Shops 152

Perfectly staged settings - the strong bond: Creating experiences with umdasch The Store Makers

The International Magazine for Retailing and Shop Design

umdasch
THE STORE MAKERS



To become and remain visible

Dear Reader,

As soon as one EuroShop is over, it's time to look ahead to the next one. The most important trade show for retail investment, held in Dusseldorf, presents the trends that will affect us over the coming three years and shows where the journey's going. At the same time, we'll find out what's on the minds of retailers and consumers. We're looking forward to those five days in February this year!

Amidst all of this, we face the same issue that has occupied us all for years – and which has only become more pressing in the digital age: "How best to inspire customers?" Regardless of whether it's at the point of sale, the point of purchase, or the point of experience. These concepts themselves already indicate quite clearly just how complex this supposedly straightforward question can be.

It's therefore increasingly important to remain in the thick of it all – not least in order to offer inspiration and information, be it at a trade show or during the time in between. This is one of the most important concerns for The Store Makers at umdasch. Which is why we speak to you regularly – even when we do not have a shared project that connects us – through our magazine. And we invite you to link up with us via our digital platforms.



shops 152 shows you more than just the latest developments and projects at The Store Makers. We are tirelessly searching for new ideas, be it through our Shop Academy on the hunt for trends, exciting new acquisitions such as the digital signage business "Seen Media", or people who know exactly how to inspire others. In an interview we talk to the remarkable Conchita Wurst, for example, about how she is able to win over people all over the world within a matter of minutes after stepping out onto the stage to perform.

Our aspiration is to help you, using presentations that draw on the full register of analog and digital communication, to develop new customers and gain longterm fans – in the truest sense of the word. Precisely how we can go about that together is something we'll show you at this year's EuroShop, where you can discover all the facets of The Store Makers' competence in an area of around 900 square meters. This edition of the magazine offers an initial insight. Read about how retailers and branded goods manufacturers are able to establish a deep emotional connection with customers, a subject we'll be happy to discuss in detail with you in a face-to-face meeting.

We look forward to seeing you and hope you enjoy reading the magazine!

Best wishes, Petra Böttinger-Barth



Contents

03 → EDITORIAL

To become and remain visible

By shops editor-in-chief Petra Böttinger-Barth.

06 → I NEWS & FACTS

Looking forward

All the latest about the new umdasch premises in Dubai and the Josef Umdasch Research Prize. Plus: Prize-winning projects and a study testify to the quality of umdasch's work.

08→I UMDASCH EUROSHOP 2020

Staging is the future

What will retail be like in the future? Embodying a holistic approach and networking, the umdasch stand at the EuroShop 2020 trade fair in Dusseldorf has answers to the question.

14→1 THE ART OF SELF-STAGING

An interview with Conchita Wurst

He stands for internationally sold-out concerts and innumerable pride performances: In our interview, the exceptional Austrian artist Conchita Wurst talks about inspiration and sources of success.

18 → BRANDLANDS:

AN EXPERIENCE REPORT

Shopping as a brand experience

Expressing the individuality of the respective brand, umdasch designs showrooms which turn customers and visitors into fans. Read about it here.

22 → DIGITAL RETAIL

umdasch Seen Media: Digital staged

In interview Markus Deserno, General Manager at umdasch Seen Media, explains when and how digital signage becomes exciting and emotional for customers, and the significance of cell phones in the sale process.

46

OmniStore

Seeing, smelling and experiencing fresh food on site. umdasch knows just how to strengthen the advantages of retail and to combine with the online world.



08

EuroShop 2020

Architecturally striking and cosmopolitan, holistically united and yet structured, the trade fair stand reflects the major importance of presentation.

50

The Gulf States

A wave of developments in the Middle East indicates another radical change in retail.



26 → SHOWCASES

Retail can be so beautiful!

Selected projects demonstrate the broad range of umdasch The Store Makers.

46 → FOOD RETAIL -A NEW JOURNEY

OmniStore

Digital signage and refreshing views: The Store Makers reveal how food retailers have to respond to customers' new habits to be able to ensure they remain loyal.

THE NEW GENERATION OF MALLS

Changing retail

Indoor ski slopes, giant aquariums, lighting, sound, and water effects are so yesterday. A look at the Middle East reveals: The transformation of malls into experiences is by no means over yet.

54→I GUEST COMMENTARY

ANA U - A story about art, light, and perspectives

Ewald Ulrich explains why the two poles of art and technology are a positive asset for his company.

56→I MEETING PLACE THE SHOP ACADEMY

Visual Merchandising

Seven trend themes that should be on your checklist for 2020.

58 → IMPRINT



Showcases

One of the latest umdasch projects: The Routker's Store, which reveals good taste not just with regard to whisky, gin and rum, but to shop fitting as well.



News & Facts

NEW STORE MAKERS PREMISES IN DUBAI

Given the constantly growing workforce, with at the moment in excess of 100 employees at the Middle East site, The Store Makers in Dubai needed additional space to expand and for this reason moved into new premises in spring 2019. Tailored to the needs of state-of-the-art manufacturing processes, the production facility and the offices are now under one roof.

The development of the Retail Cart in the spring was evidence of the fact that in future the premises will be the birthplace of lots of new innovations: it enables airports to reach passengers at the gate by means of a mobile sales stand and to adapt the sell currency to the target clientele.



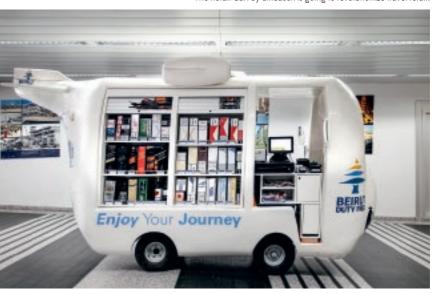








Check out the video of the opening ceremony.



The Retail Cart by umdasch is going to revolutionize travel retail.



JOSEF UMDASCH RESEARCH PRIZE COOPERATING WITH THE WORLD SUMMIT AWARDS AGAIN

For 2020 The Store Makers have announced the award of the coveted Josef Umdasch Research Prize again, which this time is devoted to exciting digital point-of-sale solutions with a focus on sustainability. The finalists have already been chosen. The winner will be selected at the pitch at the World Summit Awards* in Vienna. They will then have an opportunity to deliver their idea with umdasch as business partner.

* An initiative supported by among others UNESCO for the worldwide improvement and distribution of digital offerings and contents.

AWARDS

Numerous prize-winning The Store Makers projects testify to their most certainly living up to the reputation of realizing successful stores. In 2019, umdasch received the following awards and accolades:













RLI Award Interior Excellence – Highly Recommended for Harrods Fine Wines and Spirits

Digital Signage Award: Top Integrator – 3rd place in the Germany/Austria/Switzerland region

Salzburg Fashion Prize – For Steinecker Steyr

TRIGOS Österreich – Nominated with the Liquid Dispenser

German Innovation Award – Winner for the Liquid Dispenser

STUDY: DIGITAL-SIGNAGE SOLUTIONS WORK!

umdasch conducted an exclusive field study of the influence of digital signage solutions at the point of sale on behalf of a renowned German lifestyle brand. Stores with integrated digital signage touchpoints were analyzed for a test period and then compared to similar stores where there were no digital elements. The analyses embraced frequency measurements, movement flow analyses, measurements of the attractivity of content concepts per demographic target group, and the influence of digital signage solutions on key inventory turnover and sales figures.

The results were nothing if not convincing! There is clear evidence that the intelligent integration of digital touchpoints into the stationary customer journey can result in increased sales and as such a ROI be achieved within a very short space of time in less than a year.



In Hall 12 (stand C55) at the EuroShop 2020 trade fair in Dusseldorf from February 16 through 20, umdasch The Store Makers will be presenting new prospects for retail in the future. It is not just the architecture of the eye-catching stand that embodies a holistic approach and networking. You will be able to experience the latest innovations for all the retail trades and much more besides!

mage Source: Dobas, umdasch

CONNECTING, LINKING, NETWORKING

Groundbreaking as regards stationary trade and worlds of experience in the future, at their stand at this year's EuroShop the umdasch The Store Makers will be revealing numerous ways for retailers to successfully present themselves in the future. It is no secret that presentation is no longer a matter of choice but has long since become a necessity. umdasch, however, is thinking one step ahead and making it the focus of its stand: Visitors will experience it as architecturally striking and cosmopolitan, holistically united and yet structured.

The radial layout stands for umdasch, the provider of comprehensive solutions, and takes visitors on a tour of the elements that will ensure the success of retail in the future. Made of around ten kilometers of taught rope, the roof embodies the way The Store Makers' range of services that lead to successful solutions at the point of sale is networked. The network is cohesive, a symbol of the cycle and a place of retreat for the customers, who become part of the brand.

Petra Böttinger-Barth, Marketing Director umdasch

"For us, every appearance at the EuroShop fair is a marketing highlight. With great enthusiasm our team gives everything to make the stand a real attraction for ten thousand of visitors."

Julia Mitteregger, Shop Consult Director umdasch Lifestyle Retail Austria

"I'm looking forward to the interactive retail wall where visitors will be able to experience our retail ideas with all the senses. Bets have also already been placed as to how many posts our Instagram hotspot gets during the five days..."



The StoreMakers' experience: Discover by playing through the opportunities that interactive presentations offer.







OUTSIDE THE BOX: THE UMDASCH PARTNERS

The Store Makers see circles where others think of corners; create access where others cannot see a way forward. And they produce opportunities many have not even thought of. These also involve inspiring cooperation agreements with exciting companies, which open up new paths. For this reason some of them are also part of the EuroShop presentation: You can look forward to much that is unusual and surprising. Here is an initial insight:

Beneath the feet of the numerous visitors to the umdasch stand **Pematex** has laid hundreds of square meters of hard-wearing multiart carpet. The Austrian family-run company has been creating individual flooring solutions for the store sector since 1919.

Must furniture always be made of wood, metal, and plastic? Designer Stefan Umdasch (son of company owner Alfred Umdasch) will be presenting new ways of making furniture: Concrete as a material that can be printed in **3D Betondruck Solutions** in a time-saving, innovative process – to be experienced in the form of the welcome desk and the bar at the umdasch stand.



Ursula Schütze, Shop Consultant umdasch Food Retail

"The field of zero waste is one of my favorites.

