

# shops<sup>150</sup>

**150 Years Umdasch Group:**  
Behind the scenes at umdasch The Store Makers



# 150

**Years Umdasch Group**

The International Magazine for Retailing and Shop Design

**umdasch**  
THE STORE MAKERS

shops<sup>150</sup>



150

Years Umdasch Group

The International Magazine for Retailing and Shop Design

# “Happy Birthday Umdasch!”

Dear Readers!

No doubt you’ve already noticed: We skipped a few numbers when choosing the one for this issue. And for good reason. We want the title page to already tell you that in this issue there’s good cause to celebrate. In 1868 with a saw mill near Amstetten in Lower Austria, Stefan Hopferwieser laid the foundations for the global player that Umdasch Group is today, with its three divisions: Doka, umdasch The Store Makers and Umdasch Group Ventures. In fact, after 150 years the company is still owned by the same family and belongs to the great-grandchildren Hilde Umdasch and Alfred Umdasch.



Our company is shaped by upholding that fine balance between continuity and innovation; a tradition visually expressed by the fine-tuning the brand name has undergone. We have seized the jubilee as an opportunity to make a mark. Umdasch Shopfitting is now umdasch The Store Makers – for the details, please turn to page 8.

Continuity and innovation are thus the theme of this jubilee issue. Be it in the statement from our CEO Silvio Kirchmair, who addresses the challenges in the market, or the conversation with owners Hilde Umdasch and Alfred Umdasch. The siblings offer a very personal take on the road they have travelled to success and explain why a good team forms the basis for a profitable company. And from page 38 onwards a number of staffers who are very representative of the rest of the payroll of 1,400 at umdasch The Store Makers describe the contribution they make to the company’s success with their great efforts day in day out.

Outstanding Austrian artist André Heller tells you all about his incredible ideas and what it is that really counts at the end of the day; world-famous retail prophet Doug Stephens recommends courage and creativity in the age of digitisation; as does umdasch Digital Expert Bernd Albl, who outlines how digital solutions can support consumers’ sense of happiness at the point of sale.

Harrods and the Umdasch Group look back on similarly long histories, that show how important it is always to focus on tomorrow. It was highly enjoyable being in charge of part 1 of the largest modernisation programme in the history of the Harrods Food Halls, the so-called “Taste Revolution”.

Needless to say, the issue as always features our showcases – in the form of exciting umdasch reference projects such as for Bosch, REWE, Golf House, INTERSPAR, Bulgari and Burberry.

Added to which, you can discover the latest retail hotspots by joining the umdasch Shop Academy on trend trips to Berlin, Dubai and Abu Dhabi.

Wishing you many an interesting insight and a thrilling read with shops 150!

With my best wishes,  
Petra Böttinger-Barth

EDITOR-IN-CHIEF  
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# “150-year success story”

Dear Customers, Market Partners,  
Readers of shops!

150 years of Umdasch Group – with this issue of shops we want to celebrate our company’s 150th anniversary in a fitting manner. Given the occasion we have taken the liberty of making a symbolic gesture and rounding up the number of the issue to 150. Firstly, let me thank you most warmly for lending us your time and attention. In doing so you are giving us the most precious commodity available and simultaneously honouring us. For our part, while putting together this issue we went the extra mile in our desire to provide you with an interesting read. Such efforts not only characterise our approach to this magazine, but our attitude to cooperation in general.

Meanwhile, umdasch The Store Makers is not “only” known for classic design or the production and assembly of shop fittings; today we are a project management firm fully committed to a single goal, namely to realise successful stores. Only when we succeed in ensuring that a real life store space achieves greater productivity than before an intervention that we influenced, shaped or implemented will you consider choosing umdasch as a partner the next time around. This means we are always only as good as our last project.



**umdasch**  
THE STORE MAKERS

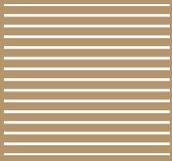
2018

Anniversary marked by brand relaunch

To mark its company anniversary Umdasch Group is relaunching its brands.



Image source: Robert Maybach



And even though this sobering fact is something of which we are occasionally (made) painfully aware, as a company we have already been facing this challenge for 150 years, or more precisely: Thanks to your lasting confidence we are able to prove ourselves on repeated occasions. In recent years in particular we have undergone a far-reaching transformation: A manufacturer of furniture has morphed into a service provider, and an analogue manufacturer of “hardware” has become a company focused on the digital that sometimes also supplies software. To do justice to all of these aspects, from June 2018 today’s Umdasch Shopfitting Group will be known as “umdasch The Store Makers”.

In future, flexibility will be very important for our business model. But when it comes to our all-embracing quality standards we will not accept any leeway and will insist on stability and reliability. And we will not assume a flexible approach to what we expect from ourselves; that is something we cannot afford at our “young age”. You can rely on us: You could do so yesterday, you can do today, and will be able to tomorrow.

We will continue to think outside the box, and always put long-term benefits before short-term profit.

Armed with this basic attitude we have resolved within the next decade to position ourselves among the three most successful shopfitting companies in the world, not as an end in itself, but rather the consequence of the commitment of many hundred employees and the lasting trust of numerous customers and partners.

Particularly in the next decade physical retail will have to master immense challenges and changes. The functions of a store will expand. Physical retail spaces will become areas where knowledge, experience, hospitality and satisfying demand all converge and provide new impetus. We would very much like to master these enormous transformations with you and accompany you in the hope that in return you will also want to accompany us on part of this adventurous journey.

150 years are not a guarantee for a successful future, but they are a very good prerequisite for success. If you appreciate an experienced travel companion capable of guiding you through the changes the future is bringing, we would like to recommend ourselves to you, to be considered as your first point of contact. At any rate we prepare ourselves daily for precisely this moment of truth, because we are “The Store Makers”, the Store Makers of umdasch.

On behalf of all our employees I would like to thank you for your long-standing trust in us.

Silvio Kirchmair  
**CEO umdasch The Store Makers**



# News & Facts



## BRAND RELAUNCH TO MARK THE 150TH ANNIVERSARY OF THE COMPANY'S FOUNDATION

Umdasch Group has restructured its group brands to coincide with the jubilee year and will in future run two brands: Doka and umdasch. Doka Ventures will morph into Umdasch Group Ventures which will in future be a direct part of Umdasch Group and focus on disruptive innovations and business activities for both operative brands.

Umdasch Shopfitting Group has likewise changed its name, and as a result of the makeover Umdasch Shopfitting is now umdasch The Store Makers. This not only better expresses what the company does, but emphasises its broad range of services and international business expertise. The new Store Makers logo underscores the areas of competences, which can be combined at will and ensure the company a long-term authentic and unmistakable character.



A STORE MAKER'S  
*Rules*

**LISTEN WITH CARE.**

Listen, understand, think ahead.

**EXECUTE WITH CONFIDENCE.**

With concentration and commitment.

**PLAN WITH VISION.**

Let us develop the overall picture and  
look after the details.

# umdasch

THE STORE MAKERS





## UMDASCH ACQUIRES CROATIAN SHOPFITTER ATT FURNISHING

At the end of 2017, umdasch acquired all the shares in Croatian shopfitting company ATT as well as its Serbian subsidiary ATT Interijeri. Founded in 2009 by Ivan Tvrdeić and his wife Davorka and since then a family-owned company, it is one of the most reputed providers of luxurious retail shopfittings. Since its foundation, the company has stood out for its consistent growth and exceptional craftsmanship, making wood, metal, stainless steel, stone and glass products in-house.



In cooperation with renowned international architects and designers ATT realises holistic shop-making solutions from value engineering through to international project management – handling worldwide delivery and assembly. ATT Furnishing has been integrated into the Premium Retail division at umdasch and is being run and expanded by joint managing directors Krunoslav Filipovic, ATT's manager to date, together with umdasch's Roman Fußthaler. As of the summer of 2018 the ATT brand will be completely integrated and will likewise be active in the market as part of umdasch The Store Makers.



## AND THE JOSEF UMDASCH RESEARCH PRIZE GOES TO...

Since 1991 the Umdasch Group has bestowed the popular Josef Umdasch Research Prize. umdaschThe Store Makers hosted the prize for the fourth time in 2018.



Until recently the prize went to a student, but as part of the 150th anniversary of the company's foundation this time the call for entries went to international start-ups. Young companies had to tackle a firm brief set by umdaschThe Store Makers, Doka and Umdasch Group Ventures. The winners were identified in the course of the World Summit Awards (WSA). After the presentations by countless international start-ups, the Store Makers voted "Jingle" the winner.



## INNOVATION CIRCLE BY UMDASCH

Identifying trends, linking them to your own ideas, and then creating solutions, those are the objectives of the Innovation Circle, a newly formed team of staff members from all manner of departments at umdasch. At regular intervals they come up with new sets of ideas for online and offline retailing and develop innovative, state-of-the-art products. For example, Virtual Reality glasses are now being used in the umdasch planning process, enabling clients to experience a virtual tour of the planned shop. At the press of a button the walls and floor colours change, or the light mood, the product range, etc. – taking store planning to a new level!

And umdasch joined up with SPAR and SES Imagotag to develop electronic price labelling: ESL.inclusive by umdasch. After a few test phases, the tags are now also available for frozen foods, too, meaning even at low temperatures, prices and additional data can be altered at the press of a button.



## NEW LOGISTICS CENTRE FOR UMDASCH FOOD RETAIL

The official ground-breaking marked the launch of the construction of a new logistics centre in the district of Hasendorf/Wagna near Leibnitz in southern Styria. There, on a site about 100,000 sq. m. in size umdasch is erecting a modern logistics centre with bays for 20,000 palettes, 14 truck loading bays and an assembly line. Turn-key is scheduled for the end of 2018.



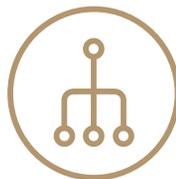
## FUTURE OF RETAILING

Companies like Zalando, Amazon and Alibaba are a thorn in the side of brick-and-mortar retailers. But does the Web really rob retailers on the ground of so many sales? According to a new study by Deloitte, 90 percent of retail sales world-wide are still transacted in physical stores. And there positive customer experiences, emotional brand concepts and of course the experience itself are crucial. No one wants to forgo the customer journey in a flagship or concept store. Not to mention the regular expansion of retail chains which have boosted sales by two percent annually over the last five years. The following factors drive this success:



### CUSTOMER SERVICE

Knowledgeable staff who are willing and able to assist you



### OMNICHANNEL

Ability to shop anytime, anywhere, quickly and seamlessly, including an integrated returns service



### QUALITY

Good quality products which offer value for money



### SUSTAINABILITY

Sustainably sourced products, new alternative materials and transparent supply chains

Source: Deloitte. Global Powers of Retailing 2018.



# YESTERDAY *Today* TOMORROW



Together with customers, employees, long-standing partners and associates, Umdasch Group has written 150 years of company history - and highly successful ones at that. A large portion of this success can be attributed to the dedication of owners Hilde Umdasch and Alfred Umdasch. Consequently, they decided to give the anniversary year of 2018 the slogan "Part of 150 years Umdasch Group". As members of the fourth generation of the founding family, the siblings steer the company's fate. Today, in their capacity as owner representatives on the Supervisory Board of Umdasch Group. shops asked them for an interview.

# An Interview with the owners Hilde Umdasch & Alfred Umdasch

**Ms. Umdasch, the company was founded by your great-grandfather in 1868 and has remained a family-run business since then. Your father Josef Umdasch did an excellent job in rebuilding the company after World War II. Can you pick out one thing to account for his success?**

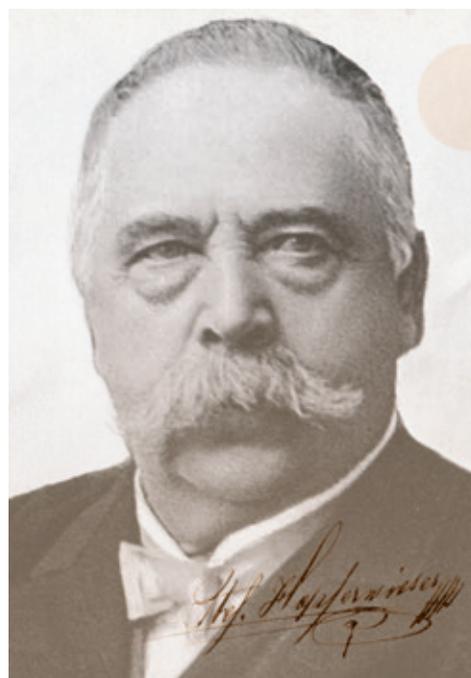
**HU** I don't think there was one particular factor. There were a number of characteristics typical of entrepreneurs that characterised my father. He did not have a business background (note by editor: Josef Umdasch was a teacher, who in 1937 married Mathilde Hopferwieser, the company founder's only daughter). But from the start he adopted a very entrepreneurial and visionary way of thinking; what's more, he had the gift of being able to get people excited about his ideas.

**And was he the one who infected you with the entrepreneurial bug?**

**HU** Yes, I suppose so. I joined the company not long after my language training. In the 1960s the company was undergoing a period of radical reorganisation and restructuring. In many respects my father and his management team had adopted totally new approaches. And for me as a young woman it was enormously exciting being part of all that.

**Mr. Umdasch, you joined the company at the age of 24. How exactly did your career begin?**

**AU** I joined the company straight after completing my studies at Rosenheim University of Applied Sciences. One of my first assignments was to help set up our sales company for Doka formwork panels in Munich.



**How it all began.** The forefather of the later Umdasch Group was Stefan Hopferwieser. On 19 February 1868 he was granted a "licence to operate a carpentry business" in Kollmitzberg, a small town near Amstetten.

1868

19 February  
The company is founded

Stefan Hopferwieser opens a  
carpenter's shop in Kollmitzberg.

**You were primarily active abroad. What would you say motivated you to go out into the world?**

**AU** I worked for 38 years in sales. Once the sales organisation had been set up in Germany we wanted to create additional bases in Italy, the Netherlands, Belgium and so on. I really enjoyed it. When in the mid-1970s we were called to South America I was fascinated by this continent. I even learned Portuguese, because you can't get very far with English in Brazil. Then when the oil boom in the early 1980s led to an incredible amount of construction work in the Middle East I worked with my employees on developing sales organisations in Saudi Arabia and the Emirates. I always enjoyed working with people, building and maintaining relationships.

