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Press Release

NEUSS / FRIEDRICHSHAFEN, June 2017

Dart designs new OutDoor stage for adidas TERREX

For the third time, the D'art Design Gruppe provides a strong brand appearance for adidas sub-brand TERREX at the European trade fair OutDoor. From 18 to 21 June 2017, the sporting goods manufacturer now presents itself in Friedrichshafen with a stage for interactive sessions with athletes and a dedicated DJ area to animate the happy hours.

Dart develops the adidas TERREX fair stand design: a DJ booth and a stage, complemented by a large-format screen, are both situated close to the central word sculpture "LIGHT". The agenda includes a daily happy hour and interviews with greats from the outdoor scene and offers further activities to the community with a corresponding sound backdrop.

Again, the highlight presentations have been redesigned to match the current collection and the marketing stories associated: the installation "Tame Every Terrain" is reminiscent of mountainous terrain, the collection "Zero Dye" presents dye-free shoes all in white. These highlights are given their own space between several meter-high 3D mantras that recreate alpine landscapes in an abstract way.

In terms of colour, the designers put on the contrast between TERREX red and sober shades of white and grey. Lacquered surfaces and abstract natural materials make up the consequent overall picture of the fair appearance.

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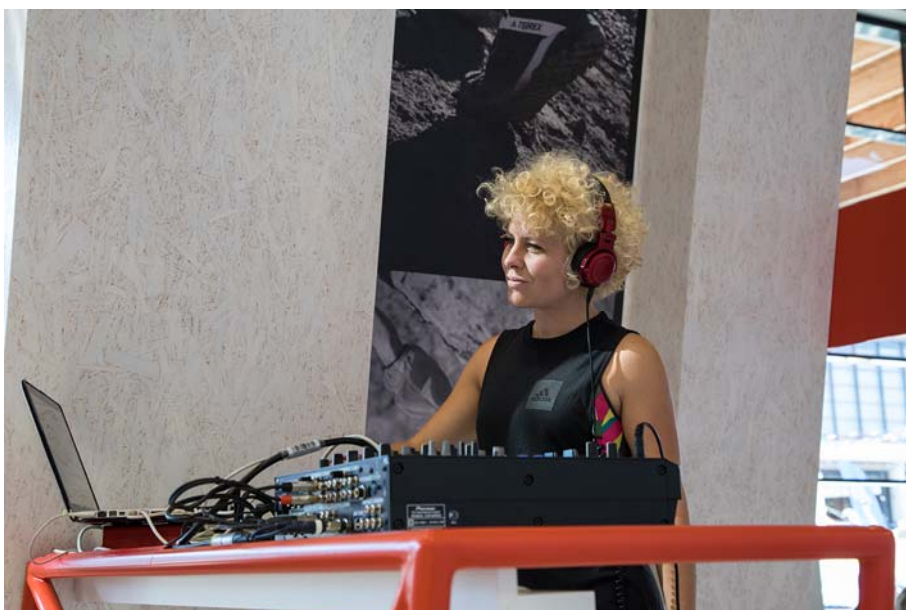
IMG_0616: For the third time, the D'art Design Gruppe provides a strong brand appearance for adidas TERREX at the OutDoor 2017.



IMG_0463: Interviews with greats from the outdoor scene like Thomas Huber offer further activities to the community.



IMG_0691: Dart develops the adidas TERREX fair stand design: a DJ booth and a stage, complemented by a large-format screen.



IMG_0601: A DJane accompanies the daily happy hours from adidas TERREX with a corresponding sound backdrop.

Facts and figures

Project:	OutDoor 2017
Customer:	adidas AG
Design:	D'art Design Gruppe GmbH
Location:	Friedrichshafen
Stand size:	294 m ²
Fair construction:	Holz- und Technic Innenausbau-Messebau GmbH

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.

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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, Henkel, Kanzan, Lloyd, MFI, Norske Skog, Panasonic, Parador, Philips, Reebok, RWE, Schüco, Turck, Würth and Zaha Hadid.

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