

Press Release

PALMA DE MALLORCA (Spain) / NEUSS (Germany), 20 March 2018

Innovative Century Panasonic Celebrates 100 Years Company Anniversary with Convention in Majorca

Panasonic celebrated its 100th birthday and transferred the Panasonic Convention for that jubilee to the new Palau de Congressos in Majorca. The five-day trading event in February 2018 was again staged by D'art Design Gruppe (Dart).

Within the congress centre the Japanese global company presented its novelties and innovations with a view onto the bay of Palma on an overall area of 3,000 square metres. At that, the guided tours through the convention followed a skilful choreography: visitors were received on the top floor with an exhibition about 100 years of Panasonic history, where appliances from then and now were shown impressively side by side. From there on, escalators led the way downstairs, which made for a spectacular first view down at the main exhibition with seemingly floating branding cubes and the gallery.

Petra Lessau, Panasonic Marketing Europe GmbH, states, "The particular challenge with this Convention was about planning a realisation which took the local circumstances of the venue into account with its design. The requirement was to create a compact exhibition which meets the need of the flow of visitors."

The concept designed by Dart with its emotionally staged lifestyle showcases and product line-ups at the walls is being consistently continued and further established. Within the showcases, the technological innovations become a direct experience for visitors. Through metres high, historic photographs the designers generate an atmospheric surrounding for the product areas such as television, smart

home or personal care. The lively pictorial worlds masterfully establish a visual connection to the beginnings of Panasonic.

That contrast of new and old shape the jubilee brand space as well as the change between insights into the innovative world of Panasonic and the holiday suggesting view onto palm trees, beach and the Mediterranean Sea. The combination of product innovations and exceptional location make sure that the Panasonic Convention 2018 is an intensive as well as unforgettable brand experience for trading partners, press and retailers.

(END OF TEXT: 2,191 characters)



IMG_2503: The main exhibition of Panasonic Convention 2018 celebrating 100 years of brand jubilee with gallery and view onto the sea in front of Majorca.



IMG_2776: Through metres high, historic photographs the designers generate an atmospheric surrounding within the emotionally staged Lifestyle Showcases.



IMG_2708: A separate exhibition about 100 years of Panasonic history presents appliances from then and now impressively side by side.

Facts and figures

Project:	Panasonic, Convention 2018
Customer:	Panasonic Marketing Europe GmbH
Design:	D'art Design Gruppe GmbH
Construction:	Display International Schwendinger GmbH & Co. KG
Location:	Palma de Mallorca, Spain
Size:	3,000 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.

The naming of the copyright holder is binding when images are used: D'art Design Gruppe/ Lukas Palik.

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
Thomas Kutz (Senior Corporate Communications)
Haus am Pegel | Am Zollhafen 5 | 41460 Neuss | Germany
Fon: +49 (0)2131 - 40 30 7 - 32
pr@d-art-design.de | www.d-art-design.de