

## Press Release

BERLIN / NEUSS (Germany), September 2018

### Lifestyle Experience

D'art Design Gruppe stages Panasonic brand appearance at IFA 2018

**The D'art Design Gruppe (Dart) designs the architectural and graphic appearance of Panasonic at the International Consumer Electronics Fair (IFA) in Berlin at the beginning of September. On an area of around 3,000 m<sup>2</sup>, the designers will stage their customer's product innovations in their ninth joint IFA year.**

The new concept of 2017 serves as the basis for the brand appearance, while the framework structure is retained as part of the overall architectural and graphic language. Spatially, it thus conveys a consistent and strong image of the Panasonic brand. Within this framework, the designed settings help the individual product categories to play off their respective highlights in the best possible way. Depending on the topic, they address their target group emotionally or technically convincingly.

### Eye-catcher Lifestyle Showcases

Four six-metre-high lifestyle showcases in the centre of the hall attract particular attention. The showcase "Home Entertainment" offers a real cinema feeling with velvet-covered armchairs and a huge OLED Cinema Split Screen. Here Panasonic refers to the close cooperation with Hollywood experts. The design immediately evokes associations with the golden era of cinema – "Hollywood to Your Home" can be experienced directly.

The interlocking rooms of the "Personal Care" showcase with Barber Stage and Beauty Salon also invite visitors to try out the products. The "Experience Fresh" showcase offers direct testing in the form of live cooking shows including tasting with professional chefs, and fresh bread can be baked directly on site.

“Future Home” shows future themes for the smart home and also offers immersive experiences within the trade fair appearance.

Outside the showcases, a Carrera railway and a staged rock motif invite visitors to test shootings with the latest cameras and provide a variety of interaction possibilities.

### **Long-standing Cooperation Partners**

In addition to the IFA project, the D’art Design Gruppe and Panasonic work closely together on various projects. In the spring of 2018, the Panasonic Convention trade event in Mallorca was once again held. Among other things, it provided a stage for the 100th anniversary of the electronics company. In September 2018 the appearance at Photokina in Cologne will follow. The further development of the German shop-in-shop areas is in the hands of Dart as creative agency, as well.

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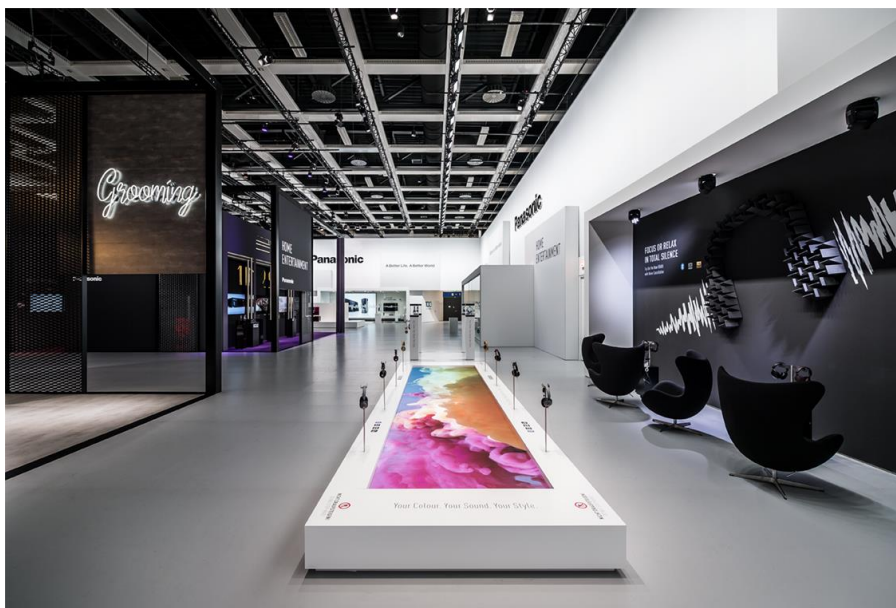
IMG\_9296: Four six-metre-high lifestyle showcases in the centre of the hall attract particular attention.



IMG\_0374: With velvet covered armchairs and a huge OLED Cinema Split Screen the showcase "Home Entertainment" offers true cinema feeling.



IMG\_9346: Live cooking shows with professional chefs and bread baking on site in the showcase "Experience Fresh".



IMG\_0217: The latest headphone innovations are staged with powerful film content.

## Facts and figures

Project:	Panasonic, IFA 2018
Customer:	Panasonic Marketing Europe GmbH
Design:	D'art Design Gruppe GmbH
Realisation:	Display International Schwendinger GmbH & Co. KG
Location:	Berlin, Germany
Size:	3,000 m <sup>2</sup>
Photography:	Zumbansen Fotografie

## 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).

## 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, Deutsche Telekom, Electrolux, Gabor, Gräfe und Unzer, Grundig, Henkel, innogy, Kanzan, Lloyd, MFI, Norske Skog, Panasonic, Parador, Philips, Reebok, RWE, Schüco, Turck, Würth and Zaha Hadid.

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