

# DART

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D'ART DESIGN GRUPPE GMBH

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## Cross-media Spatial Brand Experience – "from scratch"

**For the 9th time in a row, the Neuss D'art Design Gruppe took part in EuroShop 2017 in Dusseldorf and made the processually creation principle a reality. The agency's own presence at the leading international trade fair for retail was dedicated to the most exciting moment of the creative process: the inspiration.**

The designers brought this moment to life over 228 m<sup>2</sup>. Spatially, cross-medially and interactively, the exhibition space had the motto "from scratch". The motto is based on the fact that each brand experience begins with just an empty piece of paper and it is only when inspiration comes that concrete forms start to take shape.

The Neuss designers also visualise the relationship to the customer at this step. It is not the agency itself that is the focus, it is instead the recognition of the customer, the permanent reflection, the dynamic, the change of perspective and the "thinking-out-of-the-box" moments during the creative process.

Five-metre-tall, reflecting outer sides initially meant that the trade-fair stand could only be perceived in the reflection of the surroundings. It was only from the moment of inspiration as the visitors moved close to and entered the orchestrated space, that the invisible became visible for them: the idea is born, it can be quantified and developed.

The visitors discovered and experienced this process at the interactive stations. Words could be formed using three-dimensional letters that created a new meaning with their reflection. Drawings made by visitors on iPads were transmitted to a giant LED wall and shown there live. And the meaning of the arranged letters on offset-placed mirrored walls could only be understood when the viewer found the correct angle to view them from.

In the spatial midpoint was a giant table covered in grey felt that invited the visitors to converse and interact – flanked by an oversized book shelf with an implied library. Individual real books documented various Dart projects and allegorised the rich and varied experiences accumulated by the creative agency: multi-sensual brand experiences that had already become reality through inspiration and the design process.

For the first time at this year's EuroShop, Dart was positioned in the area "Shop Fitting & Store Design" in Hall 12. "As a creative agency, we see such changes as the perfect opportunity to reflect on the existing and to discover new and exciting possibilities – the core of our work is change itself", said Guido Mamczur, Managing Director of D'art Design Gruppe.

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## About Dart and the EuroShop

As a “heavy weight” in the industry with over 20 years of EuroShop experience, the D’art Design Gruppe presents itself every 3 years with a moment of surprise. The designers have been playing with the creative process itself at the leading international retail trade fair since 2008. The agency is presenting itself for the first time this year since the restructuring of the EuroShop in the area “Shop fitting & Store Design” in Hall 12. Guido Mamczur reported in his presentation “Pop-Up-Stores – Experimental Field Retail” about short-term and attractive concepts in the retail trade. Also at the trade fair were students of Peter Behrens School of Arts, headed up by Prof. Rainer Zimmermann with guest professor Guido Mamczur. They presented their work and results of the course “Wrapping Retail Design”.

## Dates and Facts

Project:	EuroShop 2017
Customer:	D’art Design Gruppe GmbH
Design:	D’art Design Gruppe GmbH
Location:	Dusseldorf
Stand size:	228 m <sup>2</sup>
Microsite:	dart-euro.shop

## Image material

We will be happy to provide you with high resolution image material for the purpose of topic-related reporting. Please send your enquiry to: [pr@d-art-design.de](mailto:pr@d-art-design.de).

The naming of the copyright holder is binding when images are used:  
D’art Design Gruppe/ Lukas Palik.

## About the D'art Design Gruppe

D'art Design Gruppe is one of the leading spatial communication agencies in Germany and has been an expert for multi-sensual brand experience for over 25 years. The holder of numerous international design awards, D'art Design Gruppe designs brand and experience spaces for customers 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.

## Contact

D'art Design Gruppe GmbH  
Stefanie Meyer-Haake (Corporate Communications)  
Haus am Pegel | Am Zollhafen 5 | 41460 Neuss  
Phone: +49 (0)21 31 / 40 30 7-35  
[pr@d-art-design.de](mailto:pr@d-art-design.de) | [www.d-art-design.de](http://www.d-art-design.de)

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The visitors become part of the spatial production: The line drawn only starts to make sense in the reflection – in this case, the motto of the Dart trade fair presence at EuroShop 2017 "from scratch".



D'art Design Gruppe presents the creative process at various stations at EuroShop 2017: drawing, creating words, reflecting and exchanging knowledge and experiences against the backdrop of the previously completed work.