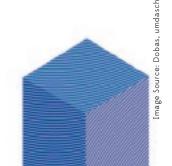
The topic of sustainability and resource saving is a personal concern of mine, and I'm a huge fan of what umdasch has to offer in this respect."

Bernd Albl, Managing Director umdasch Digital Retail

"I'm personally looking forward to the many innovative cases or real-life usage, which show visitors to our stand that digital solutions can be exciting and beneficial when integrated at the point of experience."



The tour of the umdasch trade fair stand is impressive on account of the innovative and inspiring structure. With this presentation that pulls out all the analog and digital communication stops, discover how you can turn customers into fans of your brand.



At our stand, more than 30 touch, curved and stretch displays by our cooperation partner **LG** show a wide range of approaches and ideas for using digital signage exciting and profitably. With their minimalistic design and high resolution, they highlight the content superbly. Whether interactive, for providing useful information, or to create the right atmosphere in the bar: experience the latest generation of digital signage hardware at umdasch. All these screens play content via the award-winning content management system by **Grassfish**. The tool devised by the Viennese software developer makes it possible to control all content from a central access point – offering visitors a holistic digital experience.

Although the stand plays with technological innovations, it enters into a symbiosis with nature: The Austrian company **Florawall** will green the walls of the umdasch restaurant, giving the vertical surfaces a mossy look. As such the stand will boast a digital detox zone, where personal conversations have priority. (an)



The Store Makers Bar: This is the place for personal discussions. Alongside the ambiance, the bar counter also stands out for its combination of wood, glass, and metal with printed concrete. Our trade fair partner

3D Betondruck Solutions demonstrates how concrete objects boasting a freeform can be highlighted by means of an innovative concrete printing process.

Patrick Buchecker, Architect and CEO DOBAS

"As the architect of the stand, the roof will be my highlight; the open weave on the edge of the stand becomes closer and closer towards the center and culminates in a tight-mesh funnel. From afar the roof will look sealed, but beneath it will be very open and airy."

THE ART OF SELF-STAGING







It was in May 2014 in Copenhagen that the Austrian singer Conchita Wurst won the Eurovision Song Contest. Since that moment, he has been known for sold-out concerts, countless pride performances and as an internationally influencing artist. CEO Silvio Kirchmair, Group Marketing Director Petra Böttinger-Barth and Conchita Wurst took to the stage to talk about inspiration, presentation and success.



Petra Böttinger-Barth and Silvio Kirchmair met Conchita Wurst in person for an exclusive interview.

SWK: THOMAS, YOU HAVE A VERY STRONG PERSONALITY. AT WHAT AGE DID YOU KNOW WHO YOU WERE?

From a very early age. In kindergarten, I immediately knew that if there was a play, wanted to be the ugly tree that gets all the jewellery at the end of the play. Nobody wanted to be the tree because they didn't see the star in it. I love to create an atmosphere. Without knowing it, I was preparing myself for the rest of my life.

BP: YOU GOT TO CREATE YOUR OWN STAGE NAME.

WHAT IS THE STORY BEHIND THE NAME CONCHITA WURST?

One night I went out in drag because I needed to embrace my female side. I asked the bartender with friends from Cuba "What is the name of a sexy Latina everybody wants to go out with?" and she said 'Conchita'. Then I wanted to have a fabulous surname but it wouldn't come to my mind so I chose the German term 'Wurst' (Sausage) because in German it's a term used for 'I don't care'. I regretted it several times, believe me!

SWK: STEVEN SPIELBERG SAID "FILM MAKING IS 20% IMAGINATION AND 80% PRESENTATION". ISN'T THAT TRUE FOR EVERY ASPECT OF LIFE?

Presenting is everything. What I do, is pretending 80%. When I have an idea, I have to convince all of my team that this will work out and elevate the whole song or show, so I pretend to know exactly how it should look. I'm very thankful that it works out most of the time. I believe in my talents and I use them.

SWK: OUR SALES PERSONNEL HAVE TO PRESENT THEMSELVES AND UMDASCH DAILY. WHAT ADVICE WOULD YOU GIVE TO SOMEBODY WHO HAS TO CONVINCE OTHERS OFTEN?

Sometimes I find myself in a conversation and I realise that many people turn to my side with their opinions. It's not because I have the right opinion, it's because I have an opinion and I say it. You have the power. People think "If he believes in that so much, then maybe I can believe in it too". At least, that's the trick I always use!

BP: YOU MENTIONED THAT YOU REINVENT YOURSELF BASICALLY EVERY DAY.

WOULD YOU ALSO RECOMMEND THIS FOR COMPANIES?

☐ The DNA of a company is very important. The DNA for me is the singing and fashion, this is important. You should circle around this idea, but also as a company, you should consistently reinvent yourself, as a sign of self-improvement.





SWK: YOU WON THE EUROVISION SONG CONTEST WITH YOUR SONG,
YOUR PERSONALITY AND YOUR PERFECT PERFORMANCE IN THREE MINUTES.
YOU REALLY DELIVERED! HOW DO YOU PERFORM AT THIS LEVEL WITHOUT SEEMING
THE SLIGHTEST BIT NERVOUS?

☐ I knew from a very early age that I would be a star. This is the only thing I can do. This is the only thing where I feel comfortable. I love to talk in front of people. I love to entertain people and it all comes naturally to me.

BP: YOUR WINNING SONG WAS CALLED "RISE LIKE A PHOENIX". IS THAT SOMEHOW AUTOBIOGRAPHICAL?

Yes, but by coincidence. I didn't write the song myself, but I knew immediately I was going to sing it. It's about reinvention; shaking off the things that you don't need any more, recreating yourself and starting all over again with a new mind set and new set of tools.

BP: IF YOU LOOK BACK, HOW MUCH OF YOUR CAREER WAS BASED ON TRAINING, HOW MUCH WAS BASED ON BEING TALENTED AND HOW MUCH WAS SIMPLY LUCK?

I think you need all three of those things. If you're passionate about something, it doesn't feel that much of an effort and it's fun. However, at some points in your life, you simply need a little luck. When the ORF, the national broadcaster of Austria, decided that I would represent Austria in the Eurovision song contest, the one woman, who had the power of the decision, said yes. I think that was luck. If it were someone else, they would not have sent a bearded drag artist to the song contest!

SWK: AIMING HIGH IS IMPORTANT TO YOU. HOW DO YOU CHALLENGE YOURSELF TO REACH YOUR GOALS?

☐ I'm constantly evaluating my failures which I don't enjoy doing. It is a painful progress, but by doing this, I improve.

Conchita WURST

The Austrian singer Thomas Neuwirth was born in 1988. He created the stage character Conchita Wurst in 2011. The bearded diva won the 2014 Eurovision Song Contest in Copenhagen for Austria and became a global figurehead of the LGBTI* community overnight with her victory slogan "We are unstoppable!". This was followed by her platinum-certified debut album, numerous awards, performances at countless Prides, appearances, and TV shows in more than 20 countries on four continents. The artist Tom Neuwirth emphasizes the contrasts of both musical worlds even further, by no longer presenting Conchita and WURST as a dual role but unadulteratedly living out the two different facets of his stage character from now on: Conchita, the polite and feminine media icon, WURST, on the other hand, the masculine, uncompromising electro-newcomer. Besides focusing on his musical career, he often uses his media attention to support socio-political causes.

* Lesbian, Gay, Bisexual, Transexuell/Transgender and Intersexual

BP: DO YOU LIKE TO SHOP AND DO YOU SHOP ONLINE OR IN STORES?

Yes, I love to shop! Mainly I like to go to shops, though not for all things in life. I love to shop in Vienna because there are so many little authentic designers and people who have beautiful craftsmanship. I love to talk to people and I love their stories and passion for what they sell.

BP: IN TERMS OF YOUR ORIGINAL PROFESSION, YOU ARE A DRESSMAKER. HAVE YOU EVER THOUGHT ABOUT HOW YOUR OWN STORE WOULD LOOK?

→ I love when you enter a shop and you have room to move and you can throw your coats somewhere, because in the winter it's freezing outside and in the shop you're sweating like stupid! So, I would take care of that. If it suits the whole look and it feels organic, then I love it.

SWK: WHAT MAKES YOU "UNSTOPPABLE"?

I don't take no for an answer and I don't categorise myself. I am simply me.
 Also, I never saw myself as a minority. I am a majority because there is no one else
 like me and each one of us is our own universe.

THANK YOU FOR YOUR TIME. (esl)



As soon as I get up, I

... start my morning workout which gives me energy, and then I need to have a coffee to kick off my workday.

The fuel to my life is

... creative freedom and the opportunity to evolve as an artist, but also as a human.

My greatest personal wish is

... for everyone around me to be happy. I believe happiness comes from self-fulfillment, and I'd wish for everyone to be able to live their own dreams.

Humanity should understand

... that we're in this together. We could all live peaceful lives if we started to accept each other the way we are.