**Talking of relationships – Ms. Umdasch, you recently put in a lot of travel for umdasch The Store Makers, visited projects and cultivated personal contact with customers. Did you see that as a necessary task or a welcome change?**

**HU** Notwithstanding all the challenges growth involves, there is one thing you should never forget: the customer. Especially when companies reach a certain size you really must remind yourself every day: What we do is to benefit our customers. That's why my brother and I often take the opportunity to visit our customers. I always find it a special experience to attend shop openings. When you experience first-hand how customers' expectations are met it becomes much more than just business, and emotions are also involved. And if I might add a personal comment I would say I have always found travelling and meeting people of different cultures very enriching and I still enjoy travelling today.

**Mr. Umdasch, you have also travelled widely for the Group, and for Doka. Were there impressions of other regions in the world that influenced you personally?**

**AU** Naturally, during our activities in Brazil I learned for example that a straight-line is not necessarily the shortest route from A to B. We often achieved success in a roundabout way, by making detours. The Brazilians call that "jeito". Or once in Egypt, where we were offering formwork and scaffolding for the construction of a power plant in Suez. We travelled to Cairo for the final negotiations, and could not have been more surprised to see our three closest competitors sitting around the large conference table. It was a completely new experience for us to talk about prices, services and essentially to haggle over details with the customer in front of our competitors. But such things teach you to respond quickly to new situations. And the conclusion I drew from all this was that you cannot simply blindly transfer successful European sales models to other markets.

**Ms. Umdasch, Mr. Umdasch, over the years that you managed the two divisions umdasch The Store Makers and Doka, you have met innumerable people – employees, customers, suppliers and partners. Would you mind telling us which encounters especially influenced you?**

**AU** Naturally, when you are operating globally you deal with people of different nationalities and cultures. For example, I recall a large high-rise project in Hamburg. The managing director of the construction company asked to see a reference building site of a similar size and with similar problems. Then the managing director in Belgium organised a visit to a construction site that was to end with a joint lunch. When we sat down at the festively decorated table without much ado the Hamburg entrepreneur had everything removed, spread out his plans and began a discussion on the questions that concerned him.

1961

#### The company gets a new name

In 1937, Mathilde Hopperwieser marries Josef Umdasch, who subsequently sets about shaping the company. Umdasch is established as the company name in 1961.

Only when the questions had been answered to his satisfaction did the meal take place. And I experienced the very opposite when the owner of a construction firm in Nairobi had me travel out there to sign what was admittedly a very large contract; he wanted to talk about all sorts of things, but not about his project. (laughs)

**HU** I must admit I don't find it easy to pick out one meeting in particular. Life consists precisely of that: the sum of meetings that we have. And it is not much different in the business world. Looking back over the decades of my working life I have met many people who definitely deserve to be described as "special encounters". Incidentally, a highly fundamental aspect of being an entrepreneur is your experiences with other people. You often have to rely on your intuition, say when a vacant position is to be filled. A curriculum vitae might be helpful but it is by no means a guarantee. Selecting staff also requires a good knowledge of human nature, something you only develop after experiencing many different encounters.

**Given your very different answers, allow us to ask a question: Did you always agree when it came to matters of management?**

**HU** (laughs) Of course, we sometimes differed. But we were always aware that in the interests of the company we needed to find a joint decision that best served the firm and to advance it.

**AU** On the contrary, it would be exaggerated and also unusual if we always agreed on everything. Of course, we had discussions here and there, but essentially we agreed on the company's strategic alignment.

**Mr. Umdasch, your company is now being run by the fourth generation of the founding family, which has been at the helm for 150 years. What would you say characterises a successful family business?**

**AU** There are only a few things that characterise a successful family business: First and foremost, a high level of personal commitment, and connected with that the endeavour to remain up-to-date with what you're offering and quickly grasp the signs of the times. Finally, the mission to always be the "best in class".

**What factors particularly paved the way for the success of the Umdasch Group?**

**AU** After the War our father was quick to recognise that firms could only be successful if they concentrated on producing a few products, but products with a future. As you know, in the mid-1950s we not only operated a sawmill, but also a carpenter's shop, a box factory and a laminated timber workshop. Around that time the decision was taken to position ourselves with formwork technology as a supplier to the construction industry, and in addition as a shopfitter to secure a share of the emerging market for retail self-service elements – with a highly efficient carpentry operation.

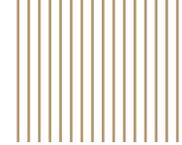
Our employees also represented and still represent a further success factor. I have always endeavoured to find employees who are fired with passion for our ideas and are prepared, so to speak, to "go through fire and water with us".



1966

umdasch attends the first EuroShop exhibition

The international retail trade fair EuroShop takes place for the first time in Düsseldorf – and umdasch The Store Makers is there.



→ I remember a good example in this context: When I and an employee from the technical office in Amstetten were fighting to win a large contract from a Korean construction firm in Saudi Arabia, more precisely in Kamish Mushayt, changes were made to our scope of services and the offer on an almost hourly basis. So when, way past midnight, the head of production planning approached us with yet another alteration and we needed to adjust and recalculate everything again my employee was on the verge of despair. But in the end we secured the contract in the early morning hours, before we both retired to our rooms. That also meant missing our flights back to Jeddah the next day. Well, in the end we did get a flight, but that's another story entirely ...

**Ms. Umdasch, your brother has just cited employees as the key success factor for your company history. How highly do you rate appreciation as part of your corporate culture?**

**HU** I'm personally convinced that it is an important and decisive factor in people's lives to be appreciated. This is why I rate appreciation so highly as part of our corporate culture. It is something that not only our employees can expect, but also our customers, suppliers and all our business partners. Moreover, we have established respect and appreciation as values in our corporate policy.

**You have also always been absolutely committed to striking a social balance in the company and society. You have initiated numerous private social projects and together with your brother set up the Umdasch Foundation. What importance do you assign to corporate social responsibility?**

**HU** As I see it – and the Umdasch Foundation is also an expression of this conviction – corporate social responsibility is a commitment we absolutely must have. As a corporate group with global activities we also strive to facilitate and support the education of those young people who live in socially deprived areas. I am especially pleased to see that increasing numbers of employees in various countries get involved in such work. This also demonstrates their high personal interest in social responsibility.

**Ms. Umdasch, Mr. Umdasch, you recently set up your own innovation firm – Umdasch Group Ventures, which addresses pioneering and disruptive developments in the construction world. To what purpose?**

**HU** Today, developments come about, run their course and sometimes also disappear again at an incredible speed. If a company is to be fit for the future, it is essential to establish a unit that in addition to simple product advancements also deals with totally new ideas. Will people still shop in stores in 50 years' time, or do more of their shopping on the Internet? Will formwork be the only method in future to prevent concrete from deforming? Maybe. But should there be developments that negate these questions, at the very least they should not take us by surprise.



A department store for a sheik

Umdasch realises the luxury department store Fitaihi Centre in Jeddah, Saudi Arabia – a door opener to the region.



**AU** I can only agree with that. If we want to remain at the forefront of technical advancements, we need to concern ourselves with pioneering innovations in a timely manner. This is a highly promising new business field for us, and is sure to give us a strong boost.

**Ms. Umdasch, it is part of the model of a venture firm to invest in young start-ups. Where do you see the benefits here?**

**AU** I think that in particular disruptive business models have little opportunity to come about in ordinary businesses. After all, ultimately they can have a cannibalising effect. And you can hardly expect a team to develop something that is a threat to its own products. I believe such models require ideas from the outside. It is not really a question of how do we make our products better still, but which products might possibly be better than our own? Every company is well advised to ask itself this question – before others do.



2018

150 years of Umdasch Group

Let's celebrate together



→ **Mr. Umdasch, Ms. Umdasch, just over three years ago in the division umdasch The Store Makers you and the management agreed on establishing a new business field: Digital Retail. Can you give us an initial assessment?**

**AU** As my sister has already emphasised, in store making in particular it's crucial to address modern methods and technologies. I think we are excellently positioned with our innovations, digital products and services. This new division gives us and above all our customers a lot of pleasure. It breathes new life into what to date has been a highly traditional shopfitting business. And that is greatly appreciated. Many of our customers are currently undergoing phases of transition, and can benefit from the know-how Digital Retail offers and its often unconventional ideas.

**Ms. Umdasch, do you see the ever-increasing influence of digitisation as a chance or a risk for your Group?**

**HU** Oh, definitely as an opportunity. And anyway there is no way we can halt this development. Aristotle said "I can't change the direction of the wind, but I can adjust my sails to always reach my destination." However, "adjusting the sails" also involves a number of challenges we still have to master. And all of this necessitates a totally new outlook on work, something we still need to cultivate. To my mind our digital awareness lags behind our digital technologies. This means we not only have to adjust our methods and products, but also our mindset.

**What is your personal vision for Umdasch? What will it take in order to successfully navigate the company through the next 150 years?**

**HU** What our predecessors and past pioneers have already done so successfully: In future it will also take courage and a sense of responsibility coupled with a willingness to take risks in order to successfully advance current business fields. But I am convinced that it is absolutely essential to always be on the lookout for new developments, so as to identify and exploit new opportunities in time.

It stands to reason that our employees will play a decisive role in this. And it will be equally important to have a good financial basis so as to enable investments in the future as we do in the venture field.

Ultimately, I believe that thinking big and being prepared for changes are important factors for a company's success.

**Do you mind us finishing with a question on your own personal recipe for success? Ms. Umdasch, Mr. Umdasch, what advice can you give to young employees for their personal development and advancing their career at Umdasch?**

**AU** Be cosmopolitan, remain mobile, learn languages, be prepared to work in a team. Approach the tasks at hand with humility and respect, demonstrate endurance. I honestly believe: no pain, no gain.

**HU** The conviction of being in the right company and being able to identify with its products and values is an important prerequisite for being successful at your job. The willingness to engage in lifelong learning, and as my brother already said the ability to work in a team and commitment are also factors for a successful career. (ero)

**Thank you for the interview.**

*The interview for shops was conducted by Silvio Kirchmair, CEO umdasch The Store Makers, and Petra Böttinger-Barth, Group Marketing Director.*

*Editor's note: Some of the questions came directly from The Store Makers staff, who had been requested in advance to put them to the owners.*



**150 years of impressive company history.**

You can read about it and view images on the Umdasch Group anniversary website:  
↳ [www.150years.umdach.com](http://www.150years.umdach.com)



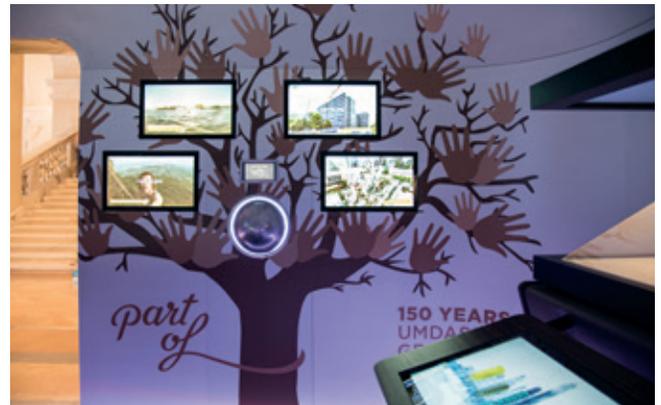


The Umdasch Group relies on employees who are passionate about ideas and willing to go through fire and water with the management. Consequently, owners Hilde Umdasch and Alfred Umdasch are devoting the anniversary year above all to their employees. And 150 years on to the day – namely 19 February 2018 – around 8,000 employees around the world celebrated the Group's anniversary at over 180 locations, in over 70 countries.



**Umdasch Foundation.** Corporate social responsibility as an obligation: worldwide the Umdasch Foundation supports initiatives on the topics of education and the transfer of knowledge, here with the project "Teach for Austria".

## UMDASCH AT WELTMUSEUM WIEN (WORLD MUSEUM VIENNA)



One of the most recent projects of the Umdasch Foundation is supporting the World Museum in Austria's capital, Vienna. On the occasion of the 150th anniversary of the company's establishment there was an interactive exhibition in the guise of two pavilions. One pavilion is devoted to the historical development of the Umdasch Group, while the second one displays future visions for the global economy. Incidentally, the concept was designed by Stefan Umdasch, son of owner Alfred Umdasch. The Store Makers realised both the analogue and digital solutions.





# HARRODS

food halls



*history in the making*

→ **Umdasch and Harrods both enjoy a long heritage. With the first major food hall refurbishment at Harrods for nearly 30 years now complete, it was their mutual combination of tradition and contemporary that enabled the Roastery & Bakehall to become a stunning template for ongoing rejuvenation.**



Alex Dower, Food and Restaurants Director at Harrods, aims to create a wondrous world of food. The Roastery & Bakehall marks the first phase of “The Taste Revolution”.

#### FACTS

**LOCATION:** Roastery and Bakehall, Harrods, London, UK

**PROJECT:** Refurbishment of first of four food halls

**SIZE:** 600 m<sup>2</sup>

**SNAPSHOT:** The first food hall refurbishment for nearly 30 years, rejuvenating the coffee, tea and patisseries experience at the world-famous department store.

#### FITTINGS AND

**INSTALLATION:** umdasch The Store Makers

**DESIGN:** David Collins Studio



Take the most famous department store in the world. Add a pinch of Grade II listed architecture – where every ingredient needs to comply and sympathise with the original building – and mix in the first food hall transformation for nearly 30 years. Roast, bake and serve.

Such was the challenge for umdasch when, late last year, world-famous London department store Harrods unveiled a renovated food hall, designed by David Collins Studio – with all fixtures and installation by umdasch – as the first phase in Harrods’ transformation of all four of its food halls.

The Roastery & Bakehall is a seamless combination of tradition and modernity. The room has been painstakingly returned to its 1925 configuration and size, with the original architectural features of the Grade II-listed building brought to life once more. The ceiling, cartouches and Carrara marble flooring have been lovingly restored, complemented by a host of new touches such as a centrepiece, bespoke brass coffee roaster.



→ umdasch worked to deliver a vision from Simon Rawlings, creative director at David Collins Studio, who recalls: “For Harrods, the customer’s experience is key and at the centre of their approach to the journey through the store. It’s vital that a customer can feel as though they can really engage with the product and understand it in any department. Our approach to the design of the Roastery & Bakehall is an extension of this, with a wall of freshly baked bread and the coffee roaster anchoring the room and a patisserie and coffee counter adding to the experimental touch points.”

He adds of the offer, which had to cater for both visitors and locals: “The everyday shopper needs to be considered. With such a large number of local residents around the store, the Roastery & Bakehall satisfies their daily needs with bread and morning coffee, but also enables grocery shopping for all life’s habitual necessities.”

