

Press Release

DUSSELDORF / NEUSS (GERMANY), 4 May 2017

Paper meets cardboard in black and white Dart stages VDP/WPV at the interpack 2017

D'art Design Gruppe has once again staged a double appearance at the world's leading packaging trade fair interpack from May 4 to 10, 2017. This year, the Verband Deutscher Papierfabriken e.V. (VDP) is presenting itself together with the Wirtschaftsverband Papierverarbeitung e.V. (WPV) at the Dusseldorf exhibition grounds in hall 9 F02 as eye-catcher.

For the two associations Dart creates a joint appearance in black and white. In the center stands a more than five meters high, twisted cube tower with capital letters far beyond the fair stand. The words PAPER and BOARD can already be seen from a distance. Through strong contrasts – black and white as printer black on paper – and large letters in unusual representation an eye-catcher is created in simple form.

The left side of the stand is dedicated to paper and is held in white, on the right against black background it is around cardboard. Both sides contain open communication areas with furniture in the respective contrast color. The wall and floor surfaces recapture the words PAPER and BOARD graphically and playfully.

With the spatial branding of VDP and WPV, the designers of Dart succeeded in transferring the symbiosis of paper and cardboard as a packaging material to the community stand: the focus is equally on both terms without fusing them. At the same time, an open and modern platform for communication and exchange is created.

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Strong contrasts: Dart stages the stand of VDP and WPV all in black and white.



Outstanding: The topics paper and board as a towering eye-catcher.

Facts and Figures

Project:	interpack 2017
Client:	Verband Deutscher Papierfabriken e.V. (VDP) Wirtschaftsverband Papierverarbeitung e.V. (WPV)
Design:	D'art Design Gruppe GmbH
Location:	Dusseldorf
Stand size:	42 m ²

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

The mentioning of copyright for the usage of images is binding: D'art Design Gruppe / Lukas Palik.

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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