My motto in life is

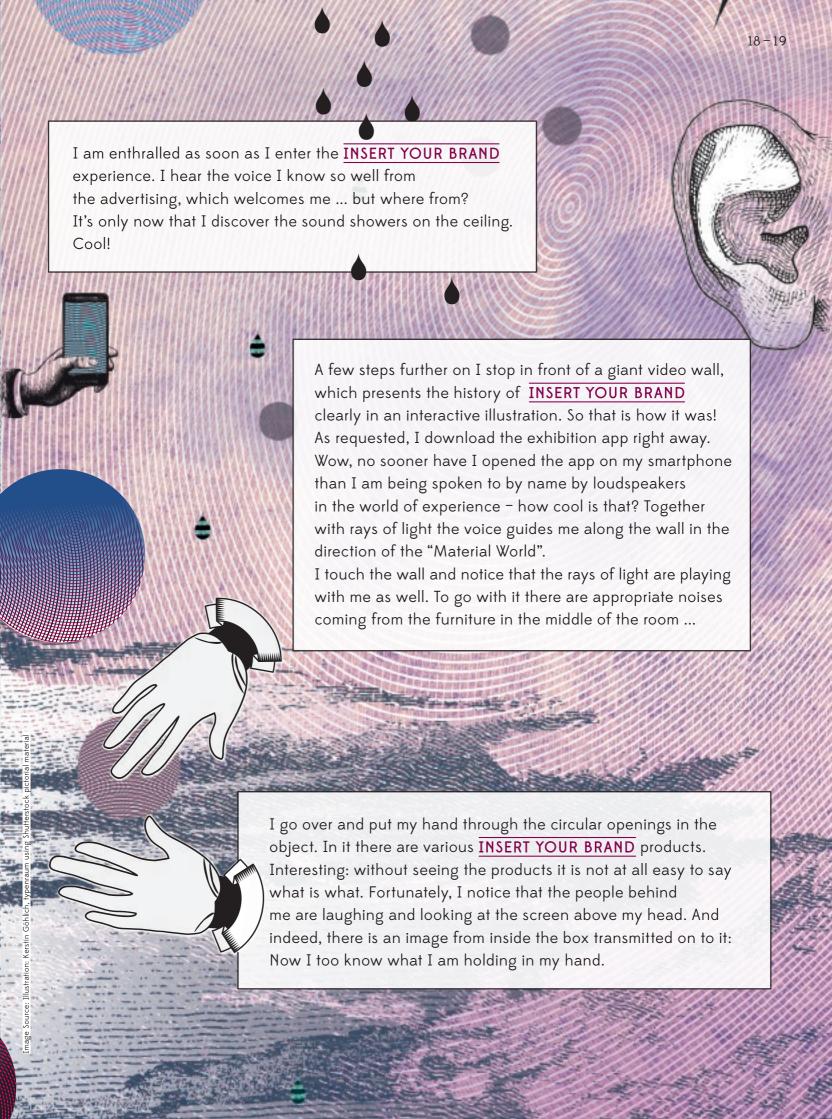
... truth over magnitude – being authentic and being able to express myself without the need to pretend anything.

I absolutely have to have

... my friends around me as often and as much as possible so we can share laughs. Also, I need music in my life for all circumstances – life would not be the same without music!

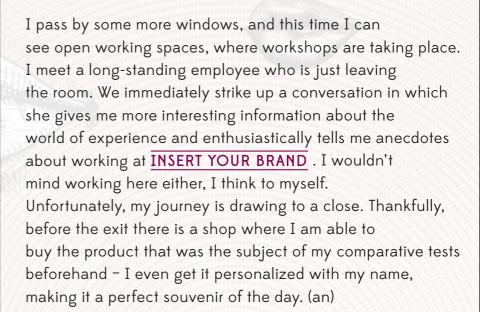
EXPERIENCE REPORT

I am surrounded by **INSERT YOUR BRAND** products every day. I've never given any thought to what is actually behind them. I will certainly be visiting this world of experience again – and can only recommend everyone else to do the same. For me, no other brand will do any longer, from now on I am clearly a fan. Read why!





In a wooden chest there are lots of miniature 3D-printed models of various INSERT YOUR BRAND products. The app asks me to put them on a desk next to it. Useful information and facts suddenly appear on the screen behind. I put another model next to the others and get a direct comparison of the two products, like in a "digital game of Happy Families". After a few attempts I too know what my favorite product is.



There is of course no one secret formula for Brandlands, as each brand is individual. But they all have one thing in common: Special showrooms provide an opportunity for them to convey their values to friends and colleagues and turn customers and employees into fans. The designers and consultants at umdasch are experts in this field and are familiar with the requirements of your particular target group – we create the perfect, unique brand experience for

INSERT YOUR BRAND!





Appealing example? The Store Makers at umdasch show to make the topic of "system hygiene" come alive with the

DIGITAL

⇒ STAGED ←

Seen Media complements umdasch Digital Retail

With the acquisition of the digital signage specialist Seen Media umdasch has added an important service to its digital retail portfolio. The team of two Managing Directors Markus Deserno and Stefan Knoke combines cutting-edge technology and creative content in customized concepts, as Deserno explains in conversation with shops.



Digital screens boost individual customer approach in O_2 stores.

AS OF THIS YEAR YOU HAVE BEEN HELPING THE STORE MAKERS' DIGITAL RETAIL UNIT WITH YOUR EXPERTISE. HOW DID THE MERGER COME ABOUT?

When we founded Seen Media in 2007, we had 12 employees and specialized in realizing digital signage for companies. We noticed relatively quickly that not only the way hard and softwareinteract is important, but also that the concept and content play a major role. We now have some 50 employees at two sites. Through the merger, which became effective on April 1, 2019, both parties complement each other ideally and are more professional.

IN WHAT WAY DO YOU COMPLEMENT EACH OTHER?

Together we cover the entire value added chain. With our extended know-how we offer digital solutions that are integrated directly in a store concept. This merger supports The Store Makers' holistic approach and we create new opportunities for staging experiences.

CAN YOU GIVE US AN EXAMPLE?

A store where this very much comes into its own is the new flagship store of Europe's biggest soccer equipment retailer, llteamsports (further information on p. 38–39), in Berlin. For this particular project we implemented the entire concept, from shop consulting, general contracting, and shop equipment and installation of the fittings, to integration of the digital concept and system, including contents, in The Store Makers.

THAT SUPPORTS OUR GENERAL OBSERVATION THAT THERE ARE MORE AND MORE MERGERS IN THE MARKET. WOULD YOU AGREE WITH THAT?

At the moment there are indeed lots of concentration processes taking place. Various areas of expertise are joining forces. These are frequently horizontal mergers, in our case it was vertical. The aim was to bring two specialist fields together, so as to be able to offer customers a one-stop holistic solution. We aim to win them over through expertise and not through size.

ONE OF THE MOST RECENT EXAMPLES OF YOUR WORK IS THE S. OLIVER STORE IN STUTTGART. WHAT WAS THE CONCEPT HERE?

What is known as the "WOW Entrance" involves highlights of the season's collection and image film, not to mention interactive content such as games being played on an around 15-square meter LED wall. The very latest sensor technology by the Traxas Media start-up means you can play personalized content and takes Stuttgart's s.Oliver customers' shopping experience to the next level. This way, you enjoy a personalized welcome and product recommendations tailored to your shopping preferences.







WHEN DOES DIGITAL SIGNAGE BECOME EXCITING FOR CUSTOMERS?

THROUGH THE INTERPLAY BETWEEN CREATIVE CONTENT AND TECHNICAL SOLUTIONS?

By way of example we have been supporting Telefonica as a client for two years and have now redesigned more than 500 stores. In the process we have used various trades, with various ideas and use cases being employed. We replaced covered display windows, for example, with digital screens. As the next step we will be using digital media to display prices more effectively and through an uniform group language. The content will be geared to customers. To this end we will collect customer data and play contents on the basis of this data.

AND WHAT EXACTLY IS YOUR ROLE IN THIS?

Our creative workshop was responsible for the entire concept. On the one hand we needed to examine it in terms of its feasibility, and on the other we had to develop automated interfaces which play suitable content for various situations that is tailored as far as possible to thespecific customer. Generally speaking, it is important to us not to integrate technology for technology's sake. Each and every component fulfills a function in our individual concept.

IS DIGITAL SIGNAGE NOT UNEMOTIONAL?

I have to contradict you there. Depending on the shopfitter's expertise, digital solutions can be implemented, which on the contrary can even be highly emotional and give the customer a real experience. Digital elements should be integrated in a way that the customer doesn't even perceive them as such. Staying with the example of the llteamsports flagship store: There, we integrated electronic shelf labels in the shoes themselves. That way not only is the rear of the shoe rack reserved just for the store design, when customers are examining a shoe they have all the pertinent information such as price and availability right in their hands. What is pivotal is being familiar with the procedure in the store, how customers move around and what they want. In the players' tunnel too the atmosphere of a soccer stadium is reproduced through images, sound, and architecture.

Having interactivity reduces what is being played to a one-to-one basis. In other words, though occasionally customers can be approached individually, the number of customers that can be reached overall is reduced. What is far more important is to involve cell phones, which nowadays all customers have with them, in the sales process.

WHAT DOES THAT ACTUALLY INVOLVE?

A crucial question here is which touch points are available. Interaction is intended to provide customers with additional information and thus motivate them to stay in the store longer. Another important point is the link between mobile and the shopping experience. It is an attempt to create the same conveniences offline, i.e., in the store, as customers experience when shopping online. This ranges from personal contact and individually tailored offers to mobile payment at the POS. Flagship stores in particular are frequently used to test interactive solutions, which in a best-case scenario are subsequently rolled out.

WHAT IS THE MARKET LIKE IN COMPARISON WITH OTHER EUROPEAN COUNTRIES?

Lots of digital concepts are tested in Great Britain, as customer data is used far more widely there. But that is also due to the fact that society there is more open to it. Things are far more extreme in Asia, where data is read out and processed as if it were par for the course. But we still have potential in Germany.

THANK YOU FOR YOUR TIME. (NAF + ABR)





Using the augmented reality tool (right) 11teamsports' customers can create an image of the shirt they have designed themselves in the store. Shoe trees with electronic shelf labels (left) simplify the transfer of information. Read more on pages 38–39.



Shops



Digital and personal - the bank of tomorrow

29 → I LACOSTE

"Le Club" in Strasbourg

30 → ZALANDO HEADQUARTER

Why have a canteen when you can have a food court?

31 → RUOTKER'S

House of Whiskey, Gin and Rum

32 → I HARRODS

Preserving the British heritage

34→1 AL ZAIN JEWELLERY

A fine setting for the finer things

34 → 11422.STORE

Couture to go

 $35 \rightarrow I UGG$

Glittering charm

36 → STEINECKER

Urban Chic

37→ KTM MOTOHALL

Ready to Race

38 → 11TEAMSPORTS

Just like at the stadium

40 → 1 Š K O D A

A platform for transport

40 → I O2 TELEFONICA

Electric Avenue

41 → LET'S DOIT

Find out, try out

42 → BARCELONA CRUISE
PORT TERMINALS

- CKI IEKMINAES

Market concept perfected for the port

 $43 \rightarrow I COOP$

A new design for all sectors

44 → INTERSPAR

A hypermarket with style

45 → I EDEKA KUNZLER

A local teel at the supermarket



Deutsche Bank

DIGITAL AND PERSONAL THE BANK OF TOMORROW

FACTS

LOCATION: Rollout, Germany

SALES AREA: 300 - 6.000 m²

OPENING: 2016 - 2019

SERVICE: Value Engineering,

Manufacture, Installation, Rollout,

General Contracting

SECTOR: Retail Banking

CONTACT: www.deutsche-bank.de



Deutsche Bank and umdasch have maintained very close business links since 2016. Hence, as part of a comprehensive rollout, almost 40 branches across Germany have already been fully renovated by The Store Makers as general contractors. umdasch was given the exciting task of full implementation of the design concept in the relevant branches, which involved the realization of customer consultancy areas, back office spaces and self-service zones. The major challenge in all of the branches was ensuring that ongoing operations were not affected while the ultimate in safety precautions were taken during the renovation work.