The studio and umdasch took great care to maintain and restore the many historic elements, working closely with Historic England and the Royal Borough of Kensington and Chelsea to maintain the room’s heritage while simultaneously infusing it with a fresh, Art Deco-inspired style.



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*“For Harrods, the customer’s experience is key.”*

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Harmonious composition – the designers carefully calibrate modern installations with historical elements.



# “THE TASTE REVOLUTION” *in the* ————— HARRODS FOOD HALLS

→ Importantly, the project is the first in a planned restoration of all four food halls in what the department store dubs “The Taste Revolution”. The work will be followed by a renovation of the three remaining food halls. There are four elevations within the Roastery & Bakehall. On the north elevation, the focal point is the roasting room where the jet-black roasting machine features brass detailing and is set within a glass chamber finished with pressed glass and bronze details. Here coffee beans are roasted, aged and packaged in full view of customers, creating a visual story of provenance. A coffee tasting counter sits alongside.

On the opposite side is the Tea Tailor, where customers can sample and mix their own blends, plus a display of pre-packed, loose caddies and the best selection of tea from around the world. The curved shape of both the bars reflects the curves of the cartouches and the patisserie is completed in dark timber with aged brass and a green ceramic tile in the same colour as tiling around the perimeter – together with a brass and wood hand rail. Both counters have taller towers and signage set in the middle to signpost each space.

In this area, umdasch ensured that instead of standard aisles and rows, a framework of fixtures at differing heights encourages the customer to explore the space, with items grouped together intuitively for ease. New shelving has been designed to work within the framework of the original architecture and cartouches, which are lit with spotlights to make these details a focal point of the display. Rawlings explains: “Here dark timber and pressed glass, as well as ribbed metal panelled details, create a great showcase and a sense of theatre with large pressed glass pendants illuminating the space from above. The finishing touch within this area is a large clock designed as a central feature.”





Unique location – the new Food Hall invites visitors to undertake a journey of discovery for the senses.

# MODERNISING *a historic* ——— INTERIOR

→ umdasch worked with several stakeholders and project partners to install fixtures and furniture, to supply value engineering, technical design, manufacturing, sampling and prototyping services and to project manage all of their work. It was, of course, a challenge to implement an interior in harmony with the historic building and the antique elements. “To accommodate the Victorian tiled walls and the restored old ceiling with varying measurements we had to detail each item of furniture individually. In this way the display cases and centre space solutions are adapted to the details and the structures of the historic building,” explains Roman Fußthaler, Managing Director, Premium Retail, umdasch, who executed the refurbishment together with his team from their Oxford base.

“We are very proud to have been able to engineer, supply and install the furniture for the new Roastery & Bakehall within the famous Harrods Food Halls,” adds Fußthaler. “The last time these were refurbished was in the 1980s. It is very exciting to be part of such a once-in-a-lifetime project.”

Rawlings concurs and adds: “The restoration and celebration of the existing hall really is something I am proud of; we exposed and lit the tiled, original cartouches and really brought them to the forefront of the space. The way we have lit the room is really successful - ambient levels have been dropped and the products are all individually lit. Finally, I believe all of the new elements really sit comfortably within the room, and feel elegant, yet perfectly balanced.”



# HARRODS

## *aims for* ————— “GLOCAL” FLAVOUR

→ Alex Dower, Director of Food and Restaurants at Harrods, says that beyond the design and fixtures, the direction of the revamped food hall also reflects a repositioning of the gourmet and grocery offerings, which will be taken on through the further phases. “If we’re being very honest, we probably got out of kilter in being relevant enough to local Londoners as opposed to international customers,” says Dower. “This room is about re-connecting with Londoners, whilst remaining true to our global audiences.”

The new-look food hall is becoming a popular destination for a weekly grocery shop, all set amid a luxurious foodie environment that offers coffee to the signature Knightsbridge blend roasted in the hall and a vast selection of freshly made patisseries. Harrods has recruited in-house specialists across its coffee, tea and bakery to shape its sections and to enable it to get back to leading the way in food, says Dower. “It seems that shoppers love being in the room, the sense of calm and intrigue,” adds Rawlings. “The theatre of the food production has proved really successful and we hope to continue this level of engagement.”

Indeed, Dower has a team of world-renowned food experts at his disposal, including 150 in-house chefs. He says: “By 2019, our discerning customers will be able to experience the world’s greatest food emporium. Nowhere else will there be such a combination of skill, outstanding service and variety of food in a Grade II-listed environment. Customers will be invited to see and smell, touch and taste products as they purchase; we will create magic like no other. The Roastery & Bakehall forms the first phase of ‘The Taste Revolution.’”

Image source: Harrods



**Umdasch is already busy continuing its collaboration with Harrods: It recently completed the marvellous “Wine & Spirits” hall. Designed by Martin Brudnizki.**



# The Metamorphosis



*of Success*



Saturday afternoon in Vienna. We meet André Heller in his town house: The exceptional 20th and 21st-century Austrian artist; a man whose appeal extends far beyond Europe's borders. In response to the question as to how much time he spends in Vienna, Heller, who is nothing if not down-to-earth, says "as little as possible, as much as necessary". Born in Vienna, seeing his son and grandchildren regularly is very important to him. He found his own paradise on Earth a few years ago, elsewhere: in Marrakech, over 3,000 kilometres away. In Jardin Anima, a garden on the northwest edge of Africa, at the foot of the Atlas Mountains.

In order to understand how one can enjoy success as a singer, author, poet, action artist, director and garden designer in just one life, it is worth taking a look at André Heller's reasons for continually reinventing himself.



André Heller, the jack-of-all-trades.

### ANIMA - GARDEN OF THE IMAGINATION, GARDEN OF HELP

Asked how Jardin Anima came to be, the 71-year-old gives us an insight into his biography. For many years he owned a garden on Lake Garda that was laid out over 100 years ago by the naturalist and botanist Arthur Hruska. Heller decided, though, to undertake a park project from scratch himself. For 40 years his journeys regularly took him to Morocco, where the foundation stone for Jardin Anima was finally laid some ten years ago. As such Heller went one step further than many others, who enjoy taking a critical stance. He was not satisfied with theory alone, but became active: In a place called Ourika, south of Marrakech, he invested over 10 million euros in a garden and aid project in which the City of Marrakech had no say whatever.

Asked whether Jardin Anima is “Heller’s world”, he replies, with a smile, “no”, but immediately puts it more precisely: “Heller’s protected world perhaps.” Jardin Anima is a three-hectare botanical display, a place of sensuality and amazement. “I knew that this was something I owed myself and others. A paradise in which to take a deep breath, for taking enormous energy on board, and for great peace of mind. Designed according to my richly nuanced ideas, with my own means and without the help of sponsors, I invested in the future of my close family and lots of locals at the foot of the Atlas Mountains.”

It is in fact a commitment that extends far beyond the three-hectare site. With his project Heller created numerous jobs, erected a school in which women and children are taught together, and recently built a functioning water supply system for the surrounding population of some 5,000 people.

### THE ENERGY EMITTED COMES BACK

The exceptional artist places importance in his narrative on the fact that for him Jardin Anima has nothing whatever to do with self-adulation. He is convinced that the energy we all emit comes back to us. Heller, who is continually adopting a political stance, leaves no doubt about the fact that such aid for developing countries must be provided locally. “If an African only sees a minimal chance of a more dignified life than in the catastrophic conditions where he lives, with no medical care, no drinking water, no chance of education, no work, it goes without saying that he will be prepared to take the enormous risk and hardship of fleeing, says Heller, who for years now has been working for the international initiative Act.Now, which he founded together with friends. He warns against populism and calls on successful companies and corporations to play their part in creating a better world.

For him as an artist who specialises in display, sending out his message in the form of beauty was an obvious choice. For Heller, beauty begins in nature per se. Flora and fauna are the proof of God’s existence in terms of grace, precision, and celestial quality. Fascinated, and with a calm voice, he adds: “Just think about everything a garden has to offer: It is sweet smelling, a mass of colour, it provides shade from the heat, it heals, is inspiring, and a perpetual source of beauty.” In Jardin Anima Heller, who for years also struggled with himself and the dark sides of his soul, has finally found calm, balance, and comfort.

André Heller turned what he desired into reality – the Swarovski Crystal Worlds are Austria's unique art and adventure park.



Heller advises young people and companies alike to succumb to the passion of transformation and to reject the great fear of change that is prevalent in our society. “The future forces metamorphosis on us”, maintains Heller, who says he repeatedly dared 40-metre dives in deep gorges. A desire for change runs like a red thread through his career and, with the realisation of Jardin Anima, has taken Heller to a point that can be seen as the fulfilment of a life-long dream. To a point of reconciliation with himself. For Heller, the fact that though they are successful, so many people are unhappy, is due to a lack of courage to make a change and of a willingness to take risks.

### TRANSFORMING ONESELF BY LEARNING

In the course of his life André Heller has realised a wide range of projects for an audience of millions worldwide. Even as a young child Heller was interested in foreign countries. Among other places he found his inspiration in the Weltmuseum, previously the Völkerkundemuseum, on Heldenplatz in Vienna. Back then he was enthralled by bubbly, spirited, and passionate cultures, as indeed he still is today. And he always knew how to exploit these sources of inspiration and continually mastered new challenges. “I think it’s a great shame if young, intelligent people are not willing to try new things all their life, possibly persevering with their first success story forever,” he says.



“I SEE MYSELF AS  
A CUSTOMER, WHOSE  
FEELINGS AND REACTIONS  
I CAN CONTROL  
PRECISELY. I KNOW WHETHER  
SOMETHING WINS  
ME OVER OR IS WEAK.”

### SEEING ONESELF AS A CLIENT

Heller is happy when, design-wise, he is given totally free rein on his projects. “I’m not the sort of person who just implements other people’s ideas, I can’t do that,” he says, putting things more precisely as follows: “I see myself as a client, whose feelings and reactions I can control precisely. I know whether something wins me over or is weak. Anybody intending to amaze has to come up with something special. And if I am amazed by something, I’m certain millions of other people will be enthralled as well.” The Swarovski Crystal Worlds, a unique art and adventure park which Heller created to mark the company’s 100th anniversary, and which since 1995 have been one of Austria’s most popular tourist attractions, are proof that he often hits the mark with his keen sense. Only recently did the number of visitors pass the 14 million mark.

Asked whether crowd pullers such as these can be planned from the outset, Heller shakes his head and smiles. “I had no idea that the Crystal Worlds would be so successful. At the time I just turned what I had a longing for into reality,” the artist says. “Only recently, four new cabinets of curiosity, one of which I designed, were opened for the international visitors. With ‘Heroes of Peace’ I address precisely that topic, and invite visitors to pause for a few minutes,” he adds.



Silvio Kirchmair, CEO of umdasch The Store Makers, and Petra Böttinger-Barth, Group Marketing Director, talked to André Heller.

### André Heller

André Heller was born in 1947 in Vienna. He is one of the world's most successful multimedia artists. His oeuvre includes garden art works, chambers of curiosity, prose publications and processions as well as the revamping of circus and vaudeville, record sales totalling millions as a singer of his own songs, large flying and floating sculptures, the avant-garde amusement park Luna Luna, films, fire spectacles and labyrinths, not to mention plays and shows seen by audiences from Broadway to the Burgtheater in Vienna, from India to China, from South America to Africa. André Heller lives in Vienna, Morocco, Lombardy, and travelling.

### RETAIL AS A STAGE FOR DISPLAY

In connection with this particular project, so closely related as it is to retail, the question arises as to what, for Heller, constitutes a successful retail display. The artist compares the physical sales areas with stages; stages for display, where the goods presented are intended to be fascinating. At the same time, he criticises the current retail landscape, which in his opinion has become astonishingly unimaginative. For Heller, brand development means attracting attention in a positive, original way. As successful examples from the world of luxury goods he quotes Louis Vuitton, Nike and Karl Lagerfeld's iconic branding. At the same time he is, however, convinced that it is also possible to stand out in the lower price segment.

Customers in the Western consumer world desire something special. "For its target group, the product in question has to have something magnetic about it. Retail groups need to include these considerations in their way of thinking," Heller says, rounding out his idea.

André Heller answers openly the question as to whether he himself has any great desire to work for a retail group. "An assignment has to arouse my interest. I don't know everything, and don't presume myself capable of giving advice or an opinion on any topic in the world," he explains. He likes to decide whether or not a project suits him independently of the personal chemistry, and draws a comparison with the theatre: "If you bring a play to the stage the production certainly won't be good if the actors are not interested." In future, anyone wishing to meet Heller and discover the joint lust, as he puts it, for display, should best do it on an inspiring walk through his garden, Jardin Anima. (bp)

# ANDRÉ HELLER THE PERSON



## 1



**DREAMS**

## 2



**LUXURY**

## 3



**INSPIRATION**

## 4



**FEELINGS**

## 5



**EXPERIENCES**

## 6



**FUTURE**

**At night I dream of a different reality;** of a second life of my own, which we actually ought to include in our everyday life, in order to know whether our existence as a whole is happy or unhappy.

**If I get up early (Heller smiles):** I am not an early riser. Mornings are quite definitely for me alone, that's my idea of luxury.

I find getting to the bottom of myself and the world of polarity inspiring. It is an expedition that is always interesting and challenging.

**I feel safe** in Jardin Anima and every time I meet my son and grandchildren.

For me, **shopping streets** represent an extremely wide variety of psychological studies, in terms of both the shops and the passers-by.

**The future** for me is still being able to extend my training and become a, to some extent, successful person.

# “Respond to the change with courage and creativity”

The digital transformation and its impact on retailing are gaining pace. Retail futurist Doug Stephens sees great future opportunities and possibilities for success – if retailers recognise the signs of the times and adopt the right strategy. shops spoke to Stephens about the customer journey, customer needs and the future of shopfitting.



**Doug Stephens**

Doug Stephens, founder of corporate consultancy *Retail Prophet*, is one of the best-known retail futurists. His ideas have influenced international firms, agencies and brands such as Walmart, Google, Home Depot, Disney, BMW, Citibank and Intel. The Canadian has 20 years' experience in the retail business, also holding managerial positions at international level. Doug Stephens is a sought-after speaker, who delivers lectures for major companies and organisations worldwide. He is the author of the trailblazing books *The Retail Revival* and *Reengineering Retail*.

