

Press Release

FRIEDRICHSHAFEN / NEUSS (Germany), 18 June 2018

Authentic Outdoor

Multifaceted new concept by D'art Design Gruppe for adidas

For the fair appearance of adidas at OutDoor 2018 in Friedrichshafen from 17. - 20.06, D'art Design Gruppe (Dart) creates a new, open and modular concept which impresses with authenticity in brand representation, material and perfect fit to customers' demands.

For the 25th anniversary of the sector's leading outdoor tradeshow, adidas presents a brand experience which is striking in its authentic look and feel within a modular, black grid. Thus, Dart again knows how to create a fair appearance for adidas, which makes the deep rootedness of the brand within the outdoor community and its topics tangible. Openly arranged, the stand already offers exciting insights from the outside, which piques visitors' curiosity and invites them to explore the adidas TERREX booth for themselves.

For the first time, adidas' sub-brand *5.10* (Five Ten) gets its own space: by means of sketches, prototypes and models the history of the outdoor brand is being told.

Coherently, the Sustainability Wall and the cooperation with Parley for the Oceans proof the ongoing commitment of adidas regarding sustainability and ecological awareness.

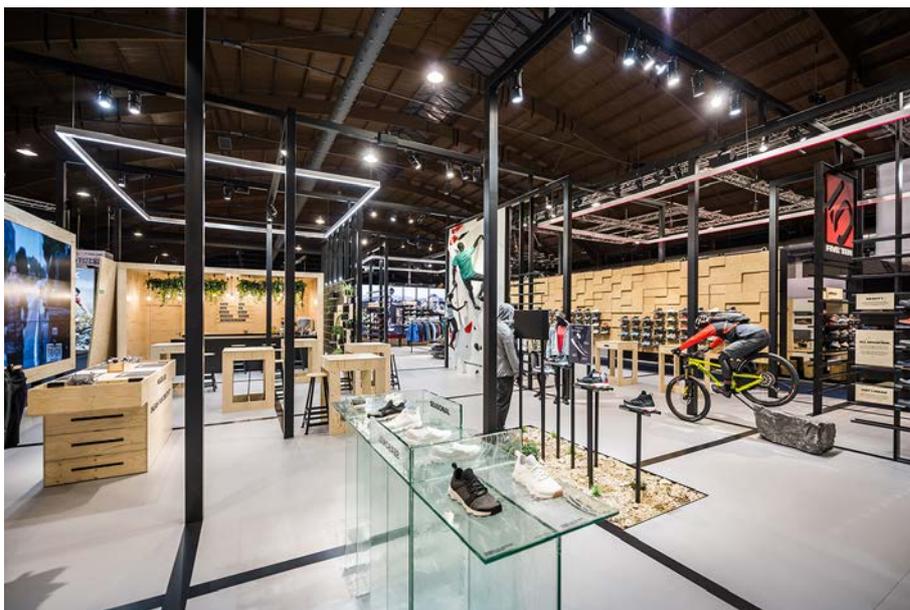
The area *Free Hiker*, for example, shows the adidas products true-to-life on a clay path with broken stones.

A massive stone wall of 5 meters makes up the backdrop for the highlight staging *Trail Running*, complete with a real gravel bedding in front of it. In the *Maker Lab*, a miniature of an adidas outdoor shoe can be handmade by visitors on-site.

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IMG_6440: Dart creates for adidas a brand experience which is striking in its authentic look and feel within a modular, black grid.



IMG_6990: Dart knows how to create a fair appearance for adidas, which makes the deep rootedness of the brand within the outdoor community and its topics tangible.



IMG_ 7018: A massive stone wall of 5 meters makes up the backdrop for the highlight staging Trail Running, complete with a real gravel bedding in front of it.



IMG_ 6220: In the Maker Lab, a miniature of an adidas outdoor shoe can be handmade by visitors on-site.

Facts and figures

Project:	adidas, OutDoor 2018
Customer:	adidas AG
Design:	D'art Design Gruppe GmbH
Location:	Friedrichshafen
Size:	294 m ²
Photos:	Zumbansen 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

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