

Press Release

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Home Town

D'art Design Gruppe for new customer Emerson active at Chillventa 2018

With a cleverly thought-out housing concept, the D'art Design Gruppe has located the Commercial & Residential Solutions division of the American concern Emerson at Chillventa 2018 in Nuremberg. The new concept puts people at the centre of the company presentation.

Clearly structured into three main buildings - Human Comfort, Cold Chain and Corporate - the trade fair presence provides visitors with plenty of space for communication and exchange with three large communication zones, a surrounding product gallery and a hospitality area. This requirement was consolidated in the course of the first workshops with the new customer. Emerson does not only focus on the product, but also on consulting and expertise, which form the basis for entrepreneurial success. The Human Centered Brand World developed by Dart follows this guiding principle.

Clamped from the outside with a semi-transparent, blue brand band, the three housings look inviting to the visitor. What's new here is the space-creating architectural concept, which communicates the product worlds in a clearly structured way and at the same time opens up free spaces for communication. "Together with Emerson, we have identified goals for the trade fair presentation that follow the company's values. With the brand architecture at Chillventa, we are focusing on people, creating clear orientation and promoting dialogue through rooms that make you feel good," says Cordula Fricke, Senior Interior Designer at the D'art Design Gruppe.

Assigned to each house, a large communication zone with wooden tables and warm daylight lighting ensures comfort for conversations. Thanks to a circumferential gallery, products and solutions can be directly included in customer conversations. In the industrial character, large-

format blue frames with silver perforated sheets, platforms and product boards unify the presentation of the selected Emerson Solutions. Equipped with fewer product spaces, the technologically complex solutions can be communicated in a harmonious and equally effective manner.

With the 676m² appearance at Chillventa - the trade fair for refrigeration and heating technology - Dart creates a brand platform that raises Emerson's relationship management to a new level. Significantly reduced and more clearly designed than in previous years, Dart succeeds in creating a genuine new look for the American technology group.

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IMG_LP_9688: The cleverly thought-out housing concept is divided into Human Comfort, Cold Chain and Corporate.



IMG_LP_9652: Assigned to each house, a large communication zone with Wooden tables and warm daylight lighting for conversation comfort.



IMG_LP_9734: Thanks to a circulating gallery, products and solutions can be directly included in the customer discussion.



IMG_LP_9721: The large-format blue frames with silver perforated sheets, platforms and product boards standardize the presentation of the selected Emerson Solutions.

Facts and figures

Project:	Emerson, Chillventa 2018
Customer:	Emerson Climate Technologies GmbH
Design:	D'art Design Gruppe GmbH
Realisation:	Nuremberg, Germany
Size:	676 m ²
Photography:	Lukas Palik Fotografie

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.

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.

Contact

D'art Design Gruppe GmbH
Sabrina Troschitz (Senior Marketing / Senior Corporate Communications)
Haus am Pegel | Am Zollhafen 5 | 41460 Neuss
Fon: 02131 - 40 30 7 - 984
pr@d-art-design.de | www.d-art-design.de