**Mr. Stephens, you are a retail prophet.  
What exactly does that mean?**

Being a retail futurist does not imply that one can predict the future. I certainly don't profess to. Futurism is a practice that combines research, probability and creativity. Understanding what is likely to happen is a matter of researching to find patterns, social and technological trends and emerging platforms that are likely to change consumer behaviour in a fundamental way. Then it's a matter of opening up one's imagination to how these various forces may play out and actually impact the market. There are no crystal balls. Just loads of research combined with creativity.

**How do you pick up a scent and hunt down a new trend?**

Every day, we at Retail Prophet basically drink from a firehose of information across a variety of subjects. The future of retail cannot be understood simply by examining retail. One has to look more broadly at changes in society, politics, technology, arts, entertainment, medicine, etc. Our changing behaviour as consumers can only be understood against the backdrop of broader societal change.

“  
**Online  
 Retailing**  
*is becoming  
 even more*  
 ↓  
**IMPORTANT**  
 ”

Image source: Retail Prophet

**What is it that keeps you fired up for your work?**

I believe we are living through one of, if not the most exciting time in the history of retail. I love sharing what's happening with clients and audiences and I love seeing clients become equally excited and inspired as they implement strategies based on our discussions.

**Where have you seen the most far-reaching changes take place in retail business in recent years?**

I think the most significant change in retail is the ever-expanding range of what consumers are comfortable purchasing online. It wasn't that long ago that the apparel industry suggested that people would never buy clothing online. Well, Amazon is the number-one seller of apparel in the United States today. Some said that no one would buy prescription items online and yet digital companies like the American retailer Warby Parker and its German counterpart Mister Spex are thriving in the optical market – with multichannel concepts. Consumer comfort with banking, insurance, buying automobiles and food and a growing list of other products is growing continuously. So anyone out there who is saying “my customers won't buy what we sell online” is deceiving themselves.

**Today's key facts that decide the success of a product: the right product at the right time. What will tomorrow's key facts be?**

The old notion of product, price, promotion and place are giving way to a new set of operating principles. Today consumers have access to whatever they want, wherever and whenever they want it. Retailers don't dictate the terms of reference anymore - the consumer does. So, in this new landscape, retailers have to forge new and distinct value. One either has to be the most convenient option in the market or the most engaging and experiential. If you're not one or the other, you're dead.



# Stop!

*thinking about*

# retail space

as 'stores'



#### **Which purposes will the store of the future serve?**

The store of the future will be regarded as a powerful media channel where consumers can go to play, learn, interact and be inspired. Stores of the future will be less focused on the distribution of products and become far more effective at distributing experiences.

#### **Omni-channel is the buzzword for the future - is it useful for all dealers to be present on all channels?**

I don't like the term omni-channel. I believe the term has been taken to suggest that the customer experience should feel homogeneous across channels. I don't believe that. While I do believe that we should use technology as the connective tissue between channels, I also believe that we should be celebrating the unique attributes of each channel to their fullest extents. There are unique aspects of mobile, online and in-store that can and should be capitalised on and exploited for the delight of consumers.

I also believe that if retailers truly want to have visibility into their customers across channels, then they should actively build premium membership programmes that give their shoppers a very clear reason to want to share their activity and data with the retailer. Membership drives an entirely different level of mutual transparency and insight.

#### **What makes for a good customer journey?**

There are two aspects to a great customer journey. The reduction of friction and the addition of experiential delight. Retailers have to carefully and creatively examine the consumer's entire path to purchase and, within it, look for moments of truth. Each of these moments will be either an opportunity to remove known elements of friction - like a line-up at checkout - for example, or to add experiential delight - like fast, free shipping - for example.



↓

*begin*  
**regarding**  
*them as*  
**‘stories’**

”

By removing friction and adding delight a retailer not only delivers a higher degree of satisfaction, but there’s also a very clear and direct financial return as well. For every incremental increase in customer experience, there’s a dollar increase in customer spending. For some retailers this may equate to hundreds of millions of dollars in incremental revenue.

**How do service providers in shopfitting need to adapt to meet the new requirements? Which changes does this spell for store design?**

They need to stop thinking about retail space as “stores” and begin regarding them as “stories”. The space is a stage where the brand story can be articulated for shoppers. They need to think less about “products” and more about “productions”.

**Can you cite some outstanding examples of a successful transformation?**

One true transformation that is ongoing is that of U.S. retailer Office Depot. This business was being hit hard by two trends: firstly a decline in the need for traditional office supplies, and secondly an increase in the number of consumers buying these kinds of items online. Consequently they decided to focus their stores less on selling office supplies and more on delivering services to their shoppers. Their new stores provide small business owners with a wide range of services such as technology set-up, social marketing, website design, accounting services and some stores even provide flexible communal workspaces. They realised that their real product isn’t office supplies, but business productivity.

**How will consumer tastes change over the next few years?**

As technologies like artificial intelligence, machine learning, sensor-based replenishment become more pervasive in our lives, more and more of what we buy will simply come to us via online. Eventually, every consumer will have a digital presence that moves with them at all times and becomes predictive about what they might want in any given moment. With this in mind, retail spaces will have to become more experiential and engaging in order to survive.

**Which role will the topic of sustainability play?**

I think sustainability has moved from being a conscious consumer decision to becoming a basic expectation. Consumers simply don't expect that any company would knowingly produce or sell a product that is harmful or irresponsible. And any retailer or brand that does is being almost immediately and unforgivingly called out in social channels.

**Where do you see the biggest challenges of the future?**

Having the courage and creativity to respond to change.

**What advice do you have for medium-sized businesses? What can they do in order to prepare for the future?**

Take time to step back from your business. Work to develop a broader perspective. Attend conferences that are outside your immediate category. Keep an open mind. And go first. Someone is going to disrupt your industry or category. The only question is, will it be you?

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Mr. Stephens, thank you for talking to us! (br)



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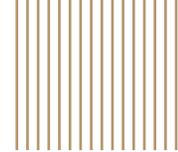


“

**You need  
courage and creativity**

*to respond  
appropriately to  
this change.*

”



# umdasch – strong together

umdasch The Store Makers, a division of Umdasch Group, which is joining in the celebrations marking this 150-year success story. Each one of the 1,400 employees from over 25 different countries has contributed to the success with their personality and individual skills. For shops, several Store Makers talk about their everyday work.



**WITH UMDASCH:**  
from 1961 to 1998

**CAREER AT UMDASCH:**  
from Cabinet Maker and  
Account Manager to  
Commercial Manager

## ERNST REITINGER

One of the first shopfitters

“For Josef Umdasch, who was still very active when I started, the main priority was customer satisfaction. So back in the early 1960s I rolled up my sleeves and worked, albeit not always under easy conditions.” Looking back, the native of Upper Austria says that “I am convinced we set a lot in motion.”

## GERHARD BRAUNEGGER

The experienced maker

“I’ve now been at umdasch Leibnitz at the wire and tubular steel manufacturing line for 46 years. We produce furniture with our hearts and a lot of muscle power. What I like most is to then see the pieces we have made in a store umdasch has realised and to know the client is happy,” comments the long-standing staffer.



**WITH UMDASCH:**  
since 1972

**CAREER AT UMDASCH:**  
Member of the Wire and  
Tubular Steel Production Team



**WITH UMDASCH:**  
from 1978 to 2011

**CAREER AT UMDASCH:**  
Marketing, co-developed  
umdasch Shop Academy

## HELGA SLAWITSCHEK

Pioneer of the Shop Academy

Now 63 years old, and enjoying the active retirement life of a grandmother of three, she helped define the umdasch Shop Academy: “It was a joy to offer our clients added value in the shape of new seminar formats, and a task to which I was very committed. And it laid the foundations for many a friendship that has endured,” our former colleague says.

## ANDREAS KORN

The IT pro

Andreas Korn is responsible for all of umdasch’s IT infrastructure: “I engage with the guys at the work benches just as I do with management. My job involves providing a functioning network and thus guaranteeing perfect implementation of our clients’ projects,” comments the IT Director.

*“It’s simply a great feeling to notice that things are really being lived and are flourishing.”*



**WITH UMDASCH:**  
since 1987

**CAREER AT UMDASCH:**  
Information Systems, Process  
Management, IT Director

## URSULA SCHÜTZE

Creative inventor

“Learning by doing” is the motto of Shop Consultant Ursula Schütze. “I will this year be celebrating my first 20 years with the company and have long since gained invaluable experience. As an architect, I have from the outset to consider the client’s wishes and consumer needs, and realise these with expert design skills.”

*“Meeting challenges with expert design skills.”*



**WITH UMDASCH:**  
since 1998

**CAREER AT UMDASCH:**  
Design Development,  
Shop Consultant



**WITH UMDASCH:**  
since 1998

**CAREER AT UMDASCH:**  
Member of the Installation Team

## WOLFGANG PFEIFFER

The confident installation expert

“My greatest experience is when umdasch customers personally request that I handle the installation. That makes me feel very appreciated and above all is motivation for the next project,” explains installation expert Wolfgang Pfeiffer, who works internationally from the Amstetten hub.

## MARKUS SCHULLER

Key account manager as a partner at your side

“The challenge for any key account manager is having to represent different interests – those of the client and those of umdasch. That can only work if you remain authentic. I rely on my intuition,” explains Markus Schuller. His accounts very much appreciate it: Since 2005, he has handled the dm drogerie markt account – and thus over 1,500 successful store openings.



**WITH UMDASCH:**  
since 2005

**CAREER AT UMDASCH:**  
Project Engineer, Project  
Manager, Key Account Manager



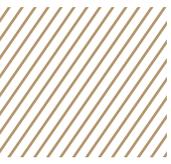
**WITH UMDASCH:**  
since 2006

**CAREER AT UMDASCH:**  
Financial Controller,  
Commercial Director

## MARGARET CARNEY

Strong commitment from Ireland

Margaret Carney was co-founder of the umdasch bases in Oxford, UK and Drogheda, Ireland. She turned a small office into an acclaimed, competitive outlet. “Supporting our staff and their development is my way of ensuring customers profit best from our experience and solutions,” explains Margaret Carney.



### ANALYN BAUYON-RIVERA

Reliability from Dubai

Native Filipino Anlyn Bauyon-Rivera is delighted to be part of the large umdasch family. “I am impressed by the people at umdasch and what they achieve, and proud to be able to work for such an international company. This motivates me to put 100% effort into everything I do, and I’m happy to pass on my enthusiasm to our customers,” relates the finance assistant at the Dubai location.



**WITH UMDASCH:**

since 2008

**CAREER AT UMDASCH:**

Finance Assistant



### ABDUL AWAL

The flexible technician

“Flexibility of course”, answers Abdul Awal, an electrician and a member of the logistics team at umdasch’s Dubai base when asked what he considers his personal success factor. “I like taking part in the whole process, from production through to loading the furniture. I find it enjoyable to have countless different tasks; that spurs me on.”

**WITH UMDASCH:**

since 2010

**CAREER AT UMDASCH:**

Electrician and Logistics Team Member

### UDO KUKULE

Charismatic Sales Director

Asked what mindset he brings to bear in his work, Udo Kukule replies: “With total commitment and joy, based on experience and an appreciation for the umdasch system.” The key account manager is in charge of the Food Retail office in Aichach, Germany. His most recent success was receiving a personal thank-you note from a manager that ended with the words:

*“I like people with a practical view of things. And you have just that...”*



**WITH UMDASCH:**

since 2013

**CAREER AT UMDASCH:**

Sales for Food Retail Germany, Sales and Branch Manager in Aichach



### JAKUB TMEJ

The Czech all-rounder from Russia

The acquisition of Story Design, the Czech shopfitting firm, has meant umdasch has welcomed another creative mind to its team, namely Jakub Tmej. He is primarily responsible for setting up the Russian outlet. “On innumerable assignments throughout the whole of Europe I was able to gather profound experiences in various cultures. This makes it easier for me to exactly meet the needs of international customers.”

**WITH UMDASCH:**

since 2015, previously StoryDesign

**CAREER AT UMDASCH:**

Project Manager, General Manager Ukraine, General Manager Russia

## CHRISTIAN SCALET

Digital Retail expert

Christian Scalet is a creative problem solver at the umdasch Digital Retail subsidiary, which was acquired by umdasch as MMIT 2014. “Precisely in the field of technology we software developers often have to cope with challenges. That means remaining calm, showing commitment and not losing sight of the bigger picture. This is the only way that we can offer customers harmonious solutions for the point of sale and integrate digital retail as best as possible,” explains the IT expert.

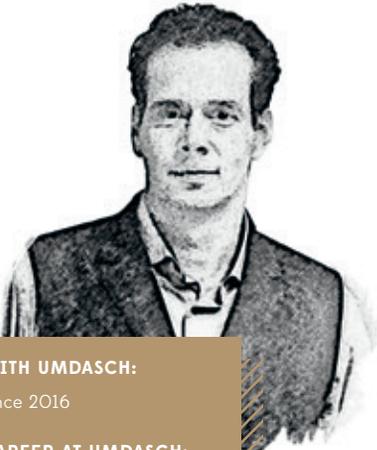


**WITH UMDASCH:**

since 2015, previously MMIT

**CAREER AT UMDASCH:**

Software Development



**WITH UMDASCH:**

since 2016

**CAREER AT UMDASCH:**

General Contracting Director

## MARCO GÖSLING

The man who keeps everything running

He has already achieved a great deal in a short space of time: The head of General Contracting Germany, Marco Gösling. He expanded his team from 4 to 40 employees. “I enter each project with great enthusiasm. My greatest success is that many customers followed me to umdasch. You can’t get more positive feedback than that,” concludes Gösling.

*“I made my job my passion.”*

## BARBORA LNĚNIČKOVÁ

The organisational genius

Barbora Lněničková ensures that all the different functions keep time. The construction manager from Story Design looks after a renowned rollout customer in the banking industry. “As general contractor you have to respond flexibly to customers and give them a sense of security. My focus is always on customer satisfaction, the key word being customer centricity.”