Style elements like retro lights and different wall panels give the meeting rooms and private niches a modern, cozy feel.



Alongside the branch renovations, umdasch is also a partner to Deutsche Bank for special projects.

One of the highlights is the "Quartier Zukunft" (the "Future District") in Berlin, where the bank is demonstrating what the future of banking may well look like. Digitization is ubiquitous, and yet personal interaction is a key element of the concept. With its various seating areas, the

"Quartier Zukunft" appears cozy, almost homely. An impressive ceiling design coupled with ample

lighting makes the reception space appear bright and friendly, while meeting rooms and private niches boast retro-lighting, bare brick walls, wall paneling and striking floor elements. The whole thing wouldn't be complete without digital signage solutions, which in some cases are integrated like mosaics. The innovative and inspiring environment creates the best prerequisites for a financially healthy future with direct proximity to the experts.



The indirect lighting makes the rooms look light and friendly.

Lacoste

A PERSONALISED FIT-OUT



Customers can sit down here to be advised by a Lacoste staff member. They can choose the perfect color using the wall with shirts and the recessed color palette in the table.

FACTS

LOCATION: Strasbourg, France

SALES AREA: 120 m²
OPENING: 01/2019

SERVICE: Value Engineering, Manufacture

Installation, Rollout, Lighting

SECTOR: Luxury Fashion & Accessoires,

Luxury Footwear

CONTACT: www.lacoste.com

In the city home to Notre-Dame Cathedral and a blend of German and French architectural influences, Lacoste opened its doors to show off a new interior. This store opening introduced the new shop concept, "Le Club", being rolled out across numerous Lacoste stores. Housed in this historic city, on a predominantly pedestrianised street, the renovation project faced challenges regarding access restrictions. The Store Makers at umdasch demonstrated their professional skills, providing specialised installation, manufacturing, lighting and value engineering services as part of a longer-term rollout service. The high quality finishes in a combination of painted finishes, solid and veneered timber and glass displays, echo the corporate color scheme of white and green. Natural ash complements these textures and the naturally irregular wall lines of the quirky building.

Zalando Headquarter

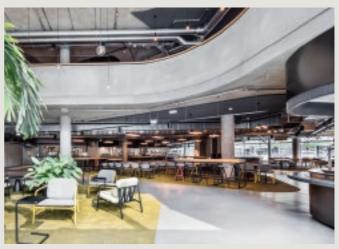
FOODCOURT FOR EMPLOYEES

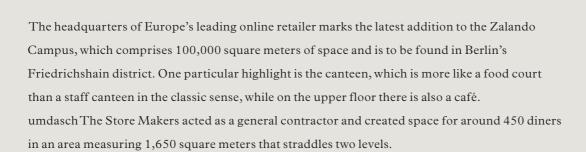
FACTS

LOCATION: Berlin, Germany
SALES AREA: 1.650 m²
OPENING: 07/2019

SERVICE: General Contracting
SECTOR: Leisure & Gastronomy
CONTACT: www.zalando.de









One eye-catching element is the various floor coverings such as Pandomo and robust, cross-cut wood, which form a lively contrast with the exposed concrete walls and the ceiling incorporating the relevant technical elements. The latter is truly cutting edge: an extraction ceiling that is self-cleaning and incorporates ventilation and sprinkler systems. Another technical highlight is the tray conveyor belt, which runs right through the food court, taking the trays to the dishwashing facilities on the upper floor.

In all areas, much emphasis is placed on high-quality materials. At the four counters in the canteen and in the café, seating areas are divided into zones by different floor coverings. Meanwhile, animal figures set the scene appealingly for the lighting elements, while a wall of plants provides a natural touch. On sunny days, employees can make use of a terrace and an open garden.



One attention-grabbing element in the store is the purist, centrally placed furniture made of bulky, aligned blocks of timber, which provide spaces for presentations and tastings and offer an added element of functionality with their hidden storage compartments.



FACTS

LOCATION: Riegersburg, Austria

SALES AREA: 500 m² **OPENING:** 09/2019

SERVICE: Value Engineering, Shop Equipment,

Manufacture, Installation

SECTOR: Leisure & Gastronomy, Brandland

CONTACT: www.ruotkers.at

Ruotker's

HOUSE OF WHISKEY, GIN AND RUM

Ruotker's is all about taste – from the body to the texture. These two concepts of whisky and rum tasting have been transposed, with a bit of imagination, onto the store design too, for which a sensory world of spirits has been created in an area sized 500 square meters close to the production site and the establishment's own gourmet hotel. For the planning, The Store Makers at umdasch provided help and advice to the team of architects, and subsequently took care of the outfitting and installation of the elements in later stages of the project.

The dark color scheme of the interior was designed in cooperation with the Aberjung office and represents the perfect setting for the theme of whisky and its barrel storage. Delicate, lightweight and functional shelves present the products, while all around oak, concrete and metal are used as primary materials. A large glass case creates a space-defining element, displaying the whisky bottles centrally on the Sales Area. One particularly striking feature is the storage drums, and whisky barrels are stacked up not only in the cellar, but also in the middle of the hospitality area on the ground floor, with the result being a stylish space and an atmospheric feel.



The world of the senses is rounded out by wall paneling with playful details such as individual outlets for product presentations and old distilling utensils intended to add variety to the overall appearance.



Here you see a 360° video tour.

Harrods

PRESERVING BRITISH HERITAGE

FACTS

LOCATION: London, UK

SALES AREA: 1.960 m²

OPENING: 01-12/2019

SERVICE: Manufacture, Installation,

Design Engineering

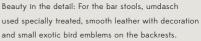
ARCHITECT: David Collins Studio, Martin Brudnizki

SECTOR: Luxury Department Stores

CONTACT: www.harrods.com

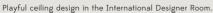
After the successful renovation of Harrods Wine & Spirits in 2018 and Harrods Roastery & Bakehall in 2017, umdasch was commissioned for yet more interior redesign projects as part of the ten-year grand renovation of the iconic Harrods Knightsbridge store. 2019 saw umdasch provide a wide variety of services for over 1,960 square meters of the Harrods store in departments including the Dining Hall, Men's International Designer Room 1, Beds and Signature Harrods World as well as the Gift Wrap area. The retail and design world are at the edge of their seats to see what transformations will take place in 2020! Take the most famous department store in the world, a pinch of Grade II listed architecture and mix in umdasch craftsmen with professional designers and you have a transformed Food Hall. The Dining Hall, covering a space of 500 square meters, was transformed into the 21st Century with luxurious material and exquisite designs, in what the department dubs as "The Taste Revolution". The wide variety of eateries serve the finest seasonal foods from six new restaurants. Here, shoppers discover some of the world's best wine and oysters, freshly served from inbuilt ice beds and cuisine cooked by the 150 in-house chefs. An array of glass, marble, mirrors, wood and solid antique brass enchants visitors in the luxury atmosphere. In addition, the new layout allows for over double the seating capacity than was previously available, whilst still feeling spacious and comfortable.













FOR HARRODS

On another floor in the historic London department store, umdasch was commissioned to work in collaboration with David Collins Studio to revamp the Men's International Designer Room 1. The room showcases 40 labels including RM by Roland Mouret, Prada, Balmain, Lanvin, Balenciaga and Chloé. Making the most of the historic architecture, the

magnificent chandelier at the center of the radial design concept echoes the intricate designs of the ceilings you'll find throughout the Knightsbridge store, whilst intertwining modern accents of monochromatic and geometric patterns.

TALK TO



Roman Fussthaler

Managing Director of Premium Retail
at umdasch The Store Makers.



shops: What are the challenges posed by the numerous conversion projects at the prestigious Harrods department store?

Fussthaler: On the one hand, the historic Victorian character has to be preserved. On the other hand, we want to implement a contemporary and yet timeless design.

shops: Do you respectfully encounter these time-honoured walls?

Fussthaler: Absolutely. We are very proud that we were given the confidence to design another representative hall for our esteemed customer.

shops: What are your personal highlights?

Fussthaler: The numerous, loving details. For example, we were commissioned to reuse small antique columns from another part of the building in the Wine Bar. For this purpose, they were precisely measured and partly reconstructed. Trained designer eyes will also enjoy the playful curtain at the Fish Bar. We here used specially made tiles with a fish scale look.

Al Zain Jewellery

A FINE SETTING FOR THE FINER THINGS



FACTS

LOCATION: Bahrain

SALES AREA: 140 m²

OPENING: 10/2019

SERVICE: Concept, Design, Planning, Value

Engineering, Manufacture, Installation,

General Contracting

ARCHITECT: Raquel Campos -

umdasch The Store Makers

SECTOR: Luxury Jewellery & Watches **CONTACT:** www.alzainjewellery.com

Al Zain Jewellery's store in Bahrain City Center Mall exudes class with rich brown and red colors and sleek, top quality materials. A circular, glass display counter sits elegantly in the middle of the room on a red velvet carpet. The store was remodelled by umdasch,

to incorporate a contemporary design concept resembling the sophistication of the brand and beautiful jewellery it creates. Marble flooring spans the length of the store and covers the sides of the central furniture. Both the colors and textures in this store flow consistently throughout the interior design. The juxtaposition between the square elements of the room and the spherical shapes reflected on the floor and ceiling is inspiring. Showing expert craftsmanship, umdasch designed, manufactured and installed various cabinetry, from the circular central display counters to the classic wood and glass boxes, to the in-built cabinets with windows running along the sides of the store. The new concept is both refined and contemporary.

