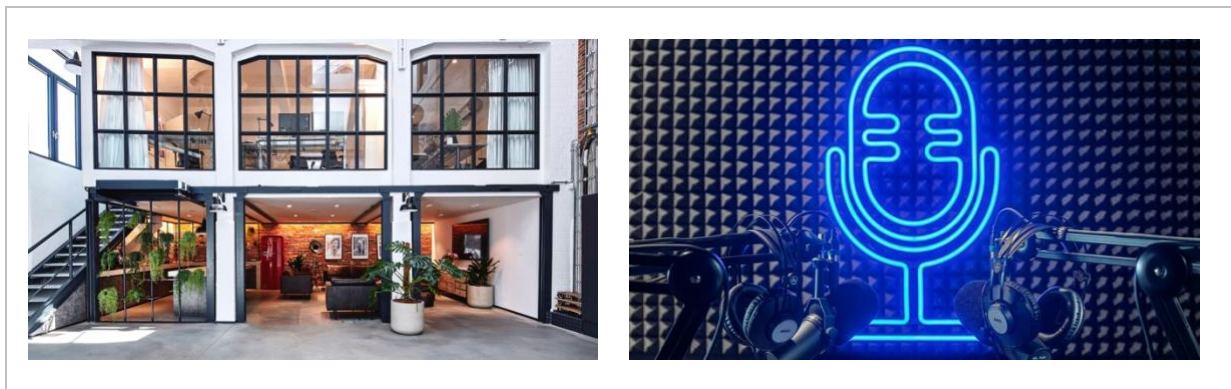


Press release

NEUSS - GERMANY, March 2022



Increasing reach

how digital knowledge is changing brand space design

Cancelled conferences and trade shows have ignited the digital event space. Fresh alternatives to combat restrictions are springing up everywhere enabling people and brands to come together. These hybrid events represent new opportunities in terms of reach – both now and for the future. Current plans envision brand spaces as multi-realms – digitally connected to other locations. And with professionally equipped studio areas for content production or event hosting. Here’s three project examples for you:

With the atmosphere of an industrial loft, the [Henkel Content Factory](#) provides facilities for professional photo shoots, post-production, and workspaces for in-house development spanning entire campaigns. Fully equipped production rooms with styling

and make-up studios create fast and competent creative units directly on site. The event area surrounding the bar and lounge is perfect for brainstorming sessions and meetings.

Growing reach through audio content – corporate podcasts are booming. In the "HR snackbar" the new [StepStone Podcast Studio](#) hosts a number of corporate experts – the guestlist as varied as the drinks menu in a high-end bar. The concept: to give guests maximum airtime to share their insights, experiences, and recommendations. It was in this space that we cooperated with events by pace to create the right atmosphere: An interior, designed entirely in tone-on-tone black. In the center, a rounded seating arena. Professional recording equipment and acoustic panels mounted on the walls.

For its own event series "LET'S TALK ENERGY," [SMA Streaming Studio](#) presents a multifunctional concept. A creative environment, packed cleverly into the smallest of spaces, with various studio settings and intuitive controls that make it possible to produce nearly any content you can imagine – in-house. From product insights, TechTips for YouTube, webinars, pre- and after-sales promotions to interviews, moderation, Q/A sessions, social media clips and image films, you can do everything here. The studio makes creating any marketing, sales, and seminar asset possible – and can even be rented out as an event location.

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Facts and figures

Project: Henkel Content Factory
Customer: Henkel
Design / Construction: D'art Design Gruppe GmbH
Location: Dusseldorf
Photography: Thomas Knieps Photography

Project: SMA Studio
Customer: SMA Solar Technology AG
Design / Construction: D'art Design Gruppe GmbH
Location: Kassel
Photography: Christoph Hartmann

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

Passion for design, team spirit, independence: At D'art Design Gruppe, these are the foundations upon which we've been staging brands since 1991. Widely regarded as the experts, our team of nearly 60 creative minds works with national and international clients to design and implement cross-dimensional communication projects. On and offline; in shape, form or concept alone; temporary and permanent – our interdisciplinary teams can be found at three locations: Berlin, Neuss, and Seoul.

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