

## Press Release

AMSTERDAM / NEUSS (Germany), February 2018

### Immersive Experience Space

D'art Design Gruppe again for NEC at ISE 2018

**With an exciting new concept, D'art Design Gruppe gives NEC Display Solutions Europe for the third time the perfect forum for their latest display technologies at Integrated Systems Europe (ISE) in Amsterdam.**

Openly arranged into the three main zones signage/ retail, corporate and large-venue-installations, the two-storey appearance becomes an immersive experience of the display appliances for visitors. These technologies take a backseat in favour of the experiences which they make possible and play to their strength and potential of interaction multifacetedly. Technology, innovation and emotion are not in conflict with each other, but are seamlessly connected: the campaign "Create Endless Impressions" skilfully becomes the motto of the brand space at ISE.

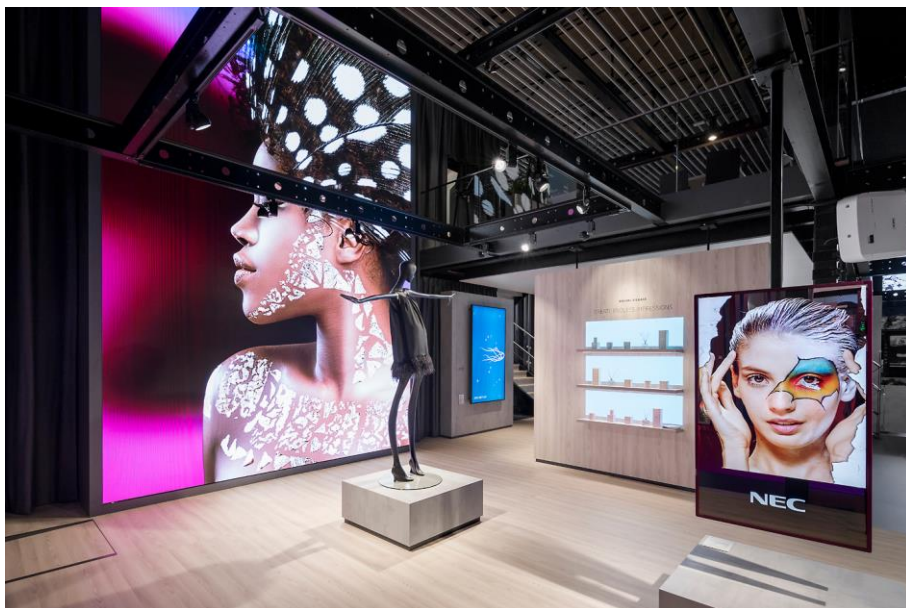
In large part veiled with a dark grey curtain, the façade awakens associations of theatre and stage and the technologies within the fair appearance become actors of the spectacle. The retail section has been staged like a shop area and demonstrates how screens and displays can professionally be integrated in that context. They offer digital, interactive surplus values to consumers on their customer journey. A large, suspended installation in the entrance area, projected on with the newly launched RB laser projectors, attracts the spectators' attention and is fascinatingly to watch from both stand levels.

Lounge and bar on the upper level are accessible via staircases on both sides and offer space for further conversations.

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IMG\_1924: The theatrical façade, in parts veiled with a dark grey curtain, awakens associations of theatre and stage.



IMG\_1863: The signage/ retail section, one of the focus areas of the fair appearance, has been staged like a shop area.



IMG\_1967: A suspended installation in the entrance area, projected on with the latest laser projectors, can be watched from both stand levels.

## Facts and figures

Project:	NEC, ISE 2018
Customer:	NEC Display Solutions Europe GmbH
Design:	D'art Design Gruppe GmbH
Location:	Amsterdam, NL
Size:	425 m <sup>2</sup>

## 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, 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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