1422.store

COUTURE TO GO

The 1422.store on City Walk, Dubai, was presented during the celebrations marking the opening of the new umdasch office in Dubai (can be seen in the video on page 6). It is being celebrated as the world's very first 'ready couture' store and is the permanent home of the Arab Fashion Council. Inkblot effects, marble-look flooring and ingenious partitions are an expression of the elegant, stylish store concept. In-store panels feature QR Codes for customers. They can use this innovative feature to access the store's website or Instagram account, thereby optimizing their shopping experience and increasing the store's online presence.



FACTS

LOCATION: City Walk, Dubai,

United Arab Emirates

SALES AREA: 1.000 m²

OPENING: 04/2019

SERVICE: Design, Planning, Manufacture, Installation

ARCHITECT: Jacob Abrian

SECTOR: Luxury Fashion & Accessories

CONTACT: www.1422.store



UGG GLITTERING CHARM



The main highlight of the new store concept runs along the wall in the center of the store. Called the "Pool Wall", this element has fret-cut splashes of light that look like ripples in water and sunrays or snowflakes, illuminated by a hidden light box behind the plywood wall.

FACTS

LOCATION: White City, London, UK

SALES AREA: 160 m² **OPENING:** 12/2018

SERVICE: Planning, Manufacture, Shop Equipment,

Installation

ARCHITECT: 2020

SECTOR: Luxury Footwear & Accessories

CONTACT: www.ugg.com

Best known for its comfortable, fluffy boots made from lambs fur, UGG is famous for high quality footwear and accessories. As part of a revamp of several stores across Europe, umdasch provided its services for the renovation of the White City store in Westfield (London) and Oberhausen (Germany).



Iridescent panels and mirrors hanging off a Re-bar (a twisted black metal rod structure hanging from the ceiling) represent the unusual use of materials.

"What makes this project outstanding is that it brought together a whole host of materials into a retail setting. With concrete finishes, specially ordered Italian porcelain and walls with an armourcoat textured finish, there is a whole heap of colors and textures, you don't tend to find in a shoe shop", Richard Fry, Project Manager at umdasch. The new design concept reflects the luxury products from UGG, with clean lines and a mixture of sleek materials, accented with strategically placed pops of color. umdasch also installed an interactive wall, inset into the shelving unit, where shoppers can bring up the latest promoted items at the touch of a finger.

Steinecker

URBAN CHIC

Steinecker is a family-run company from Lower Austria specializing in occasion wear. In the new store in Steyr, Upper Austria, an innovative store concept for the area of young fashion is being implemented for the first time, and its cozy atmosphere makes an impression on visitors as soon as they enter: The high walls create associations with the old building, jeans are stacked on a wall of shelving like books, and a freestanding bathtub serves to display goods. Bicycles suspended at jaunty angles complete the hip city look in the young fashion department and evoke a symbol of the city – the "Steyr bicycle".

FACTS

LOCATION: Steyr, Austria

SALES AREA: 1.800 m²

OPENING: 04/2019

SERVICE: Concept, Design, Planning,

Manufacture, Installation,

Shop Equipment

SECTOR: Fashion

CONTACT: www.steinecker.at



Gottfried Steinecker, Owner of Steinecker Moden

"I am delighted by the success of our business. The umdasch concept meant we soon had to recruit more staff to keep pace with the volume of customers."



WINNER
SALZBURGER
FASHION PRIZE
2019

Highlight areas such as the cash desks repeatedly pick up on the Nordic style, while wooden furniture features in a fine oak look. "Upholstered furniture used for displaying goods creates an upscale yet cozy atmosphere, and simple basic items placed in between help to create a sense of calm and order", explains Bettina Wieser from umdasch, who was responsible for the project's design. Suspended elements made of perforated metal plate steer the gaze towards focal points and provide orientation. "The women's young fashion area radiates discreet pink and mint tones, while anthracite, a concrete look, and blue and black dominate in the men's section", Wieser



explains. The premium sections are clearly delineated visually, with berry tones and gold-colored basic furniture items used in the women's section, while violet blue and plum tones characterize the men's. Following the major success of the store in Steyr, the concept has also been applied to another outlet in Krems, Lower Austria.



KTM Motohall

READY TO RACE

FACTS

LOCATION: Mattighofen, Austria

SALES AREA: 300 m² **OPENING:** 05/2019

SERVICE: Value Engineering, Manufacture,

Installation, Shop Equipment

ARCHITECT: Kiska

SECTOR: Automotive, Brandland **CONTACT:** www.KTM-motohall.com







KTM's Motohall gets pulses racing among fans. A metal structure in the form of a tire track is the architectural calling card of this impressive space, while a marked trail leads visitors through the three exhibition levels and presents the brand's values. Visitors are shown a complete design process from the sketch to the finished product.



Another highlight of KTM's Motohall is the KTM Shop, which offers everything a fan of the brand could wish for, from fashion to accessories. Here too, architecture and design play an important role and provide insights into the exhibition and the workshop. Orange-colored acrylic elements and wood materials are maintained in the brand's CI, forming a contrast with the black and grey metal parts. The "READY TO RACE" wall, on which motorsport paraphernalia is arranged amid floor-to-ceiling acrylic walls, is another eye-catcher.

11teamsports JUST LIKE AT THE STADIUM

FACTS

LOCATION: Berlin, Germany

SALES AREA: 382 m²
OPENING: 09/2019

SERVICE: Concept, Design, Planning,

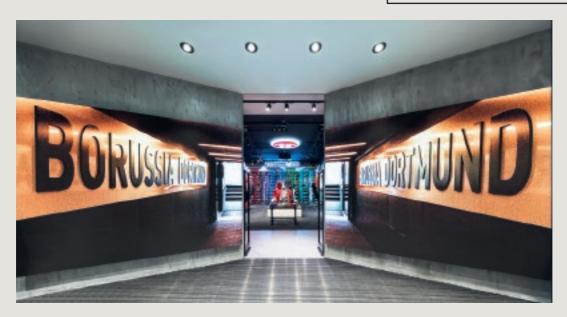
Manufacture, Installation,

General Contracting, Digital Signage,

Electronic Shelf Labeling

SECTOR: Sports

CONTACT: www.11teamsports.de





The special feature here lies in the shoes – namely in the electronic price labelling.

In mid-September 2019, llteamsports, Europe's biggest retailer for football equipment, opened the doors to its new flagship store at its premium location on Schlossstrasse in Berlin. The concept, complete with general contracting, production of the interior fittings, and digital system integration, all came from umdasch The Store Makers and pursues a single clear strategy across the 400 square meters of space: forward play! As the tension rises, so do adrenaline levels and pulse rates: As soon as visitors step into the new flagship store, they feel like professional footballers shortly before they enter the stadium, and it is precisely this that was the inspiration for the entrance area: Huge LED walls create the look and feel of the players' tunnels at various football stadiums. In the store too, this feeling is maintained. The ceiling has been kept in matt black and resembles the night sky over the arena. Meanwhile, the goods are bathed in floodlights, while the loudspeakers play fan chants from teams spanning the whole of the Champions League. Admittedly the football fans here don't have millions riding on their decisions about passing or running with the ball, but there are certainly a lot of choices to make about the right footwear or kit.

And they can be made in good company: For one, the store includes a club room as a meeting point for all sports fans, and players at all levels can have their names stitched on the back of their shirts and jerseys. On the other hand, of course, football is all about getting the ball into the net.

Markus Deserno, General Manager Digital Retail Germany

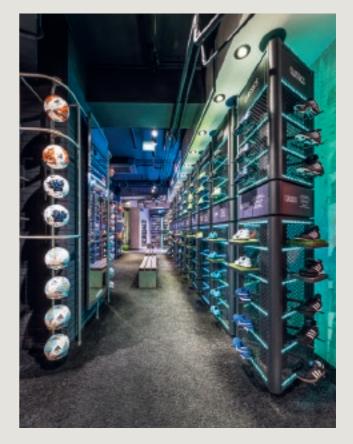


"We implemented a holistic idea, complete with digital signage in all sizes, in close collaboration with llteamsports, and also realized the content and creation, plus the innovative ESL shoe trees."

And for this, the digital experts of umdasch Seen Media created a very special feature: In the so-called "Cage", amateur footballers can put their gear to the test and prove their skills in interactive games – with the key word here being "gamification". On authentic artificial turf, customers can take a shot at targets on the projection and feel like a pro on the penalty spot.

Be it on the turf, indoors or in the street: The main wall artfully presents more than 100 football boots designed for all possible training surfaces. The special feature here lies in the shoes – namely in the electronic price labelling, for which umdasch Seen Media hit on a concept that integrates the ESL label into the shoe tree. Thus, the rear wall is reserved exclusively for the store design and the price labels are on the back foot, so to speak.

Meanwhile, the ceiling is enhanced with a number of framed trickots showing football teams together with their club colors, logos





and sponsors.

llteamsports incorporates another meeting place or "hidden spot" with its Secret Room, the vault room of the former bank building. Here, umdasch The Store Makers have created a world-first space for strictly limited-edition products. Only selected individuals have access to this exclusive part of the flagship store – and only when accompanied by staff. In the center of the room a hidden magnet makes a football hover above the gold pentagonal platform, while all around shoes are arranged – also apparently floating – like priceless trophies illuminated behind glass. Here, football fans experience their own personal "magic moment" at the POS.

ŠKODA A PLATFORM FOR TRANSPORT

FACTS

LOCATION: Brussles, Belgien

SALES AREA: 200 m²
OPENING: 05/2019

SERVICE: Manufacture, Shop Equipment,

In stall at ion

SECTOR: Automotive

CONTACT: www.skoda-auto.com





ŠKODA opened its first Belgium store in Brussels, entirely devoted to multimodal means of transport. To enable customers to use multiple means of transport, the showroom offers a platform whereby knowledge can be shared via digital tools. With an ultramodern style and Scandinavian furniture, this particular ŠKODA design concept sets the scene for a remodel rollout. The main highlight of the store is the digital video wall, on which touchscreens display individualised content. The Brussels store is a pilot project for potential future store concepts – a test-drive store. Together with the umdasch Story Design subsidiary, The Store Makers at umdasch provided their professional expertise to ensure a smooth rollout of the new concept, as part of a mass redesign of its stores across Europe in 2019.

