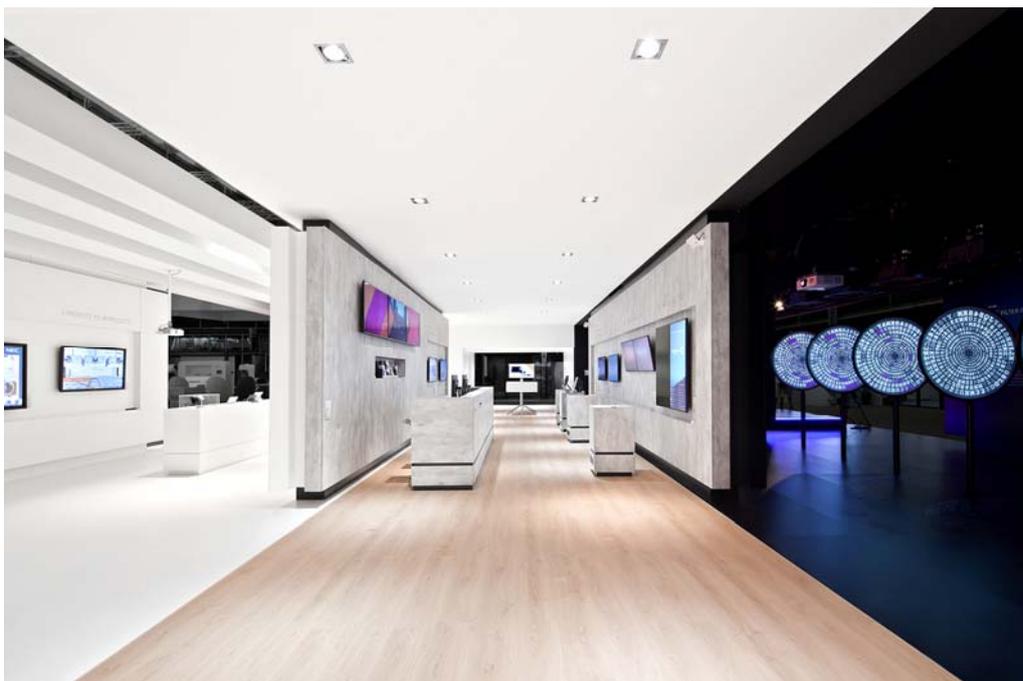
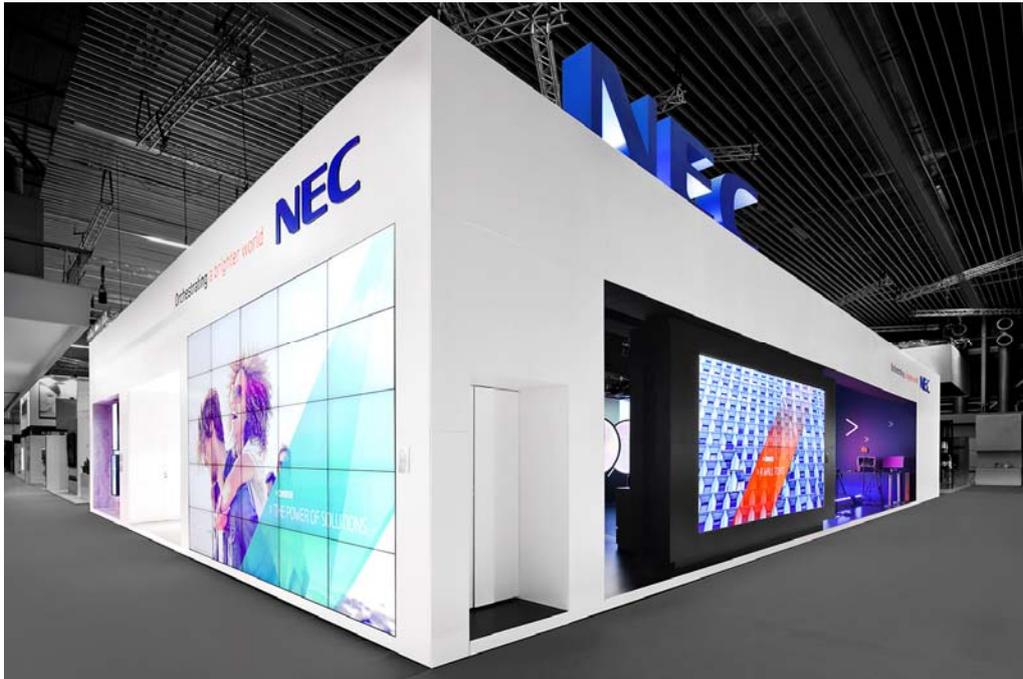
### Hands-on Technologies NEC at ISE 2017

**For the second time, D'art Design Gruppe (Dart) created the multimedia fair appearance for NEC Display Solutions Europe at Integrated Systems Europe (ISE) 2017, the leading trade fair for professional audio-, video-, and electronic systems in Amsterdam.**

The direct interaction of the visitors with the products was the focal point of the 425sqm presentation, which made the positive effects of NEC display technology on business processes tangible. The showroom was divided into three areas. Located in the centre was a spacious communication zone with walls in a concrete look, wooden flooring and furniture designed by Dart, which strikingly staged the exhibited screens. The appearance was framed by a white façade into which huge screens were integrated underneath the brand message "Orchestrating a brighter world".

The highlight of the fair stand was the atmospheric black space: a light installation composed of round, stilted projection surfaces staged the NEC beamer technologies and thereby effectively brought art to life.

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## Facts and Figures

Project:	ISE 2017
Client:	NEC Display Solutions Europe GmbH
Design:	D'art Design Gruppe GmbH
Location:	Amsterdam
Stand size:	425 m <sup>2</sup>

## Footage

We are happy to provide you with high resolution images in printable resolution for the topical coverage. Since the name of the photographer is binding for the usage of the images, please send your request to: [pr@d-art-design.de](mailto:pr@d-art-design.de)

The mentioning of copyright for the usage of images is binding: D'art Design Gruppe/  
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## Company Profile

The D'art Design Gruppe is one of the leading agencies for spatial communication in Germany and has been an expert for multisensual brand experience for more than 25 years. A recipient of numerous international design awards, the D'art Design Gruppe designs brand experience and adventure spaces for clients such as 3M, adidas, Amtico, Britax, C.H. Beck, Electrolux, Gabor, Gräfe und Unzer, Grundig, Kanzan, Lloyd, MFI, Norske Skog, Panasonic, Parador, Philips, Reebok, RWE, Schüco, Turck, Würth and Zaha Hadid.

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