**WITH UMDASCH:**

since 2016

**CAREER AT UMDASCH:**

General Contracting



**WITH UMDASCH:**

since 2017, previously ATT

**CAREER AT UMDASCH:**

General Manager Croatia

## KRUNOSLAV FILIPOVIC

The face behind ATT

Since the end of 2017 the Croatian shopfitter ATT has belonged to umdasch and along with it Krunoslav Filipovic. The Managing Director says what is needed for successful business: “Success is achieved through successful cooperation between management and production team. Challenges are tackled proactively and any misunderstandings are eliminated. Customers greatly appreciate that.” (cp)

*“It’s all about people.”*

SHOWCASES

RETAIL

*can be*

so fine



# Shops

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Eat till you're happy





# Burberry

## DESIGN, INNOVATION & CRAFTSMANSHIP

Kohlmarkt, the shopping street in Vienna's first municipal district, is one of the most fashionable addresses when it comes to luxury brands, such as Burberry. The traditional British label is domiciled in a historical, listed building and welcomes its clients with a magnificent gold temple gate. Shopfitters umdasch were responsible for the entire general contracting. "The history of Kohlmarkt and its historical architecture dates back to the 16th century, which explains the numerous official requirements we had to take into consideration. In particular with regard to the coordination of the various trades working on different parts of the structure, such as the floor, ceiling, lighting, façade," explains Marco Gössling, head of General Contracting Germany.

The Croatian company ATT, which has been part of the Umdasch Group since late 2017, conducted the shopfitting work. Refined presentation systems suspended from the ceiling and glass display shelves put the focus on the luxury goods. The custom-made furniture transfers the company's brand values to the sophisticated design of this high-end-segment store perfectly.



### FACTS

- LOCATION:** Vienna, Austria
- SALES AREA:** 550 m<sup>2</sup>
- OPENING:** 08/2017
- SERVICES:** ATT\*: Manufacture, Installation, umdasch: General Contracting
- ARCHITECT:** IDL London
- SECTOR:** Highend Fashion
- CONTACT:** [www.burberry.com](http://www.burberry.com)  
\*Member of umdasch



#### FACTS

**LOCATION:** Dubai Airport - Terminal 3, UAE  
**SALES AREA:** 150 m<sup>2</sup>  
**OPENING:** 02/2018  
**SERVICE:** General Contracting  
**ARCHITECT:** Peter Marino Architect, New York  
**SECTOR:** Jewellery  
**CONTACT:** [www.bulgari.com](http://www.bulgari.com)

# BVLGARI

## WHERE THE SUN RISES

“With Bulgari I’m always reminded of the sun in South Italy,” explained Patrick Fallmann – General Manager of umdasch Dubai. And the interior – which was designed by Peter Marino – for the Bulgari outlet in Dubai Airport, Terminal 3 is resplendent in gold and bronze colours. Glass and marble elements emphasise the exclusive nature of the new Bulgari Store, whereby an ingenious lighting concept bathes the surface in a pleasant warm play of light. The Store Makers at umdasch lead managed the process, handling the general contracting and ensuring that all the trades interacted smoothly and perfectly on site.

#### FACTS

**LOCATION:** Jeddah, Saudi Arabia  
**SALES AREA:** 750 m<sup>2</sup>  
**OPENING:** 01/2018  
**SERVICE:** Design Engineering, Manufacture  
**SECTOR:** Jewellery  
**CONTACT:** [www.alzainjewellery.com](http://www.alzainjewellery.com)

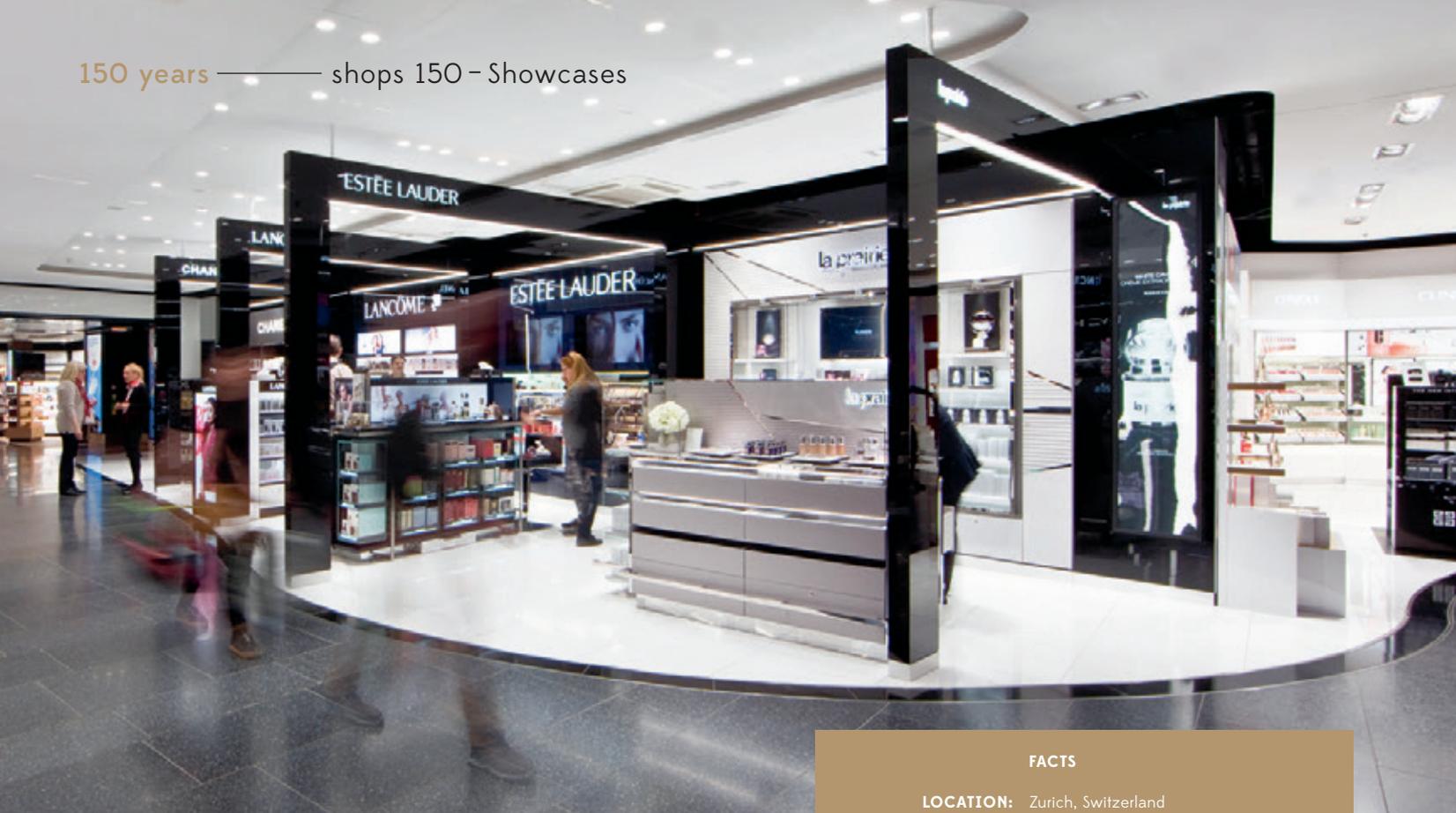
# Al Zain

## THE MASTER OF JEWELLERY



Exquisite, beautiful detailing and breath-taking, all attributes that accurately describe high-end jeweller Al Zain, a native of Bahrain, and his hand-made jewellery collection. The Store Makers at umdasch duly devised an absolutely exclusive showroom that stylishly highlights the jewellery. Elegantly curving vitrines, refined display cases set into the walls, dark marble and a firmament of lights, as graceful as it is artistic, meld to create a luxurious ambience.





# Zurich Duty Free

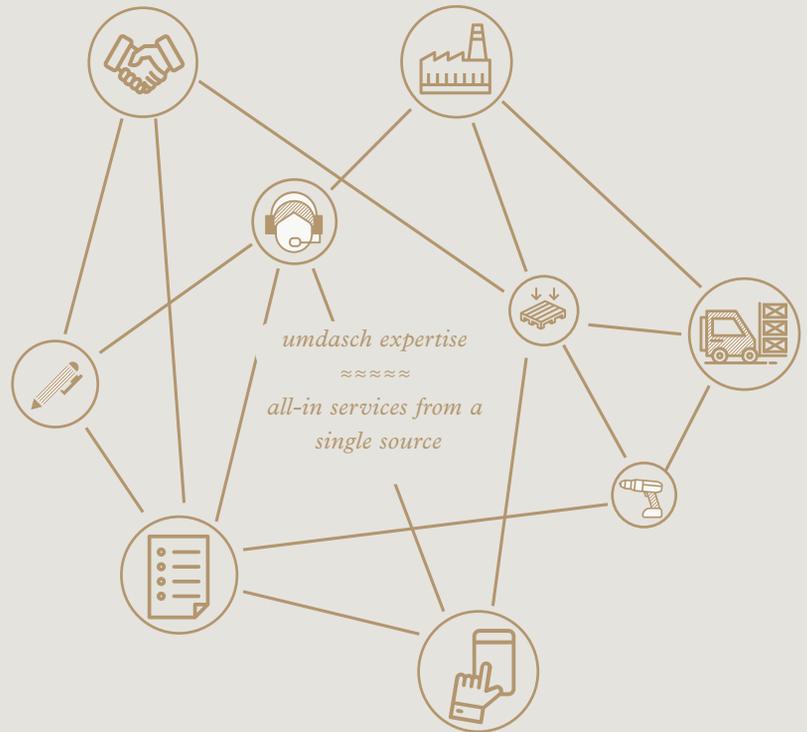
## INTERNATIONAL STORE MAKING

### FACTS

- LOCATION:** Zurich, Switzerland
- SALES AREA:** 3.000 m<sup>2</sup>
- OPENING:** 12/2017
- SERVICE:** Value Engineering, Manufacture, Installation
- CONCEPT:** The Design Solution
- ARCHITECT:** Abert Architekten
- SECTOR:** Travel Retail
- CONTACT:** [www.dufry.com](http://www.dufry.com)

International was the key element of the brief, but hardly a surprise for the expansion and revitalisation of the new duty-free shops at Zurich's Airport. The interaction on these projects also crossed many borders and boundaries. The task of engineering and manufacturing the four duty-free areas for retailer Dufry went to the umdasch team in Great Britain, which won the day with its persuasive project management skills. In close cooperation with the client based in London and Madrid and Berlin architect "Abert ARCHITECTen" they realised the very tight project schedule on time and fully in line with the client's wishes. Within the space of only six weeks and while each shop remained trading, the Store Makers manufactured and installed the high-grade and attractive fit-out across some 3,000 sq. m., relying on umdasch's international network and sister companies Story Design (Czech Republic) and ATT (Croatia). The concept design was courtesy of London's "The Design Solution".





## IN CONVERSATION



Lukáš Brýdl,  
Project Manager  
at Story Design,  
Czech Republic



Steve Bell,  
Operations Manager  
at umdasch UK



**shops:** umdasch has fitted out four new duty-free shops at Zurich Airport. How do we ensure the design diversity of each store, covering a total area of 3,000 sq. m.?

**Bell:** The designers sub-divided each shop area into four sections. First of all, there are the traditional duty-free ranges (tobacco, spirits, cosmetics, candy, etc.). Secondly, specially branded furniture, on which high-grade items from selected brands could be displayed to great effect. Thirdly, to emphasise regional produce umdasch created furniture with special glossy red tops, in keeping with the Swiss national colours. And last but not least, there are promotional test islands for cosmetics and fragrances, encouraging people to try the products out and enter an exciting and interactive customer journey.

**shops:** What was the brief for the expansion of the duty-free area? And how did you realise it?

**Bell:** Dufry's objective was to expand the existing shops and also to upgrade the quality of the fit-out. We opted for highly robust and durable laminates as well as solid oak furniture, with high-gloss surface finishes in black and white.

**shops:** What challenges did you face during the installation phase at the airport?

**Brýdl:** Time, time is always the crunch. We had only six weeks to translate the pre-defined design into an exciting store interior – without disturbing business. One third of the sales area at a time was cordoned off for the installation work, with sales continuing uninterrupted in the remainder. Moreover, we were forever coordinating with the other sub-contractors for the floors, ceiling, electrics, etc., which called for very careful and intense project management.

**shops:** What special conditions did the installation work at an airport involve?

**Brýdl:** One key thing is of course security. The greatest challenge was getting the furniture to the site. Each and every truck had to be on site at an exactly defined time to pass through the security checks. And this required exact documentation, which goods were in the truck and proof of who the driver was. This registration process applied to every truck and we had 80 trucks. All this had to be factored into the scheduling and called for very forward-oriented project management.





# Automotive

## CAR MARQUES RELY ON UMDASCH

Together with the Story Design subsidiary, the Store Makers at umdasch are considered the premier fit-out specialists for the auto industry. Most recently they proved their skills for the new MINI Lifestyle Shop at BMW-World in Munich. The umdasch designers tinkered away at solving a real challenge: How to adapt the existing global furniture concept to the new corporate identity. A clear, high-quality design now embraces open, bright and emotional store areas. Since 2015 umdasch has been realising dealer showrooms for the AUDI marque – a rollout project par excellence. umdasch has already fitted out over 100 showrooms with the flexible, easily multiplied furniture. For example, most recently the one in Koblenz, Germany, which gleams persuasively in high-end design. The Store Makers are also active on behalf of Jaguar Land Rover: As regards the marque presence, umdasch has been entrusted with the stores in the Middle East, North Africa and Russia.



**AUDI centre, Koblenz:** Across 500 sq.m. of space, the umdasch automotive experts have created a premium-class interior.

Service: Manufacture, Installation, Rollout  
Opening: 10/2017  
Architect: Dyck & Franke



**Showroom Jaguar Land Rover, Palestine**

The architects at Expressions dreamed up a luxurious brand presence for the 600 sq.m. of showroom.

It was then realised by umdasch.

Service: Value Engineering, Manufacture  
Opening: 10/2017  
Architect: Expressions



Lifestyle shopping at MINI. The new store elements can be variably and flexibly integrated in existing areas, depending on the assortments to be displayed.



#### FACTS MINI LIFESTYLE COLLECTION

**LOCATION:** BMW-World – Munich, Germany  
**SALES AREA:** 106 m<sup>2</sup>  
**OPENING:** 12/2017  
**SERVICE:** Concept, Design, Manufacture, Shop Equipment, Installation, Rollout, Lighting  
**SECTOR:** Automotive  
**CONTACT:** [www.bmw-welt.com](http://www.bmw-welt.com)

MIRJAM HEUSSEN-KÜHR – RETAIL MARKETING AT MINI:

“WE GOT A LOT OF POSITIVE FEEDBACK  
ON THE OPENING OF THE MINI  
LIFESTYLE SHOP – ABOVE ALL ON UMDASCH.  
WE HAVE THE STORE MAKERS  
TO THANK FOR THEIR GREAT CONCEPT AND  
RELIABLE REALISATION EFFORT.”