O₂ Telefonica



FACTS

LOCATION: Rollout, Germany
SALES AREA: 20 - 340 m²
OPENING: 01/2019

SERVICE: Digital Signage, Rollout, Maintenance & Support,

Concept & Creation, Interactive Applications,
Software Development, Installation

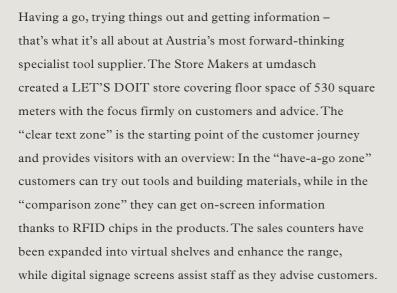
commune boronopinioni, iniciano

SECTOR: Consumer Electronics **CONTACT:** www.telefonica.de

Be it on Königsstrasse in Duisburg, Bahnhofstrasse in Passau or Schlossstrasse in Berlin: Throughout Germany, new and existing branches of ${\rm O_2}$ Telefonica are being equipped with digital signage courtesy of umdasch Seen Media. The comprehensive services range from content management and editing to installation to service.

LET'S DOIT

FIND OUT, TRY OUT





FACTS

LOCATION: Wels, Austria

SALES AREA: 530 m²

OPENING: 03/2019

SERVICE: Concept, Design, Planning,

Value Engineering, Manufacture, Installation, Shop Equipment,

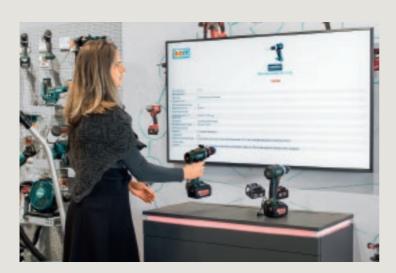
Digital Signage, Interactive Applications,

Rollout, Maintenance & Support

SECTOR: DIY

CONTACT: www.lets-doit.at

Natascha Werkl, designer at umdasch, explains: "We wanted to generate emotion and to inspire customers with a dramatic design. To this end, the opportunity to try things out was crucial." Hence, impact wrenches can be trialed on wheel rims, and cordless drills, saws and grinders can be put to the test on wood and steel panels. Where wood is chopped, splinters must fall – and that's something to celebrate at LET'S DOIT in Wels.





Barcelona Cruise Port Terminals

MARKET CONCEPT PERFECTED TO THE PORT

FACTS

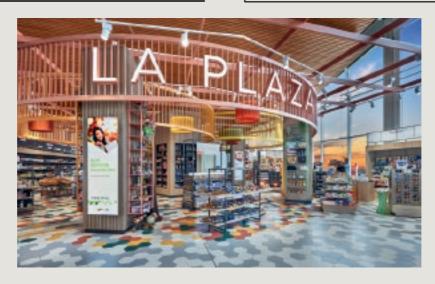
LOCATION: Barcelona, Spain

SALES AREA: 950 m² **OPENING:** 08/2019

SERVICE: Manufacture, Shop Equipment, Installation

ARCHITECT: no.ova design **SECTOR:** Travel Retail

CONTACT: www.globalportsholding.com







Barcelona Cruise Port is one of many successful cruise ports worldwide, operating under the world's largest Cruise Port Operator:

Global Ports Holding. Boosting revenues and sales of local produce, Terminals A and B underwent a complete revamp across a total area of 950 square meters. In-fitting with the character of the vibrant city of Barcelona and its enjoyable energy, the design concept reflects the identity of the city. From the beautiful floor designs reminiscing the artwork of Antoni Gaudí, to the open markets resembling those found across Spain, the new concept envelops shoppers in the culture of Barcelona and entices them to explore the local products available. BCM-Barcelona Actividades Maritimas, the operating retailers, realised that the current design and flow was deterring potential shoppers. The route of travellers is now reconfigured so that they pass through the travel retail space and flow in a circular line, thus increasing turnover and creating a more positive experience for the customer. The concept, designed by no.ova design, combined with the swift manufacture and installation work of umdasch, meant a fast, efficient and high quality realisation. "It was an interesting experience for us as designers, combining working with umdasch The Store Makers, Michael Ripfl and the client. It was a very successful collaboration and showed how we can have a focused, creative design unit working with two global organizations", Lewis Scott, no.ova design. This renovation was a successful combined effort including umdasch The Store Makers from UAE, our manufacturing team in the Czech Republic, the designer in Austria and the clients in Spain and Turkey.

Coop NEW DESIGN FOR ALL BRANCHES

With around 1,000 sales outlets, Coop has the densest store network in Switzerland, and it tasked umdasch with the implementation of its new shopfitting format. Together with a second service provider, a material catalog was created, in addition to which umdasch is responsible for the execution of all planning and installation work too.

FACTS

LOCATION: Rollout, Switzerland SALES AREA: 200 - 3.000 m²

OPENING: 05/2019

SERVICE: Planning, Manufacture, Installation,

Shop Equipment

ARCHITECT: kummerpartner Architekten und Planer

SECTOR: Food Retail
CONTACT: www.coop.ch









INTERSPAR

A HYPERMARKET WITH STYLE

The INTERSPAR in Ljubljana Vic is impressive in all areas. Modern shelving in the cosmetics department is arranged diagonally and dazzles in bright colors. The wine department, meanwhile, is stylishly decked out with multiple natural materials. Special emphasis is placed on the bakery section at INTERSPAR, where a huge variety of breads and baked goods is presented in different ways. Part of the range of pastries is offered in the new Bake-Off Hot from umdasch, which keeps the baked goods at an optimal warm temperature so that delicious smells waft out and the items remain crispy and fresh – ready to melt in the mouth.

Alongside the bakery, there is another area of interest for gourmets.

Directly opposite the hypermarket is the store's own INTERSPAR restaurant:

Be it à la carte or self-service at the enormous salad bar – there's something to tempt everyone here.



FACTS

LOCATION: Ljubljana, Slovenia

SALES AREA: 4.659 m² **OPENING:** 09/2018

SERVICE: Manufacture, Value Engineering,

Installation, Shop Equipment,

Rollout

SECTOR: Food Retail, Leisure & Gastronomy

CONTACT: www.aspiag.com



János Hermándi, Furnishing / Model Market International, ASPIAG

"With this project, together with umdasch we once again succeeded in repositioning one of the most cutting-edge INTERSPAR hypermarkets following a total-relaunch, and in this way boosted both sales and customer satisfaction."





EDEKA Kunzler

A LOCAL FEEL AT THE SUPERMARKET

In terms of design, EDEKA Kunzler uses materials such as steel, sandstone and brick to create a connection with the region, which is characterized by the atmosphere and look of old steel constructions and decommissioned factories. The designers at umdasch integrated this style using latticework and wall elements, while large windows provide for a feel-good atmosphere with a view out over near-natural outdoor space.

FACTS

LOCATION: Saarwellingen, Germany

SALES AREA: 1.600 m² **OPENING:** 05/2019

SERVICE: Concept, Design, Planning,

Value Engineering, Manufacture, Installation, Rollout, Shop Equipment

SECTOR: Food Retail
CONTACT: www.edeka.de



TALK TO



Martina Prisching

Designer at umdasch

The Store Makers

shops: What are the special features of EDEKA Kunzler?

Prisching: A tangential curving axis guides visitors directly through the store to the meat section at its very heart. The fruit and vegetable section is not on the main thoroughfare, with the aim being to create a calmer zone for the fresh produce department and encourage customers to take their time choosing products there undisturbed.

shops: How did you embody the character of Saarland within the store?

Prisching: The alternating arrangement of the latticework is reminiscent of attic windows, on the one hand, but also pays homage to the region's brick buildings. At the same time, red bricks also embellish the walls in the store.

shops: As soon as customers enter, they get a good overview of the store. How did you make that possible?

Prisching: This was also an important point for customers. In the front part of the store we decided to use lower shelving, while high, semi-transparent latticework walls above it help to point the way and permit an overview at the same time.

FOOD RETAIL

ANEW JOURNEY

Customers' habits are changing, food retail is responding to this and is breaking new ground. So that the journey is not one into the unknown, shops reveals the right path between digital signs and refreshing prospects in the world of fruit and vegetables, and more.

RETAIL JOURNEY & CUSTOMER EXPERIENCE

It is families and younger customer groups who are increasingly buying online. For this reason, lots of retailing companies are investing in their online range and their delivery service. However, order picking for customers and what is known as the last mile delivery is difficult to offer at a profit. Accordingly, the question arises as to whether there are any profitable and at the same time convenient alternatives. Because one thing is clear: Stationary retail is not going to disappear.





THE ADVANTAGES OF OMNISTORE

- → More time for people (faster checkout)
- More time for pleasant things (in-store tasting)
- More quality in terms of the range (regional, broad-based instead of deep range of products)
- More quality in terms of the buying process (24/7 buying online and offline)
- More quality in terms of the space (emotion, marketplace, materials, trend zones)

OmniStore is a concept developed by umdasch and TGW, which combines the advantages of the online and offline worlds.

Customers still place great importance on the in-store buying experience, want to see, smell, and experience fresh produce. In combination with speed, flexibility, and convenience that is precisely how stationary retail can set itself apart from online retail. In conjunction with appealing design and customeroriented planning, issues such as sustainability and digitization can also make the food market of the future successful. This, combined with retailers' needs such as optimized logistics processes and efficient goods management, means that consumers' needs take center stage. By coordinating the customer and the retail journey, these advantages can be implemented for both parties.

THE BEST OF TWO WORLDS

Online and offline retail have become inseparable. With a view to uniting these two worlds in the best possible way, umdasch The Store Makers regularly exchange ideas with a network of experts and initiate research projects. They cooperate with a wide range of business and scientific experts. For example, with the Austrian intralogistics specialist TGW, together with whom the "OmniStore" came about – a concept for food markets which brings together the best of both worlds, online and offline. How does it work? shops did some asking.

"The OmniStore transforms existing sectors into local, small fulfillment centers."

GEROLD KNAPITSCH, MANAGING DIRECTOR UMDASCH FOOD RETAIL



"The OmniStore takes existing branches and turns them into local, small fulfillment centers", Gerold Knapitsch, Managing Director umdasch Food Retail explains. This means that in addition to the somewhat smaller store there is a separate order picking area, in which through automation the goods are stored efficiently and, depending on the customer's instructions, put together individually – ideal for online orders, which customers collect at their preferred time. This way the OmniStore concept can be implemented in space available in the existing premises, all that changes is the ratio of retail and storage space. It comes as no surprise then that there is already enormous interest in the idea. "We are already talking to leading food retailers about its actual implementation at several sites", Knapitsch adds.

