

# DART

PRESS RELEASE / TRADE PRESS

D'ART DESIGN GRUPPE GMBH

DATE / APRIL 2017



## from scratch – The Moment of Inspiration

**The most exciting moment of the creative design processes, the inspiration, is something the Neuss D'art Design Gruppe has brought to life at this year's EuroShop under the motto "from scratch" – spatially, cross-medially and interactively.**

"Invisible", that was the idea at the heart of the creative agency's stand concept in hall 12, C35 and it could be read at different levels. Because it wasn't just the design process and how the designers generate their ideas that predominantly remained unseen, even Dart itself remained (almost) invisible.

Five-metre tall, reflecting surfaces on the outside initially meant that the stand could only be perceived in the reflection of the surroundings. It was only when the visitors moved close to and entered the orchestrated space, that the invisible became visible for them. In the 228 m<sup>2</sup> space, Dart made the processually creation principle "from scratch" a reality. This trade-fair motto appeared handwritten as if from nothing on the reflecting outer wall using LED elements arranged behind a semi-transparent reflective foil.

The visitors discovered and experienced at interactive stations how ideas are generated and develop: through words, drawings and the creative process itself. Words can be created using three-dimensional letters that can form new ideas with their reflection, as well as new inspirations. The drawings created by visitors on iPads were transmitted live to a massive LED wall and displayed. And thanks to the anamorphic effect, 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, and, in addition to the flip books on display, offered a haptic highlight. This is also where the three iPads for the interaction with the visitors were integrated.

The table was 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. The concept books from the library and three iMacs with interactive agency presentations allowed the visitors to gain an insight into the agency's concrete finished work: multi-sensual brand experiences that have already become reality through inspiration and the design process.

The Dart designers created a communication space that epitomised the inspiration moment: the permanent reflection, the dynamic, the change of perspective and the "thinking-out-of-the-box"

moments. The mirrored walls were positioned at different angles as an apparently convoluted spatial structure that could not be immediately grasped. This caused small irritations in the orientation of the visitors, which stimulated the attention, inquisitiveness and fascination. In their efforts to orientate, the visitors themselves became part of the 'production' as they moved through the space, changed it and interacted with it. And last but not least, the visitors were confronted with themselves, exactly like the designer during the creative process.

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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".

## Facts and Figures

|             |                          |
|-------------|--------------------------|
| 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.

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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.



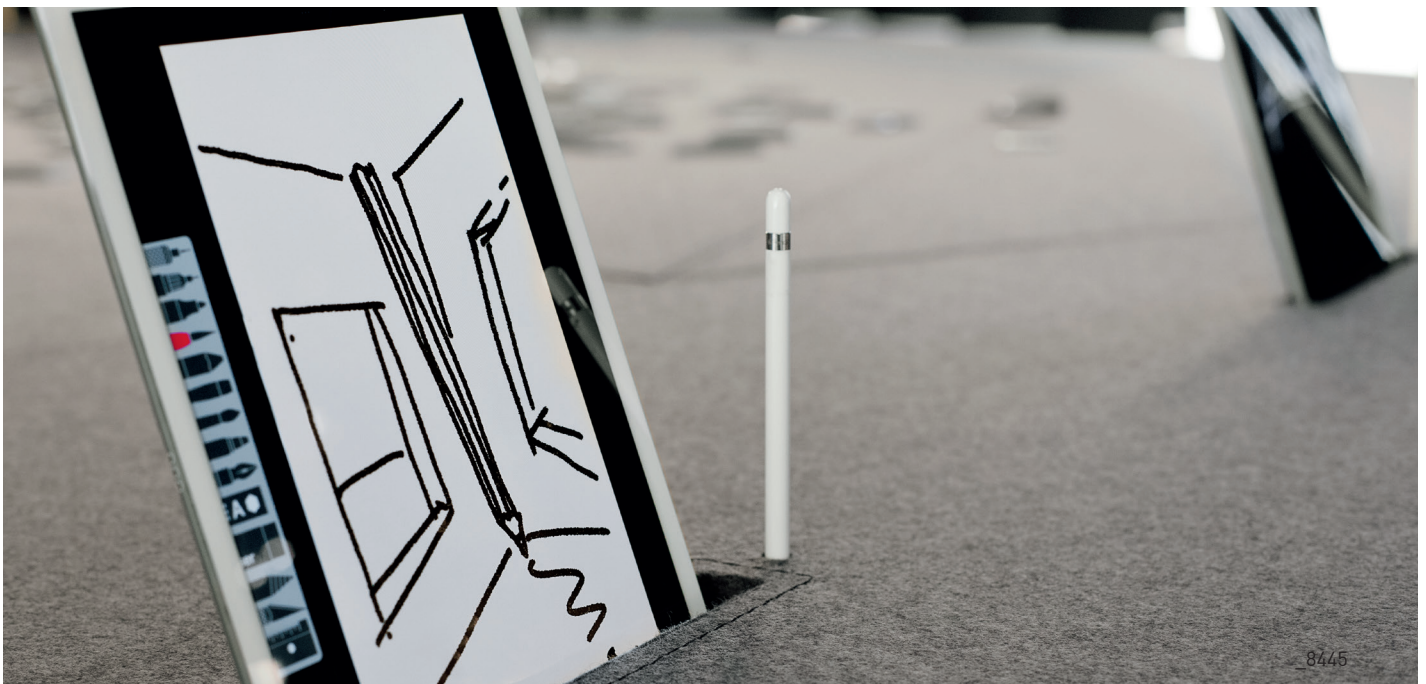
Invites the visitor to exchange ideas and experiences, creative interaction and to immerse oneself in the Dart universe: The large table in the centre of the trade-fair stand. In the middle of the space is a trade-fair model and many flip books as give-aways.

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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.