

Press Release

MILAN (Italy) / NEUSS (Germany), 19 April 2018

Taste Adventure

Dart brings Electrolux's enhanced consumer experience to life at EuroCucina

As a journey to great taste, the world's leading home appliance manufacturer Electrolux presents itself at the international kitchen trade fair EuroCucina from 17 to 22 April 2018 in Milan. The appearance in Hall 11 Stand A19 B22 will once again be staged by D'art Design Gruppe.

With Scandinavian-inspired design in light wood and natural shades, the Swedish company invites fair visitors to an exclusive customer journey: The experiential tour leads from assisted cooking concepts and precision temperature control to innovative cooling and dishwasher technology. Live cooking is presented with a creative special feature: the large, central show cooking area has been designed as a square bar with access from both public and hospitality areas, underlining Electrolux's claim to the same high quality results with domestic as well as professional appliances.

As at Swissbau in January, the stand at EuroCucina transports the new visual Electrolux identity: it combines open, clear architecture with a focus on details and with authentic storytelling through realistic, contemporary decoration and typographical statements on the technological benefits. Story and emotion merge into an enhanced brand experience.

“The Dart approach has facilitated a great showcase of enhanced consumer experiences, helping Electrolux demonstrate the role kitchen appliances play in the kitchen journey,” says Tom Astin, PR EMEA Electrolux. “The sophisticated use of materials and integration with different channels of communication – analogue and digital – has been very much appreciated as has Dart's general approach to providing the best possible visitor experience.”

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IMG_6697: With Scandinavian-inspired design in light wood and natural shades, the Swedish company invites fair visitors to an exclusive customer journey.



IMG_6762: Creative special feature: the large, central show cooking area has been designed as a square bar with access from both public and hospitality areas.



IMG_6729: Electrolux new visual identity: a combination of an open, clear architecture with a focus on details and with authentic storytelling.



IMG_6678: Realistic, contemporary decoration welcomes the visitor, story and emotion merge into an enhanced brand experience.

Facts and figures

Project:	Electrolux, EuroCucina 2018
Customer:	Electrolux Hausgeräte GmbH
Design:	D'art Design Gruppe GmbH
Location:	Milan, Italy
Size:	900 m ²
Link:	http://www.d-art-design.de/en/projects/fair/electrolux-ec18.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.

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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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