OmniStore combines digital orders with analog services.



Customers are able to do their daily shopping in the store, and to sense the freshness of produce that is important to them. What's more, they can choose less attractive everyday goods, for example toilet paper and crates of drinks, at the digital order terminal and have them put together. Picking a shopping basket with 40 products only takes about five minutes – almost faster than it takes to meanwhile enjoy an espresso in the store's hospitality zone. Furthermore, customers can easily order goods online from home or using their smartphone if they are out and about. These purchases can be picked up round-the-clock from pick-up counters in a store of their choice. As such the store can handle the various customer journeys, from the collection of online orders to quick, off-the-cuff purchases.





Bake-off hot: The hotplates keep the baked goods at an ideal temperature of 55° C, ensuring that they are particularly fresh.

EXPERIENCE FACTOR: TECHNOLOGY INCLUDED



Silvio Kirchmair, CEO of umdasch The Store Makers, presented the OmniStore for the first time at the 'CASH Handelsforum'. Together with Christoph Wolkerstorfer, CSO of TGW Logistics Group, he will soon be presenting the solution at the Omni Channel Forum at EuroShop 2020. Save the date: February 20, 12.40 o'clock, Omni Channel Forum.

In the OmniStore, as in progressive grocery stores, technological solutions are becoming increasingly important. "Nowadays, technology is not an end in itself, but rather a means to an end and an important component in store design. Accordingly, digital elements need to be integrated in the concept and planning from the outset", Bernd Albl, Managing Director umdasch Digital Retail says, putting it in a nutshell.

"Nowadays, technology is not an end in itself, but rather a means to an end and an important component in store design. Accordingly, digital elements need to be integrated in the concept and planning from the outset."

BERND ALBL,
MANAGING DIRECTOR UMDASCH DIGITAL RETAIL

The time customers spend in the store must be made as attractive as possible and be perceived as valuable. With regard to the range of goods available on the store the focus is on appeal and emotionality. Nowadays, a high proportion of fresh and regional produce is more important to consumers than ever before. "The marketplace feeling is still the one people want to experience when they are buying groceries. As such, the relationship with regionality should also be reflected in the unique design of individual areas of the store", Peter Prisching, head of Food-Shop Consult at umdasch adds. The most important thing here is the conceptual approach, from which the zones are developed.

Packaging-free zero waste features such as nut and cereal dispensers are a particular way of bringing "green" shopping to life. "For liquids we developed the liquid dispenser, a refilling system for detergents, washing-up liquid and cleaning agents. Customers can bottle everything themselves here, cutting out packaging in the process", Prisching explains.

Over the decades umdasch has advanced from craftsman to full-service provider for retailers, while maintaining the high quality of the furniture it produces. Collaboration with external partners and start-ups marks the emergence of a central contact for the realization of successful stores in the 21st century. (an)

THE GULF STATES:

THE

NEW GENERATION

OF

MALLS

The global shift towards shopping centers as experience destinations may have originated in the Middle East but a new wave of developments across the region are taking the next step forward and radically rethinking their approach to retail.

By Mark Faithfull



Dubai's original generation of mega-malls, complete with indoor ski slopes amid the sun and sand, giant aquariums, light and sound fountain displays and mixtures of leisure, food and dazzling amounts of retail seemed quite over-the-top in their day.

And yet, a decade and more on, it is clear that the region's mall developers called the huge shift from retail to leisure, entertainment and food and beverage (F&B) a long time before their European and US counterparts. But the region's developers have not stopped there.

While development has slowed from the crazy pace of those early days, plenty of new and reimagined spaces are in the pipeline.



Fahad Kazim, Vice President of Meydan Malls.

"And yet, a decade and more on, it is clear that the region's mall developers called the huge shift a long time before their European and US counterparts."

moments or unique experiences for visitors".



The impressive size of the Meydan One Mall in Dubai

Among the noteworthy is Nakheel Mall in Palm Jumeirah in Dubai. Dominated by a grand 25-meter-high crystal dome and 111,000 square meters of leasable space, it is the latest news in Dubai retail. The centrepiece of developer Nakheel's project marks a new phase in mall design in the UAE, notably as part of a wider drive by the Dubai government to boost tourism. Some of the mall's key features include a public viewing deck looking out across the Arabian Gulf and Palm Jumeirah, and a rooftop dining deck.

This change in emphasis is reflected in the wave of new developments across the Middle East, described by Timothy Earnest, chief executive of Al-Futtaim Malls, as the "fourth pillar –

that all malls now need to transform themselves into attractive centres that provide "special



In the UAE, Al-Futtaim is also putting the finishing touches to a mixed-use retail and leisure 'local lifestyle destination' called Festival Plaza. Set to open ready for the 2020 autumn season, the new center will bring with it a 30,000 square meters IKEA store plus a host of retail and leisure brands, 40 dining units and a 500-seat food court. Indeed, by the end of 2021 an additional 1,6 million square meters of retail space is expected to be delivered, according to advisor JLL, with 600,000 square meters due by the end of this year. Much of this is accounted for by the major projects that are already under way, which in Dubai include Bluewaters/The Wharf, Meydan One Mall and the Dubai Hills Mall, plus further down the line Dubai Creek Harbour.

"Our pop-up guidelines will encourage creativity and expression and will provide adequate prime space as their 'playground'."

FAHAD KAZIM,
VICE PRESIDENT VON MEYDAN MALLS



The new Meydan One Mall can be used for diverse purposes and was also designed with major events in mind.

Fahad Kazim, Vice President of Meydan Malls, says of his scheme: "The needs of consumers have changed and today's shoppers desire an engaging, personalised and streamlined experience. That is our promise, delivered through careful learning to tailor-make what the consumers, the international retail community and stakeholders want. Meydan One is designed around modern consumer behavior, with a view to future proof it around retailer needs as a multi-functional, one-stop destination." It is also differentiating itself through its progressive leasing mix that will allocate nearly 50% of its leasable area to F&B and entertainment including a 21-screen cinema with a fresh rethink of the traditional food court, hosting an additional 20 outlets. Additionally, 46,000 square meters will be dedicated solely to entertainment, traditional and extreme sports and e-gaming, but it is also investing in a host of pop-ups and temporary space. "At Meydan One, we believe that flexible, dynamic, experiential retail is the future as it is something both brands and consumers increasingly seek. The pop-ups will be functional and reflect the values of the brand, while simultaneously enticing visitors to take part in a retail experience", says Kazim. "The days of hard-core product merchandising are over as new age retail trends seek smarter solutions for management of space, along with technology and design innovation. Our pop-up guidelines will encourage creativity and expression and will provide adequate prime space as their 'playground'."





As a result, the developer is looking at Fold-up! - a system from umdasch designed for easy self-assembly. A Fold-up! shelf consists of two to four basic modules which can be assembled in combinations with add-ons such as rear walls, information boards, clothes hangers and much more. "Our interest stemmed from the ability of Fold-up! Furniture to combine practicality, innovation and premium design", says Kazim. "We at Meydan One envision the visitor's experience to be pleasing to the senses, novel and convenient – while the brands have a chance to be innovative, without compromising on their operational efficiency. We believe that a solution such as Fold-up! furniture ticks all the boxes."

Elsewhere in the Middle East, by the end of 2020, Abu Dhabi will have gained another 3 million square meters of retail-led space, the headlines there being The Galleria on Al Maryah island, which opened in September, Khalifa City Mall and Reem Mall, which is set to open its doors this year.



Open spaces offer sufficient room for a community area and pop-up stores.

Delivering around 610,000 square meters of leasable space, Reem Mall will be comprised of around 450 stores, including 85 F&B outlets and a range of family-focused entertainment offerings. Positioned on Reem Island – in the heart of new Abu Dhabi – the mall will offer easy access along with parking for 6,800 vehicles. Construction began in late 2017 and is expected to open in late 2020. Meanwhile, Saudia Arabia is embarking on a series of mega projects across the Kingdom, including Quiddiya Entertainment City, Amaala Resort and the Red Sea project, as the country shifts its economy gradually away from oil and hopes to attract an influx of luxury shoppers. The latter is a new development along its Western coast, a sustainable development across 50 natural islands in a lagoon 200 kilometers long is to be a "next generation luxury destination". The Red Sea project is projected to welcome one million visitors per annum by 2035 and completion of phase one of the project is anticipated by the last quarter of 2022, with tourism representing the second most important sector in Saudi Arabia.

"The highly experiential nature of the latest malls often requires innovative store concepts and high quality fit outs to match the environment."

PATRICK FALLMANN, MANAGING DIRECTOR UMDASCH THE STORE MAKERS MIDDLE EAST



Present in the market for 30 years, in April 2019 umdasch The Store Makers opened new offices in Dubai and a new factory in Dubai Investment Park 2. Recent innovations include The Retail Cart, a fully mobile sales area on the chassis of an electric vehicle, suitable for brand and product demonstrations. The Retail Carts, most recently delivered at Muscat Airport, are equipped with all the standard functions of shops, such as POS terminals, display shelves and roller shutters. In addition, umdasch recently opened Rubaiyat in Riyadh, Saudi Arabia spread across 2,005 square meters and offering a boutique environment, the curated fashion collection is presented more like an art exhibition than a retail space.

"The Middle Eastern market is developing with both a new generation of schemes opening and existing centres being updated, with umdasch serving both markets", says Patrick Fallmann, Managing Director umdasch The Store Makers Middle East. "The highly experiential nature of the latest malls often requires innovative store concepts and high quality fit outs to match the environment. Equally, flexibility is becoming increasingly important. Systems like Fold-up! are an ideal solution for retailers and mall owners wishing to design space with maximum flexibility, whether on long-term or short leases."

ANA-U

"The field of tension between art and technology is an enrichment for our company, for visitors and for our customers."

