

Press Release

PYEONGCHANG (South Korea) / NEUSS (Germany), 21. February 2018

Event Oasis

Exclusive Meeting Point at Olympic Winter Games: The Adidas Hub

A platform to network with partners, to equip athletes and relax among sport fans – this is what the adidas hub is during the Olympic Winter Games from 9 to 25 February 2018 in Pyeongchang. D'art Design Gruppe has designed and put up the guest pavilion together with its South Korean subsidiary D'art Design Seoul.

The long-standing creative partnership with the sportswear manufacturer this time led to an exceptional brand space that goes beyond shop and fair concepts: an exclusive retreat for invited Olympic athletes from all nations. Located in the mountains on the premises of the Birch Hill Golf Club and in direct neighbourhood of the German House of the German Olympic Sports Confederation DOSB, the Olympic Village and the sport venues, the look and feel of the adidas hub conveys a feeling of winter holidays.

The designers from Neuss and Seoul combine the charm of a chalet with wooden elements with modern materials, furniture and lamps and create an oasis of comfort and coolness in midst the Olympic winter. The clever division of the space leaves room for a variety of uses: bar, lounge, workstation and interview zone each form their own area. Guests are being welcomed and said goodbye by the nine meter long slogan "#Here to create" after the adidas campaign of the same name. Thus, an experience and communication space emerges in the midst of the Olympic Games and emotionally arranges the brand adidas consistently embedding it in the sportive supra-event.

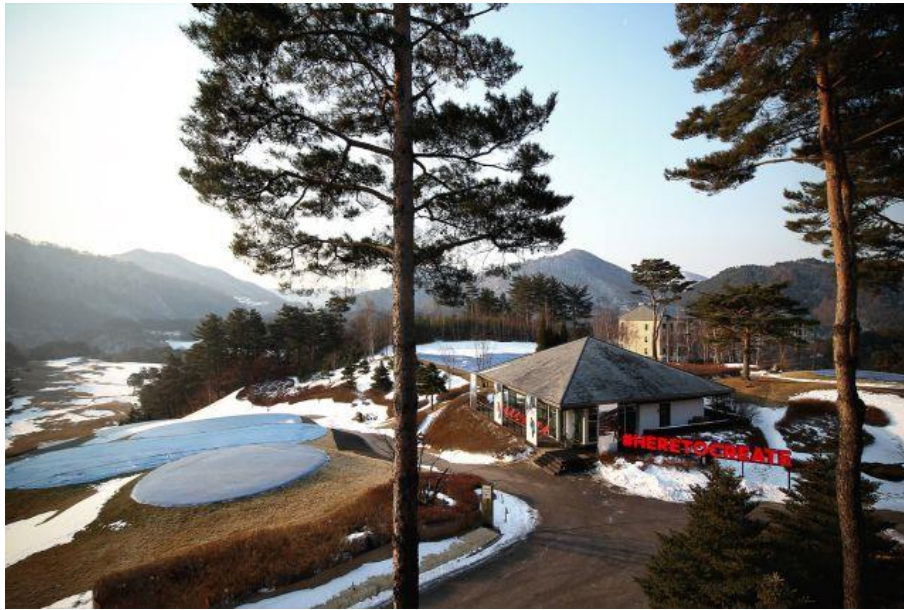
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IMG_1542: The adidas hub: Guest Pavilion and exclusive retreat for invited Olympic Games participants from all nations to network and relax.



IMG_1656: The designers combine the charme of a chalet with wooden elements with modern materials, furniture and lamps to create an oasis of comfort.



IMG_1833: Located in the mountains on the premises of the Birch Hill Golf Club, the look and feel of the adidas hub conveys a feeling of winter holidays.

Facts and figures

Project:	Hub Olympic Winter Games 2018
Customer:	adidas AG
Design/ Construction:	D'art Design Gruppe GmbH, D'art Design Seoul Ltd.
Location:	Pyeongchang, South Korea
Size:	200 m ²
Link:	http://d-art-design.de/en/projects/exhibition/adidas-hubolympiade18.html

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.

The naming of the copyright holder is binding when images are used: D'art Design Seoul Ltd.

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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