

Press Release

BERLIN / NEUSS (Germany), September 2017

Dart develops IFA appearance for AEG/ Electrolux

For the appearance of the world's leading home appliance manufacturer Electrolux and its premium brand AEG at this year's International Consumer Electronics Fair (IFA) in Berlin, the D'art Design Gruppe continues to further develop the spatial aesthetics. In front of a theatrically appealing backdrop, the Neuss' creatives take the brand experience in hall 4.1/101 to a new level.

The trade fair guests immerse into the AEG product worlds "Taste" and "Care" and are taken on an experiential tour to selected highlights of the parent company Electrolux. The new visual identity of the traditional brand AEG, which was presented last year, is being intensively expanded. Dark, warm colours and dramatic lighting draw the attention to the hero products, realistic presentations with a deliberately reduced number of exhibits encourage the visitors to interact.

Synchronously animated LED panels with brand and ambient content lead with their funnel-shaped arrangement from the entrance area further into the interior of the fair design. In the front area "Taste", the AEG product line "Mastery Range" is brought to life by live cooking. At additional stations such as "Chill" or "Heat", the combination of appliances and real ingredients inspires the visitors to mix a smoothie from fruits or to compare different types of stoves. The effect of upward sliding dishwasher baskets is illustrated by the Paternoster principle. At the same time, integrated screens on the Hero walls together with a social media station ensure a lively, communicative atmosphere.

The center of the "Care" area is the AEG Care Label Project under the motto "Don't overwash". A u-shaped studio table with implemented quotes from emerging designers, drawings

and fabric samples visualizes the workplace of fashion designers and serves as the basis for interviews, panel discussions and workshops with visitors. The strengths of the AEG laundry care technologies such as bleaching or enema protection can be tracked live at the surrounding Proof Points: Visitors see clothing optically reproduced by mirror effects or can simulate rain on water-repellent fibers. The new AEG app, which analyzes the stains, recommends suitable treatment and starts the appropriate washing programme, is also interactive. And a modern and elegant living room with different surfaces and furniture heights invites visitors to test robotic vacuum cleaners or window cleaners.

In the adjacent area, Electrolux is presenting itself in its own brand space as a strong parent company with high technological standards. With “Make Life Delicious”, the direct counterbalancing of a professional and a consumer kitchen by Electrolux enables comparative cooking events with a combined tasting of both sides on a long table decorated with fresh vegetables. “Wear your Wardrobe” offers with the look of a boutique and elements of a walk-in wardrobe tips for the care of favourite items.

With the 2,850 m² appearance of AEG/ Electrolux at the IFA 2017, Dart is staging the premium technologies even more focused and dramatically than in the previous year. The weighting of digital and social networking has been significantly intensified – with this, Dart achieves a genuine evolution of the brand space.

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IMG_3303: In front of a theatrically appealing backdrop, the D'art Design Gruppe takes the brand experience of AEG/ Electrolux in hall 4.1/101 to a new level.



IMG_3307: The effect of upward sliding dishwasher baskets is illustrated by the Paternoster principle.



IMG_3520: The AEG Care Label Project under the motto “Don’t overwash” is visualized by a workplace of fashion designers and serves as the basis for interviews, panel discussions and workshops.



IMG_3389: The opulent, long table in the Electrolux area addresses the farm-to-table topic, flanked by the two leading themes of the brand.

Facts and figures

Project:	AEG/ Electrolux, IFA 2017
Customer:	Electrolux Hausgeräte GmbH
Design:	D'art Design Gruppe GmbH
Location:	Berlin
Size:	2,850 m ²

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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