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What is real, what reflection? This year's D'art Design Gruppe presence at EuroShop irritates somewhat at first glance due to an apparently convoluted spatial structure with slanting mirrored walls.



A stylised library as backdrop for creative working: individual real books document projects that have already been realised and symbolise the rich experience of D'art Design Gruppe.

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Practically invisible thanks to the reflective foil: The Dart trade-fair stand at the EuroShop 2017 reflects its surroundings, just as the designers take the input of their clients on board.



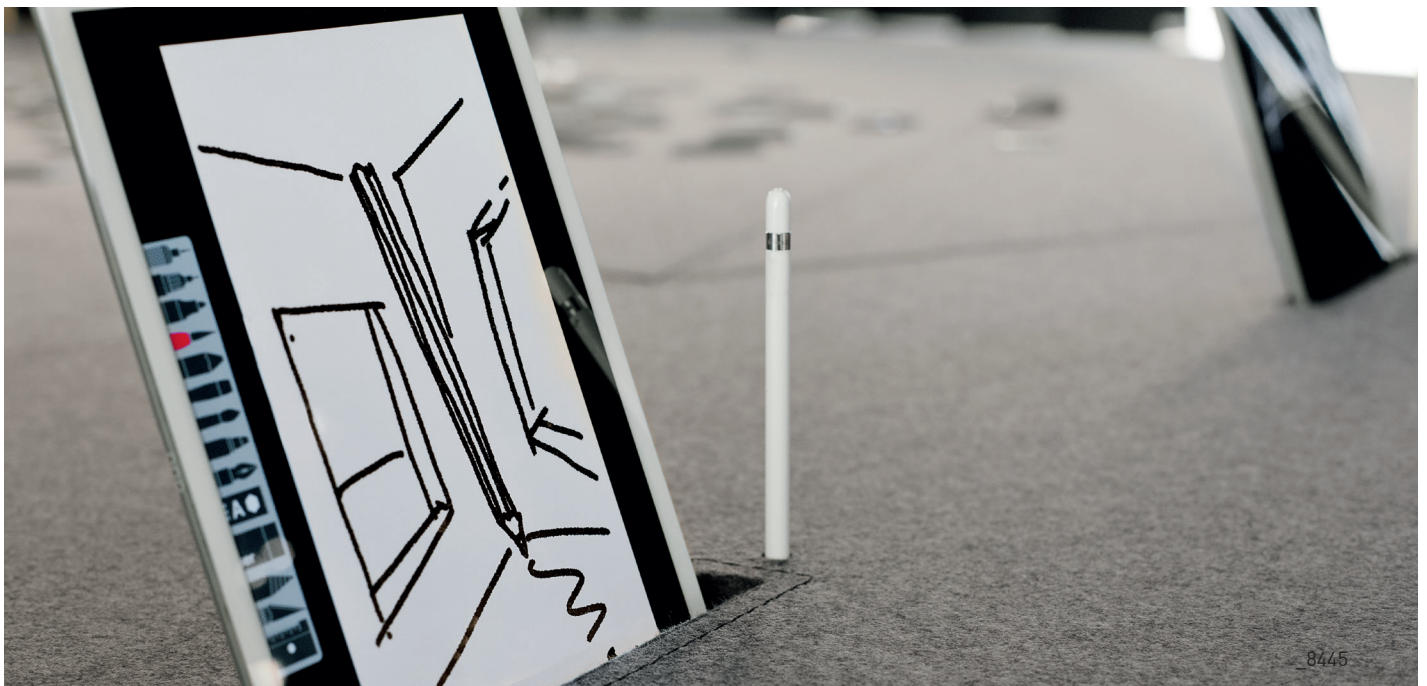
Invites the visitor to exchange ideas and experiences, creative interaction and to immerse oneself in the Dart universe: The large table in the centre of the trade-fair stand. In the middle of the space is a trade-fair model and many flip books as give-aways.

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Mediatecture made by Dart: Drawings that the visitors had created on iPads were shown live to other visitors on a five-metre-high LED wall. One of the interactive highlights of the trade fair.



Please join in and take part! In the large, central table, the integrated iPads were waiting to becoming chariots for the inspiration and creative ideas that the visitors would come up with. A portion of the drawings were transmitted and shown live on a giant LED wall.