# Hudson's Bay

## HARDLY A CLASSIC DEPARTMENT STORE

The Hudson's Bay trading company has now opened its first outlet outside Canada, and the umdasch Store Makers played their part. They supported the global department store group (it has over 480 stores worldwide) on its dynamic expansion in the Netherlands. And realised showroom-like solutions for Women's Fashion & Shoes in 13 department stores. One of the first is prominently located in downtown Amsterdam between Rokin and Nes – and is convincingly fresh in feel. With a novel studio concept courtesy of CallisonRTKL: It integrates an area reserved for exclusive brands and products. "With its high-end offerings, Hudson's Bay is no classic department store. The fit-out with the unique materials mix creates a very special customer journey. We're talking about veneers made of patinated brass, chrome and stainless steel, elaborate stone patterns for the tops and elements with lacquered surfaces," says Mark Hülsemann, key account manager at umdasch.



### FACTS

- LOCATION:** Amsterdam, Netherlands
- SALES AREA:** 1,100 m<sup>2</sup>
- OPENING:** 09/2017
- SERVICE:** Manufacture, Shop Equipment, Installation, Rollout
- ARCHITECT:** CallisonRTKL
- SECTOR:** Department Store
- CONTACT:** [www.hudsonsbay.nl](http://www.hudsonsbay.nl)



#### FACTS

<b>LOCATION:</b>	Leoben, Austria
<b>SALES AREA:</b>	2,200 m <sup>2</sup>
<b>OPENING:</b>	03/2018
<b>SERVICE:</b>	Value Engineering, Manufacture, Shop Equipment, Installation
<b>ARCHITECT:</b>	blocher partners
<b>SECTOR:</b>	Fashion
<b>CONTACT:</b>	<a href="http://www.kastner-oehler.at">www.kastner-oehler.at</a>



The Stuttgart-based firm of architects blocher partners created the design – umdasch delivered the perfect realisation.

# Kastner & Öhler

## FROM THE CATWALK TO THE FASHION STORE

Kastner & Öhler is expanding its sales area and has opened no less than five new stores in Austria. umdasch was the partner chosen to realise three of the branches, including Leoben in the Styria region. The planning for the shop concept was based on proposals by the architects and design studio blocher partners. In the entrance area, the department store already acts as a crowd-puller, with an asymmetric, standalone portal in the corporate red. The highly varied sales areas invite customers to explore, while different colours and materials such as wood, copper or anthracite set off the Young Fashion, Women's and Men's departments. Warm bright oak is the constant throughout – for displays and even for the cash desks umdasch realised. Highlight presentations form the eye-catchers in the collections. One special element: the exclusively arranged high-end bags that are staged quite spectacularly on mounts suspended from the ceiling.



# adidas

## CHAMPIONS LEAGUE – WITH UMDASCH

Star athletes rely on a strong network of coaches and teammates; when it comes to store design, adidas relies on umdasch – as can be seen from the realisation of over 40 shop-in-shop areas throughout Germany, all derived from adidas’ “stadium” monobrand store concept. Take the example of Intersport Jürgensen in Flensburg. The umdasch Store Makers developed a very sporting design for the 33 sq. m. of the shop-in-shop. With steel furnishings, a concrete look, and railing elements, a trendy football world arose that presents the materials, shoes and accessories in the right light. The crowd-puller: a five-metre-wide Foot-wear Wall where the latest football boots go on display.



### FACTS

- LOCATION:** Flensburg, Germany
- SALES AREA:** 33 m<sup>2</sup> Shop-in-Shop
- OPENING:** 11/2017
- SERVICE:** Consulting, Manufacture, Installation, Rollout
- SECTOR:** Sports
- CONTACT:** [www.adidas.com](http://www.adidas.com)

# Optik Hallmann

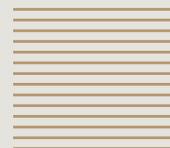
## STAGE FOR THE SENSES

The Store Makers at umdasch developed a store concept for Optik Hallmann that appeals to the senses. The result is truly striking: structuring presentation elements create visual zones. Ceiling elements and warm wooden surfaces create a sense of well-being, the visual merchandising is rounded out by a touch of vintage. A space is created for a great and befitting multi-sensory experience.



### FACTS

- LOCATION:** Pinneberg, Germany
- SALES AREA:** 78 m<sup>2</sup>
- OPENING:** 11/2017
- SERVICE:** Consulting, Manufacture, Shop Equipment, Installation, Lighting, General Contracting  
Digital Retail: Digital Signage
- SECTOR:** Opticians
- CONTACT:** [www.optik-hallmann.de](http://www.optik-hallmann.de)





#### FACTS

- LOCATION:** Abu Dhabi, UAE  
**SALES AREA:** 600 m<sup>2</sup>  
**OPENING:** 12/2017  
**SERVICE:** Manufacture, Installation, General Contracting  
**ARCHITECT:** Usman Mughni  
**SECTOR:** Fashion  
**CONTACT:** [www.khaadionline.com](http://www.khaadionline.com)



REHAN SYED – CEO KHAADI

“KHAADI ATTACHES  
GREAT IMPORTANCE TO THE SPECIAL  
ATMOSPHERE IN ITS STORES.  
THE PARTNERSHIP BETWEEN KHAADI AND  
UMDASCH MAKES CERTAIN  
THE FIT-OUT IS REALISED IN A  
SUPERLATIVE QUALITY.”

# Khaadi

## COLOURFUL CHAMPIONS

The business relationship between Pakistani fashion label Khaadi and umdasch dates back to EuroShop 2017 – after close consultation, umdasch was immediately commissioned to make the next Khaadi store. Collaboration started off so simply, and has stayed that way ever since. New shops have since opened in Abu Dhabi, Dubai, Doha, Sharjah, London and Glasgow. And umdasch has been in charge of the high-grade store making for the luxury collection of hand-made Pakistani garments (the traditional kurtas) and the general contracting. The unequivocal strategy: The clothing is king. Against dark woods and the oscillating hues of the masonry, the glorious colourful collection comes firmly into its own.



Optimal customer support thanks to multimedia technology: courtesy of the know-how of the umdasch Digital Retail team.

# Bosch

## THOSE FEELGOOD MOMENTS ARE GUARANTEED

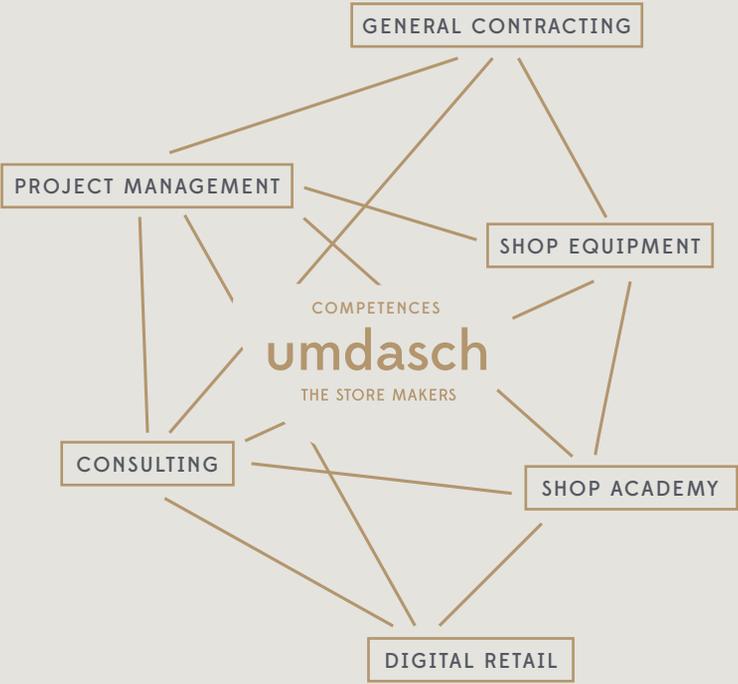
Comfort, harmony and a feelgood mood – these were the key notions informing the work of the umdasch Store Makers from the concept to the finished store. After on-time assembly and provision of all the general contracting services, a highly diverse sales area was opened for innovative products and expert sales support. The new store in Vienna for the German household appliance maker Bosch oozes a modern, homely atmosphere while also integrating innovative digital equipment into the store design. The experts at umdasch Digital Retail installed electronic price labels as well as several digital signage solutions: a Video Wall with four screens and a display at the POS. An Air Play app provides support for customers and not only on tablets, as the content can also be projected on a large screen.

### FACTS

- LOCATION:** Vienna, Austria
- SALES AREA:** 400 m<sup>2</sup>
- OPENING:** 12/2017
- SERVICE:** Consulting, Manufacture, Installation, General Contracting, Lighting, Digital Retail: Digital Signage, Electronic Shelf Labelling, Interactive Applications, Content Management
- SECTOR:** Consumer Electronics
- CONTACT:** [www.bosch-home.at](http://www.bosch-home.at)



Differently staged areas, from washing machines and vacuum cleaners to kitchen appliances, structure the space and guide customers through the whole store.



The design features bright fronts combined with oak surfaces to create a comfy, homely atmosphere.



Julia Mitteregger – Consultant umdasch The Store Makers

*“This project has spelled an intense and exciting journey between tradition and innovation for everyone involved.”*



From design to perfect fitting – umdasch offered all-round services from a single source.

# Jochen Schweizer

## ADVENTURE SHOPPING

“Feel life. You are what you experience” – this is the banner under which the German company Jochen Schweizer sells travel and adventure vouchers – be it a parachute jump or an Alpaca hike, or even a quad off-road tour. The umdasch Digital Retail team has devised a mobile element for sales, a virtual point of sale (viPOS) enabling customers to immerse themselves in the Jochen Schweizer world and experience their first adventures on large-format displays. A touch function lets you navigate the menu and then conclude the purchase using the payment module umdasch has integrated. The viPOS can be divided into the individual modules for easy transportation. It is ideally suited for presentations in shopping malls or at fairs.



“COMPACT AND EASY  
TO TRANSPORT – THE MOBILE  
POS’S MODULAR STRUCTURE  
IS PERFECT. IDEAL  
FOR EVENT LOCATIONS.”

FRANZ KENDLER – PROJECT MANAGER  
AT UMDASCH DIGITAL RETAIL

### FACTS

- LOCATION:** On Tour
- OPENING:** 03/2018
- SERVICE:** Digital Retail: viPOS  
(virtual point of sale)
- CONTACT:** [www.jochen-schweizer.at](http://www.jochen-schweizer.at)



# Dänisches Bettenlager

## CLEAR TO SEE!

Up-to-date, saving costs and time – tomorrow’s price and product information system of tomorrow is called Electronic Shelf Labelling (ESL). Recently the bed company Dänisches Bettenlager launched prototype tests at two locations: in Flensburg (Germany) and Serravalle (Italy) and relied on the service expertise of umdasch Digital Retail in the process. In order to enable the company to respond faster to changes in market conditions, opening times or assortments, the Store Makers installed some 3,000 ESL tags as well as two price checkers in the branch in Serravalle – and provided service and support. “umdasch Digital Retail not only guaranteed smooth implementation of the ESL tags and the price checker, a digital shopping assistant that gives customers the latest price and other details, but was above all responsible for all the project management. Pride of place went to service, maintenance and support,” recalls Franz Kendler, umdasch Digital Retail project manager.

### FACTS

**LOCATION:** Serravalle, Italy  
**SALES AREA:** 865 m<sup>2</sup>  
**INSTALLATION:** 03/2018  
**SERVICE:** Digital Retail:  
 Electronic Shelf Labelling, Price Checker  
**SECTOR:** Home & Living  
**CONTACT:** [www.daenischesbettenlager.de](http://www.daenischesbettenlager.de)  
[michael.rotermund@dbl-zentrale.com](mailto:michael.rotermund@dbl-zentrale.com)



Always up-to-date: The experts at Digital Retail equip branches of Dänisches Bettenlager bed company with electronic shelf labelling (ESL).

# Golf House



## HOLE-IN-ONE WITH UMDASCH

The new Golf House flagship store in Austria's Wiener Neudorf is, at 2,000 sq. m., its largest to date – planned and realised by umdasch. The goal: to create a spacious indoor golf course where all the articles relating to golfing can be impressively staged as an experience for customers. The interior is destined to kindle an immediate wish to enjoy the exclusive sport and thus give customers the feeling they are on a golf course. A first: the Customer Fitting Wall umdasch developed. It presents the entire portfolio of high-grade golf clubs. And right next to it, a driving simulator and a putting green invite you to test the products.



Customer Fitting Wall custom-developed by umdasch presents the entire portfolio of high-grade golf clubs.

### FACTS

- LOCATION:** Wiener Neudorf, Austria
- SALES AREA:** 2,000 m<sup>2</sup>
- OPENING:** 03/2018
- SERVICE:** Consulting, Shop Equipment, Manufacture, Installation, General Contracting, Lighting
- SECTOR:** Sports
- CONTACT:** [www.golfhouse.at](http://www.golfhouse.at)



Orientation made easy – green zones denote the assortment, paths marked on the flooring guide customers.



Trolleys in all shapes and colours: The Store Makers created a diverse product presentation with an authentic golf course atmosphere.



## IN CONVERSATION

Mark Bube  
Sales Director, Golf House



Developing, visualising and realising ideas – umdasch reliably supports its clients through to commissioning.

**shops:** What did you want to achieve with the redesign in Wiener Neudorf?

**Bube:** Wiener Neudorf is the largest and most important location in the entire Golf House branch network. We wanted to raise the existing store concept to a new level and clearly advance it. We have realised new, exciting and emotionally appealing elements that our customers will rave about. The store design succeeds in persuading customers to stay longer in the store while also emphasising the various competences of the Golf House brand.

**shops:** What challenges did you have to overcome during the new fit-out?

**Bube:** There were numerous challenges from the start of planning and the construction phase through to the opening: The footprint was not easy, some of the facilities technology had to be replaced, innovative store elements had to be developed, and the outlet area on the upper floor needed a complete makeover – all of that had to be coordinated and implemented within a two-month construction period while sales activities went on undisturbed. We squared up to the challenge! And we had to bear costs in mind and meaningfully calibrate the various construction phases.

**shops:** Golf House and umdasch have now collaborated for seven years. What do you most like about our Store Makers?

**Bube:** For me, the collaboration has the clear advantage that I get everything from a single source. umdasch is a partner who supports us from planning the project and getting the relevant permits through to “turn-key” installation. That skill in flexibly addressing client needs and sector-specific features also has a very positive impact on the creative development of the store concept.