AND PERSPECTIVES

Art means changing perspectives. That is why I am interested in it for such a long time and that is why I'm supporting contemporary art intensely. For me, as an engineer and someone who has to find totally new solutions for very complex problems, art taught me, leaving the usual path includes the chance of finding new ways. Being the CEO of electronic company ANA-U, I'm luckily able to open my premises for exhibition purposes. The field of tension between art and technology is an enrichment for our company, for visitors and for our customers. Within the last ten years, our art events became an attraction involving the whole region, where artists, honorable collectors and art experts meet scientists and thinkers for an interdisciplinary exchange. At one of those events, two years ago, I met Christof Schell, owner of the renowned Schell Collection. We started talking about art experiences. About the right way of showing art as a possibility to expand people's horizons. At this point we couldn't imagine that our shared love in art and our desire to offer art experiences to people would become a common key moment.

The Schell Collection is one of the most prestigious and largest collections of keys, locks and their diverse application possibilities in the world. The comprehensive collection goes back to Hans Schell, owner of the company Odörfer, and was expertly extended by his son Christof. It's showing over 13,000 exhibits on 2,500 square meters. Still, the major challenge to the museum's director Martina Pall, is creating real visibility of the exhibits through lighting. A challenge department stores and shops are facing too, as I know from my professional experience. Later this evening, I promised that my team and I would find a smart lightning solution for the museum. Like we are successfully doing for our retail customers for more than ten years already: analyzing, conceptualizing, producing and making sure that lighting systems are working properly.

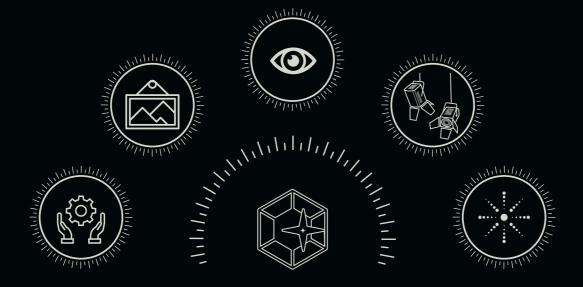


After the first inspection of the museum I knew what was expected: Each exhibit should be as visible as a picture presented in a catalog. So far, the objects, which are varying greatly in size, shape and surface, were lighted but not properly visible for the visitors. They were blinded by the lights and the finely crafted details of the treasures remained invisible for the viewers. After 20 days of conception, my team and I presented our solutions, which had to match the dramaturgical requirements of the museum. And it fitted perfectly. So we were able to hand over the concept to our internal production.

At this point, our overall planning was on trial, and to be honest, my team did a great job. Despite the small quantity of lighting items needed, the cost result was efficient and hundred percent foreseeable. The whole installation could be finalized within only three days.

I am really proud of the result, which can be summed up in Martina Pall's words: "Now we can see our treasures exactly as we show them in our catalogs."

Ewald Ulrich, CEO ANA-U



"ART TAUGHT ME, LEAVING THE USUAL PATH INCLUDES THE CHANCE OF FINDING NEW WAYS."





Ewald Ulrich

Ewald Ulrich has been an entrepreneur in the field of electronic components and lighting technology for 25 years. His company ANA-U serves international companies, from product development to production at several sites worldwide. Several times a year Ulrich visits clients and suppliers all over the world, and he has built up an extensive network. In common precisely with his favorite country Japan he has a love of detail and respect for anything that can change.

Visual merchandising Seven trend themes that should be

Seven trend themes that should be on your checklist for 2020!

We teamed up with Rosie Hutner from AREA Management, who is a visual merchandising expert and longstanding partner of the umdasch Shop Academy, to compile the themes that will form the highlights of visual sales promotion in 2020. In addition to this checklist, the umdasch Shop Academy also offers individual training courses at various levels of expertise for your VM crew.



Use your merchandising concept for so-called "shareable moments" and make sure your brand makes it onto every selfie.

MERCHANDISING AS AN experience

Target groups such as generations Y and Z tend to favor experience over ownership. If you are to use this to your advantage, then product decorations and arrangements will no longer suffice as tools. In 2020, brands should apply merchandising concepts that appeal to customers across all seven senses and which are so innovative as to make them a unique experience – the sort of impressions people like to share on social media.



2 A STORE WITHIN A STORE WITHIN A STORE

Over the past few years, the idea of pop-up shops has

proven successful. The conceptual approach of creating themed worlds for marketing products that are seasonal or beyond the usual range within the overall sales space is one of the most exciting playing fields. One frequent and welcome side-effect is increased sales and a rise in the number of items each customer purchases.

Rather than departments in the classical style, these are self-contained units the customer can experience and understand. As is to be witnessed, for example, at Printemps.



2 BRING Nature INDOORS

Natural and environmental themes have been catapulted to the forefront of consumers' awareness. Reflecting this at the POS is now a priority task, and incorporating plants, images and blow-ups in goods presentation – and even within the range itself – is one action on the checklist.



Using plants as a very contemporary setting for products picks up on important themes among the relevant target groups in the area of balance: for successful storytelling 2020.

A marvelous example being Timberland New York.



Image Source: Marlies Niehuis, AREA Management / Günter Nowodworski, Now Communication/um

THE RISE OF relevant SIGNAGE

Sales, price, brand and promotional labels have always presented a challenge in terms of design. Generation Y and Z, however, who are informationhungry and spoilt for choice with regard to content, expect more than that. Storytelling by using meaningful signage is becoming an even bigger challenge, hence stores are starting to resemble museums or physical social media platforms - in short, more exciting.





Casper in Miami careates a poignant message.

Rosie Hutner



Since 2000, Rosie Hutner has been putting her many years of experience in retail and industry to use at visual merchandising agency AREA. She and her team have worked with the umdasch Shop Academy for many years as trainers in the area of visual merchandising.

MORE "CALL TO action"

"Buy me", "like me", "pay now with self-service" - direct dialog and interaction with the customer by means of digital and printed labels is one of the top trends in visual merchandising. Familiar elements such as "if you like this, you'll love that" are now also being transposed to the POS. It's an exciting playing field with lots of new possibilities for sales promotion.

> Self-service payment saves time: Smart services merit smart communication, as seen here at Anthropology in New York.



less is more

Thanks to smartphones, consumers' attention spans have dropped to a dramatic low. It's therefore all the more crucial to make statements that are very clear - compact, even. The trend for 2020 is: be clear, unambiguous and reinvent yourself much more often!

A straightforward theme: one use, one price, one statement on the goods. These sorts of hotspots within stores are an important VM trend in 2020.





Digital BACKUP

Data-based visual merchandising is the biggest challenge retail will face in 2020. Items that are liked online should be given particular prominence at the POS. The important thing is to follow up on interest within the store and appeal to this accordingly online. In short: the cross-channel idea has to be put into practice consistently and holistically. (er)

> Put-and-show or lift-and-learn: Online content is used to explain the physical product and, moreover, brings the information cycle full circle. Seen at Hartlauer.



You can book Know-How & Inspiration!

umdasch Shop Academy 2020

March

Seminar:

The store scripts' rules of the game April 1, 2020

April

→ Amstetten, Austria

Seminar:

Visual Merchandising for Real Pros April 23, 2020

→ Dusseldorf, Germany

Expedition:

Retail Experience Tour Venice April 23 – 24, 2020

→ Venice, Italy

→ Amstetten, Austria

Seminar:

Social Media Workshop for Retailers April 28, 2020

September

Seminar:

Connected Storytelling
Sept. 24, 2020

→ Dusseldorf, Germany

October

Seminar

The Retail Design Compass - Special: Sustainability Oct. 1, 2020

→ Vienna, Austria

Seminar

Brand Experience in Retail Oct. 8, 2020

→ Frankfurt a. M., Germany

Seminar

Visual Merchandising for the Real Pros Oct. 15, 2020

→ Amstetten, Austria

Brand Experience in Retail
June 18, 2020

→ Amstetten, Austria

Seminar:

Seminar.

Visual Merchandising for Beginners
June 25, 2020

→ Amstetten, Austria

Seminar:

June

The Retail Design Compass May 7, 2020

"What Consumers Expect of

In cooperation with RegioPlan Consulting

Tomorrow's Retail Areas "

March 26, 2020 → Vienna, Austria

→ Hamburg, Germany

Expedition:

Hospitality Scores at the POS - in London May 7-8, 2020

→ London, UK

Seminar:

Digital Retail Tools for Retail Pros May 14, 2020

→ Linz, Austria



November

Store dramaturgy LIVE! Bangkok Nov. 1 - 5, 2020

→ Bangkok

Jun

For further details on the 2020 events simply click:

www.umdasch-shop-academy.com

MEDIA OWNER AND PUBLISHER

umdasch Store Makers Management GmbH Josef Umdasch Platz 1 3300 Amstetten, Austria Tel.: +43 7472 605-0 shops@umdasch.com www.umdasch.com

PUBLISHING ADVISOR

Silvio W. Kirchmair

EDITOR-IN-CHIEF

Petra Böttinger-Barth (bp)

MANAGING EDITOR

Albert Nagy (an)

CONCEPT / ART DIRECTION / GRAPHIC DESIGN / EDITORIAL ADVISOR

typenraum GmbH & Co. KG Herdweg 19 70174 Stuttgart, Germany +49 711 22482-400 www.typenraum.com

EDITING

Petra Böttinger-Barth (bp), Albert Nagy (an), Evelyn Ring (er), Eva Simpson-Lees (esl), Ewald Ulrich, Mark Faithfull, Rosie Hutner; in collaboration with typenraum: Achim Breimaier (abr), Nadine Funck (naf), Angela Kreutz (ak)

TRANSLATION

Dr. Jeremy Gaines

PROOFREADING

typenraum

LITHOGRAPHY

Repromayer Wannweiler Str. 55 72770 Reutlingen, Germany www.repromayer.de

PRINTING

Druckerei Friedrich Zamenhofstraße 43 4020 Linz, Austria www.friedrichdruck.com

RIGHTS

All rights reserved. Reproduction is only permitted in excerpts with the written authorization of the publisher and with a note added to texts and images reading: "shops - The International Magazine for Retailing and Shop Design, Edition 152". All information in this publication is correct to the best of the publisher's knowledge, with no guarantee thereof.

How to ensure the highest technical standards?







FLY & LEARN WITH UMDASCH

Shop expedition "Store dramaturgy LIVE!" Bangkok

1 - 5 November 2020

(only in German)

Experience retail trends in Thailand.

Directed by Christian Mikunda and Denise Mikunda-Schulz

umdasch.com

We train

our people.