

Press Release

BASEL / NEUSS (Germany), 17 January 2018

Scandinavian Spirit

Electrolux with New Visual Identity at Swissbau 2018

With the appearance of Electrolux at Swissbau from 16 to 20 January 2018 D'art Design Gruppe brings Scandinavian Spirit to Basel. The roots of the worldwide-leading manufacturer of home appliances are made tangible by means of its new Visual Identity in hall 2.1 K11.

Dark blue, light-coloured wood and concrete optics point to the heritage of Scandinavian design and the Swedish lifestyle of Electrolux. Natural hues like earth, teal and slate add to the colour range and harmonize the brand experience. This results in combination with the selected materials in an elementary and contemporary premium appearance.

The Swissbau stand is a clear statement with its more elaborate design compared to the previous years. Electrolux manifests its objective to constantly further develop itself and simultaneously consolidates a consistent and uniform brand presence – simple but sophisticated, authentic and value-led. This awareness of life is more and more put forward, while the product presentation fuses more and more with the brand space.

Swissbau is this year's kick-off of a creative triad: In April, Electrolux will present a modified design in Milan at EuroCucina together with Dart, the IFA appearance follows in Berlin in September.

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IMG_0734: Dark blue, light-coloured wood and concrete optics point to the heritage of Scandinavian design and the Swedish lifestyle of Electrolux.



IMG_0787: With the more elaborate design at Swissbau, Electrolux manifests its objective to constantly develop itself as well as a consistent brand presence.

Facts and figures

Project:	Electrolux, Swissbau 2018
Customer:	Electrolux AG
Design:	D'art Design Gruppe GmbH
Location:	Basel
Size:	750 m ²

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.

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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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