# Česká spořitelna

## BANK OF TOMORROW

In light of digitisation, banks are having to rethink the design of their branch areas. Advances and added value are required, while conveying a sense of discretion, trust and security. Innocad architects drew on precisely these ideas for their concept for Česká spořitelna in Chrudim in the Czech Republic. In 2017 the Store Makers at umdasch joined forces with their colleagues at the Story Design subsidiary to realise the design for some 30 branches. Wall elements with bright wooden surfaces, stylish groups of seats, an ingenious lighting concept and integrated digital signage solutions together created a mood that encouraged personal discussion and expert support – a clear advantage for the branches in today’s anonymous Internet world.



### FACTS

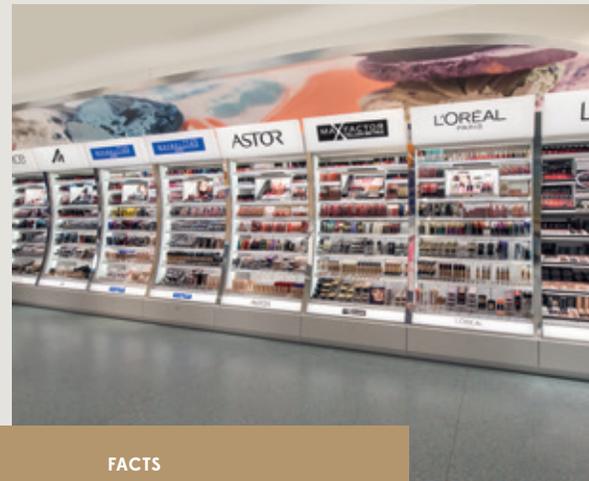
- LOCATION:** Chrudim, Czech Republic
  - SALES AREA:** 530 m<sup>2</sup>
  - OPENING:** 09/2017
  - SERVICE:** Story Design\*: Manufacture, Installation
  - ARCHITECT:** Innocad
  - SECTOR:** Banking
  - CONTACT:** [www.csas.cz](http://www.csas.cz)
- \*Member of umdasch

Discretion, trust, security –  
the atmosphere encourages  
personal discussion.

# dm drogerie markt

## WHERE PEOPLE COME FIRST

More than 1,800 branches fitted out in only 17 years – umdasch is a long-standing companion of dm drogerie markt. The Store Makers recently realised a new dm branch in Graz, Austria. In line with the company motto that “I’m a person here, this is where I shop” the design puts the customer at the centre of things. umdasch handled the entire fit-out of the basic shelves and cash desks. Purpose-developed, well-structured deco-tops with integrated LED lighting optimally support consumer needs. Various islands offering product tests encourage people to tarry a while and try things out.



### FACTS

<b>LOCATION:</b>	Graz, Austria
<b>SALES AREA:</b>	360 m <sup>2</sup>
<b>OPENING:</b>	06/2017
<b>SERVICE:</b>	Value Engineering, Manufacture, Shop Equipment, Installation, Rollout
<b>ARCHITECT:</b>	LAY Architekten
<b>SECTOR:</b>	Health Stores
<b>CONTACT:</b>	<a href="http://www.dm-drogeriemarkt.at">www.dm-drogeriemarkt.at</a>



## IN CONVERSATION

Marlene Draschwandtner

Manager of the Store Fit-Out Division  
at dm drogerie markt

**shops:** dm drogerie markt has been collaborating with umdasch for over 17 years. What is the key to the long-standing successful cooperation in your opinion?

**Draschwandtner:** Both companies, dm drogerie markt and umdasch, embody similar values. I think that is fundamental to any long-standing cooperation. We started with a wire shelving system and today umdasch fits the dm branches out with all the essential elements of the interior design. We both endeavour to improve constantly, thrive on innovation and design, seek to offer customers a great shopping experience, while putting people first in everything we do.

**shops:** How do you gauge the impact of digitisation on store retailing and specifically dm. What measures has dm taken?

**Draschwandtner:** Retail needs to be considered holistically – from omni-channel communications and services to the in-store experience. Digitisation augments the opportunities to interact with customers and also offers the latter more chances to engage with dm. With meindm.at, for example, there’s now an extra info channel where customers can find out all sorts of things, chat and are supported in conscious and easy shopping. Digitisation is also a tool for optimising processes. Meaning we can dedicate more time to customers and offer them expert personal advice and additional services.

**shops:** What are dm drogerie markt’s plans for the future, what will the dm branches look like in 20 years’ time?

**Draschwandtner:** Different, for sure! And our customers will definitely enjoy a real artwork with a nice atmosphere. I feel it important to remain flexible and experiment a lot to test all the angles. Close interaction with our customers is key, as the future belongs to those who perceive people and their needs holistically, address them personally on all channels, and repeatedly offer them pleasant surprises.



#### FACTS

**LOCATION:** Salzburg, Austria  
**SALES AREA:** 120 m<sup>2</sup>  
**OPENING:** 12/2017  
**SERVICE:** Market Research, Consulting, Manufacture, Installation, Shop Equipment, Lighting  
**SECTOR:** Systems hospitality  
**CONTACT:** [www.stiegl.at](http://www.stiegl.at)

# Stiegl-Zeitraum

## SPACE FOR TIME

Escape the hustle and bustle, relax and enjoy – this is the idea behind umdasch’s new hospitality concept for the Stiegl brewery. In keeping with the motto of “Giving more space for time”, the new Zeitraum location has been created at the McArthurGlen Designer Outlet in Salzburg. Based on market research umdasch conducted, the Store Makers teamed up with the brewery to devise an innovative concept that emphasises going slow. Guests can drink their beer in a pleasant living-room ambience: lots of planters, comfy seating, and mood lighting combine to foster a sense of casual dining. Even the burble of a waterfall is integrated into the close-to-nature feel – stylish red stairs catch the eye and in combination with staggered seats form the heart of the place.





#### FACTS

**LOCATION:** Meckesheim, Germany  
**SALES AREA:** 1,733 m<sup>2</sup>  
**OPENING:** 10/2017  
**SERVICE:** Design, Manufacture, Shop Equipment, Installation, Rollout  
**SECTOR:** Food  
**CONTACT:** [www.rewe.de](http://www.rewe.de)

# REWE

## REWE 2020 BY UMDASCH

REWE 2020 – the German food retailer, boasts a new concept and look. After finalising 30 test markets, umdasch emerged as the reliable partner for the design concept and realisation. In Q1 2018 alone, the Store Makers realised the sales concept with its focus on fresh goods in several dozen REWE supermarkets. The shop design hinges on a market-square-style goods presentation, the furnishings are friendly and natural, and boast bright oak surfaces. Moreover, the well-structured overall concept revolves around clear zoning for better orientation. REWE in Meckesheim is a case in point: The zones for the different lines are kept visually separate, while graphic elements and displays support the corporate design and ensure easier guidance.



FACTS

**LOCATION:** Rijeka-Rujevica, Croatia

**SALES AREA:** 4,000 m<sup>2</sup>

**OPENING:** 03/2018

**SERVICE:** Manufacture, Shop Equipment, Installation

**ARCHITECT:** Idis Turato

**STORE CONCEPT:** raumINDEX Consulting Engineers GmbH

**MODEL MARKET CONCEPT:** ASPIAG Management AG

**SECTOR:** Food / Non-Food

**CONTACT:** www.spar.hr, www.aspiag.com



# INTERSPAR

## TUTTO BENE AT INTERSPAR

The new INTERSPAR branch in Rijeka, Croatia, goes the whole way: Across some 4,000 sq. m. and based on the latest ASPIAG model market concept, it offers a customer journey that leaves nothing to be desired. The fruit and vegetable section with its market-square feel is inviting and guides customers to the delicatessen department with its vintage chic. Here, retro-tiles set the tone and harmonise with panelling in bright Sanremo Classic oak. The bread department entices customers with freshly baked and appetisingly displayed wares in home-baked quality, presented on bakery shelves, in bread baskets or on Bake Off furniture by umdasch. The cosmetics department boasts a persuasively illuminated atmosphere: Presentation furniture with gleaming white surfaces display the diverse product offerings to great effect. umdasch handled the complete lighting solution. In Café Tutto bene next door customers can round off their shopping trip by enjoying a tasty snack in a Mediterranean ambience with a great view out over the town.





IN CONVERSATION:  
ROBERT STUBENVOLL  
KEY ACCOUNT MANAGER  
AT UMDASCH



**shops:** The new INTERSPAR in Rijeka boasts almost 4,000 sq. m. of space. How do customers not get lost?

**Stubenvoll:** The entire hypermarket is subdivided into worlds for the different departments, such as Wine, Kitchen, and Energy. The individual departments are designated by our shelves which have special top structures that are colour coded to provide guidance.

**shops:** umdasch has created a whole host of furniture specially for INTERSPAR Rijeka. Are shop systems developed by umdasch also being used?

**Stubenvoll:** We're using our popular Bake Off furniture in the bread department: modular bread furniture on which fresh bakery wares can be presented most tastefully. The cash desks were also designed by umdasch – technically smart checkouts with flexible furniture units.

**shops:** umdasch also realised the Café Tutto bene. Tell us more!

**Stubenvoll:** The café next to the hypermarket is certainly a real highlight: The small bistro with its colourful chairs and retro-lighting is definitely inviting. The display cases for the tasty snacks are designed to resemble a table, and design elements suspended from the counter to create the impression of a fine, white tablecloth. Here, guests can enjoy the refreshments in true Croatian style and in a Mediterranean ambience.



# Hans im Glück



## EAT TILL YOU'RE HAPPY

“There’s no one under the sun who is as happy as am I!” declares Hans, having gradually swapped all his valuables for valueless objects. At the end, penniless, Hans nevertheless feels pure happiness. Borrowing from this one of the Brothers Grimm tales, the burger grill bar “Hans im Glück” also promises its customers a feeling of happiness, when enjoying a perfect burger with lots of fresh ingredients. And the Store Makers at umdasch took their cue from that feeling when designing an appropriate interior for the restaurant in the German spa city of Wiesbaden, and handled all the general contracting, too. Black tables and benches contrast with oak-textured wooden panelling, while lemon-green colour highlights in line with the company’s corporate design underscore how fresh it all is. The most striking element defining the mood: the birch trees, the burger grill bar’s trademark: the 250 sq. m. of restaurant space are decorated by countless trees, a veritable forest, promising a perfect, close-to-nature feel-good ambience.



Eye-catcher in the centre of the burger bar: Borrowing from the Brothers Grimm tale, guests throw coins into the fountain in the hope that they will be blessed by happiness.

### FACTS

- LOCATION:** Wiesbaden, Germany
- SALES AREA:** 250 m<sup>2</sup>
- OPENING:** 12/2017
- SERVICE:** Manufacture, Installation, General Contracting
- ARCHITECT:** Philipp Zimmermann
- SECTOR:** System hospitality
- CONTACT:** [www.hansimglueck-burgergrill.de](http://www.hansimglueck-burgergrill.de)



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# THE PRODUCT

*finds the* CUSTOMER



Global, networked, urban, mobile, personalised -  
umdasch Digital Retail, which was added to the service  
range of umdasch The Store Makers in 2014, is committed  
to the guiding principles of the 21st century.



More keywords than buzzwords for Managing Director Bernd Albl, ones he quickly brings to life. “When I look to the future, a great deal is happening in the areas of virtual reality, robotics and artificial intelligence,” says Albl, adding in the next breath that the opportunities digitisation offers retail are simply inexhaustible. “In future we may even be able to measure a consumer’s vital signs as he enters the store, which would enable us to present product suggestions to him.”

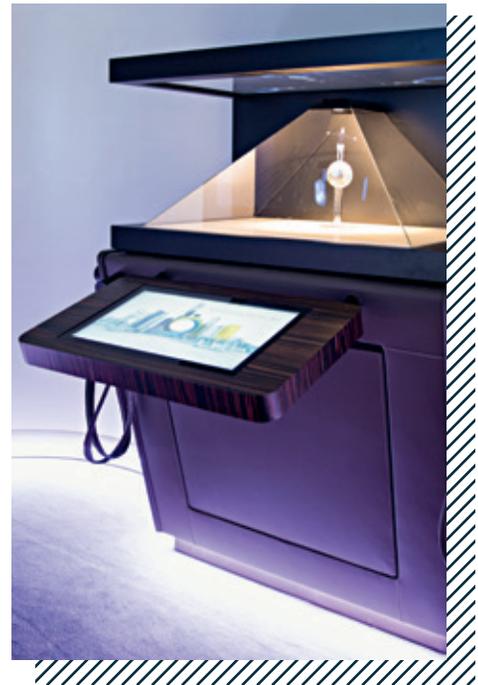
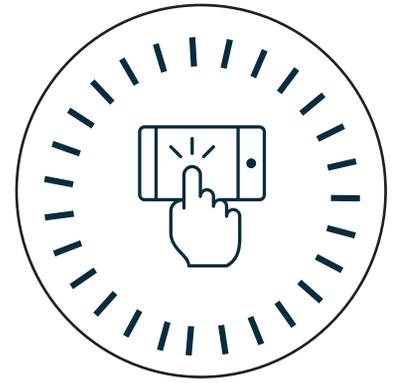
The umdasch expert believes there’s a fundamental split in current opinion in the retail sector on the topic of digitisation: “While it is true that digitisation is accorded a crucial role, at the same time there are reservations towards the trends and developments.” The issue of data protection and also the necessary investments are inhibiting willingness to upgrade on the digital front. “Digitisation is a process and as such difficult to grasp, or in other words, a one-off investment will not suffice, and development must continually be advanced.” Here too, Albl and his team feel obliged to act in an informative, advisory and supporting function. And that is a valued service. Indeed, umdasch Digital Retail, considered one of the pioneers in electronic price labelling, can surely also boast of having convinced sceptics of the merits of electronic shelf labelling.

Whereas electronic product labelling was still viewed with suspicion several years ago, today it is valued above all in food retailing. The display screens affixed to goods carriers enable automatic price and information labelling of the products and are always up to date – and save time as well as money into the bargain.



Above all in the area of food retail, electronic product labelling has already gained recognition: including ESL.inclusive by umdasch.

A fixed component of everyday retailing: umdasch offers sophisticated digital signage solutions from the transparent screen to holograms to touchscreens, as recently installed at Weltmuseum Wien.



Digital signage is likewise commonplace. A study conducted with the University of Vienna shows that digital signage has a strong influence on consumers' cognition, emotions and behaviour. Be it a head-up display at the entrance, mini signage for tailored advertising slogans on the shelving, a transparent box for product presentations or a virtual point of sale as an interactive experience, in the best case effective messages animate consumers to buy. The image of the store and product quality are more favourably assessed, negative emotions are reduced, a return visit becomes more probable, and waiting time at the checkout counter is perceived as shorter.

According to Albl the upcoming mobile telecommunication standard 5G, which enables mobile payments and the acceptance of cryptocurrencies, will stimulate developments even further. The standard is scheduled to roll out in Germany as of 2020 and will lay the foundation for a comprehensive digitisation of business and society, according to a study by Roland Berger and the Internet Economy Foundation. "5G is a central lever for advancing digitisation," it states. 5G will lead to a quantum leap in terms of speed, reliability and availability of mobile telecommunications, the study goes on to claim. The new standard is optimised for the Internet of Things, for the billions of networked end devices that will communicate with each other and with us in future. Thousands of devices will function reliably within a network cell and energy-efficient data will be able to be exchanged.

It is already clear that those companies which have firm control of their data today will benefit most. Indeed, this is the basis for optimising all processes, which ultimately leads to higher profits. "A data-driven value-creation chain creates new opportunities for strategic growth options and the exploitation of potential efficiencies," says Albl.



This includes measures such as involving mobile devices in the customer journey and topics including customer tracking and self-checkout. Then there is personalisation and establishing chatbots/digital language assistants – also to link the channels.

“In consumers’ eyes, digitisation has long since blurred the boundaries between on-site and online retailing, even if some will dispute that,” says the umdasch expert. Even if the answers are different in individual cases, the tasks are essentially always the same.

“The retailer must fulfil the customer’s wishes. That hasn’t changed of course. And the customer wants to be inspired – he is looking for an experience.” For this reason, Albl notes, a seamless link between digital and physical shopping experiences is the precondition for the cross-channel services customers so cherish. “One of our key tasks is to help with the personalised development and realisation of POS 4.0. Together with our colleagues in store making, we assume the important role of integrator,” explains Albl. This staging of an interactive experience combined with the long-standing shop-fitting expertise characterises the experts’ approach.



# SEAMLESS SHOPPING:

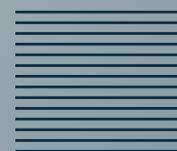
## centred on a sense of pleasure



Constant innovation as well as new ideas and technologies look for individual answers. Today’s consistently networked customer is pushing for seamless shopping, which means that he no longer distinguishes at which point of the customer journey he looks for contact – online or offline. “The consumer no longer thinks about phases, where one can tediously select, pay for or collect a product,” says Albl. The advantage of seamlessness is that there is no pressure. For the seamless-shopping customer, the entire process is associated with a pleasant factor or a feeling of happiness; everything else happens in the background. “What is important to understand is that it is not the customer who has to search for the product – the product finds the customer!” emphasises Albl.



Yet when it comes to digitisation, how do retail companies manage not only to respond, but themselves be at the helm? First and foremost they must consider which topics relating to customers and staff can optimise or expand the company. Where can value-added be created? Or more generally, where can digitisation improve areas of operation?





For Albl it is important in his consulting sessions that trends are understood. And he doesn't just mean the actual technology, but also its advantages and benefits. Last but not least, the technology must suit the retailer's overall concept and customer journey. In a second step he recommends defining use cases – the basis of the objectives and approaches for value-added. The next step involves examining where potential touchpoints exist on the customer journey, for example in the retail space or in the digital world – be it via smartphone or on the PC. After all, in the digital age the customer journey begins within your own four walls.

“Together with the retail companies, we at umdasch Digital Retail observe and analyse which resources are first available and second required in order to be able to implement the digitisation concept in the next three to five years,” says Albl, explaining the optimal procedure. Not to forget, decision-makers shouldn't solely take their cue from trends, but should also give consideration to such aspects as feasibility, expense and others' experiences. Just because something is complex and novel certainly doesn't mean it is suitable. “Of course, retailers can use 3D printing, brain interfaces, drones and mind control. And they are no doubt fancy ideas, but the underlying technology is not yet fully developed. And that's not even to go into the complexity,” says Albl, and advises against being overly proactive in this regard.



# THE CUSTOMER AS SUCCESS FACTOR:

eliminating reservations, building trust

Ultimately it is the market that decides on whether a digital trend gets accepted. As such it will be exciting to see whether the convenience of mobile payment methods or the fear of mass surveillance will tip the scales. Albl: “Sometimes we have to eliminate reservations and build trust. We are used to trading with physical wares or paying with cash – we have done so for centuries. It's a pattern based on familiarisation and many of us are safety-minded.” For him, one thing is clear: “As I see it, the acceptance of mobile payments is only a matter of time. You simply need to build trust. After all, the advantages of digital payment methods are obvious.” The foundations for real-time transactions have already been laid at the European level. With the help of this instant payment process, transactions will be finalised within a matter of seconds and the advantages of exchange with cash transactions transported into the digital world – cashless cash, as it were.





Digital solutions can support the shopping experience and have an effect going beyond the POS.



Fundamentally, the experts have identified geographical differences when it comes to digitisation. The stance adopted in German-speaking countries is, they say, somewhat more conservative in comparison to frontrunners such as Asia or America, but is by no means closed. “Society is open to new technologies, only many consumers are more careful, taking the approach: ‘We don’t have to be the first.’ All the same, we at umdasch Digital Retail are noticing that things are picking up and people are becoming more willing to invest,” comments Albl.

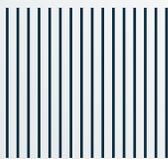
There is enormous potential: In 2050, around 70 to 80 percent of the population will live in urban areas, different cultures are increasingly merging, languages and living habits are blending. Against this background digital solutions have great potential to support or even realise shopping experiences. “We will use space more efficiently. Stores will exhibit fewer goods and yet still offer more variety; new transport solutions are also in demand here. Customer contact will be able to take into account how different the respective language is,” forecasts the digital manager.



This will give rise to new, exciting and at least in part personalised retail spaces. “Of course, as with all changes, it also takes a little courage”, says Albl. Based on the data acquired, he continues, one must exploit the advantages in order to set oneself off from the competition, for instance with digital language assistants – the current “hottest” trend. (ak)



Bernd Albl, Managing Director Digital Retail at umdasch, sees simply inexhaustible opportunities for retail digitisation.



# Shop Dramaturgy LIVE!

## A visit to the land of the Arabian Nights

**Christian and Denise Mikunda, two marketing experience experts, have collaborated on various occasions with umdasch Shop Academy and helped them develop numerous expedition and seminar concepts. As cutting-edge thinkers in the field of retail experiences they always have their sights set on shopping metropolises that are fast evolving into the future. shops talked to them about how the retail scene in Dubai and Abu Dhabi is changing, and why their learning expeditions are not simply sightseeing tours.**

**Mr. Mikunda, you visited Dubai for umdasch way back in 2007. More than 10 years later, from 11-15 November 2018, Shop Academy plans to visit this shopping paradise with you again. What fundamental changes have taken place since then?**

Amongst the world's entertainment destinations Dubai has undergone the most changes in the last decade. For example, 10 years ago people admired the realisation of the seemingly impossible, say, in the guise of an enormous artificial palm-shaped island. Today, Dubai is discovering its lifestyle side: City Walk, the new urban precinct featuring stunning video projections, or the Level Shoe District, a retail sales area for shoes in Dubai Mall, number amongst the best-designed retail locations in the world.

The new "City Walk" design mall has the longest pedestrian zone in Dubai and is rapidly emerging as a crowd puller and shopping paradise.



“

**Our learning expeditions are ‘travelling seminars’. The tricks of dramaturgy can be experienced live in situ.**

”

**Mrs. Mikunda, for decades you and your husband have repeatedly choreographed the shop expeditions of umdasch. What dramaturgical highlights can participants in Dubai and Abu Dhabi look forward to? Will the proverbial “genie in the bottle” appear to them?**

After 100 joint learning expeditions with umdasch it is still true to say: Dramaturgy is everything, you can learn from everything. Which is why alongside brilliantly staged retailing, other fields of the “experience economy” will get a fair share of the limelight: We will visit highly emotional water shows, zip to the top of the Burj Khalifa tower, and admire the world's largest presentation of flowers in “Dubai Miracle Garden”. When it is experiences you want, just like the genie in the bottle, Dubai fulfils your every wish.

**What will the fellow travellers on the shopping expedition to Dubai and Abu Dhabi get from the trip? Participants on past trips particularly emphasise that ...**

... they not only have a wonderful time, but profit from their impressions for a long time afterwards. Our learning expeditions are 'travelling seminars' where participants not only find out the tricks of dramaturgy in theory, but also experience them live and in situ. This unique combination of know-how and impressive experiences helps participants transfer their insights to their own world, see their own locations from a dramaturgical perspective, and finally enables them to optimise them. (er)



Experience store dramaturgy live: Boutique Le Chocolat in Dubai's new "City Walk" design mall – realised by umdasch The Store Makers.

save  
the  
date

SHOP DRAMATURGY LIVE! TRIP

→ **11-15 NOVEMBER 2018**

Dubai / Event language: German

Information and Registration:

Evelyn Ring, [evelyn.ring@umdasch.com](mailto:evelyn.ring@umdasch.com),

+43 7472 605 2589, or visit

[www.umdasch-shop-academy.com](http://www.umdasch-shop-academy.com)



**Christian Mikunda** was originally a television dramaturg. Today, as a "cutting-edge thinker of new experience worlds" (VISA Magazin) he acts as a consultant for European industry. In 1995, his book "Der verbotene Ort oder: Die inszenierte Verführung" (The Forbidden Place or: The Orchestrated Seduction) established him as the founder of retail dramaturgy. His new book "Hypnoästhetik – die ultimative Verführung" (Hypnoaesthetics – the Ultimate Seduction) is due to appear autumn 2018. For umdasch Shop Academy he is a speaker and trend scout on the legendary retail dramaturgy LIVE! shop expeditions.

**Denise Mikunda-Schulz** studied Mass Communication. She and her husband Christian Mikunda jointly manage the CommEnt consultancy. She is a specialist when it comes to integrating dramaturgy into a company's general logistic environments. For umdasch Shop Academy she is the director behind the spectacular retail dramaturgy LIVE! expeditions.

# Travel tours 2018

**Get inspired and join us on unforgettable shop expeditions. Profit from the experience of our experts, whose keen instincts will guide you through the hippest shopping metropolises.**



## CREATIVE METROPOLIS BERLIN

Berlin attracts visitors with a host of authentic shopping districts. And whether it is Mitte, Friedrichstrasse, the Ku'damm, Hackesche Höfe, Neukölln or Kreuzberg – every district has a different character. On one corner you encounter pure nostalgia, while next door food is ordered solely by smartphone. As regards digitisation, Berlin is the new pioneer in start-ups and pop-up concepts. Erdmannhöfe, an old industrial neighbourhood in Kreuzberg, is at the centre of this new movement. The “Silicon backyard of Kreuzberg”, as the daily newspaper “BILD” calls it, has become a symbol of Berlin’s growing start-up scene.



→ **14 SEPTEMBER 2018**

Berlin

Event language: German



## SCORING WITH CULINARY DELIGHTS AT THE POS, WHAT'S HOT, WHAT'S NOT ... IN ZURICH

Restaurants can be highly effective when it comes to presenting the point of sale as a distinct place for encounters and communication. And indeed, increasing numbers of retailers are flirting with the idea of integrating restaurant concepts into their shop space, something that often involves them entering new territory. Together with hospitality expert Pierre Nierhaus we set out on a culinary tour of Zurich to explore the Swiss food scene and discover the synergies between gastronomy, retail and hospitality. Moreover, epicurean experiences are to be savoured with both tastings during the tour and the evening dinner on the first tour day.

→ **10-11 OCTOBER 2018**

Zurich

Event language: German

**BOOKING**

FOR FURTHER INFORMATION  
ON REGISTERING AND BOOKING  
PLEASE CONTACT:

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[www.umdasch-shop-academy.com](http://www.umdasch-shop-academy.com)

2018

# You can book inspiration!

## September

**14 September 2018**

**Retail Secrets Tour**

(Maik Drewitz)

↳ Berlin

**09 September 2018**

**Visual Merchandising for Beginners**

(Anja Müller)

↳ Düsseldorf

**20 September 2018**

**Visual Marketing for Food Retailers**

(Beate Schöndienst)

↳ Amstetten

**27 September 2018**

**Visual Merchandising for Professionals**

(Anja Müller)

↳ Düsseldorf

**27 September 2018**

**The Retail Design Compass**

(Shop Consult umdasch, Dominik Flener)

↳ Vienna

## October

**04 October 2018**

**Scoring on the Digital Retail**

**Playing Field**

(Michael Rodin-Lo)

↳ Amstetten

**10-11 October 2018**

**Impressing Foodies at the POS**

(Pierre Nierhaus)

↳ Zurich

**11 October 2018**

**Visual Marketing for Food Retailers**

(Beate Schöndienst)

↳ Düsseldorf

**18 October 2018**

**Retail Marketing for Retail Professionals**

(Günter Nowodwski)

↳ Amstetten

**25 October 2018**

**The Rules of Shop Dramaturgy**

(Christian Mikunda)

↳ Hamburg

## November

**08 November 2018**

**Visual Merchandising for Beginners**

(Anja Müller)

↳ Amstetten

**11-15 November 2018**

**Shop Dramaturgy LIVE!**

**Dubai and Abu Dhabi Reloaded.**

(Christian and Denise Mikunda)

↳ Dubai and Abu Dhabi



save  
the  
date



**Event language: German**

**Further Information**

on events can be found at:  
[www.umdach-shop-academy.com](http://www.umdach-shop-academy.com)



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**LITHOGRAPHY**

Repromayer  
Reutlingen, Germany  
www.repromayer.de

**PRINTING**

Queiser GmbH  
Amstetten, Austria  
www.queiser.at

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# *We Show Off Your Product With The Best Lighting*



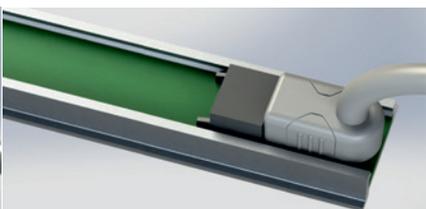
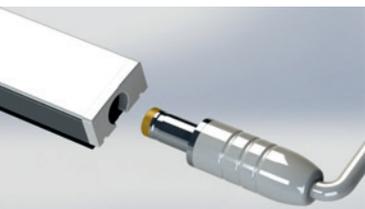
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