

# shops<sup>155</sup>

## **SUSTAINABLE TOGETHER:**

Growing in partnership with umdasch The Store Makers



The International Magazine for Retailing and Shop Design

**umdasch**  
THE STORE MAKERS





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DATE

EuroShop



26 February – 2 March 2023

Düsseldorf

Hall 12, Stand C55

[umdasch.com](https://umdasch.com)

We look forward to meeting you!



# Fate as Chance

Dear Readers,

There have been times when it was easier to face the future with optimism – as if climate change and the associated striving for sustainability were not already enough of a challenge. It almost seems as if saving the planet will have to take a back seat, yet again. So what makes me feel hopeful all the same? That there are so many people, and not only at umdasch, who are helping actively to bring about the transformation. Because if we focus our attention on the things which we can influence, we shall find that we have the strength to tackle the challenging situations in life in a creative manner.

That is the subject of this latest issue of shops, the B2B magazine of umdasch The Store Makers. We could just as easily say H2H, human to human, because it shows what is possible when people allow themselves to be guided by a vision of the future instead of memories of the past. And so I should like to encourage you to read the story “Mission Sustainability” (page 8). It tells of ambitious projects which are being developed from within our company in order to make the Earth a better place to live in.

It does not have to be a physical location, as the Metaverse – a digital parallel universe where the real and the virtual world are fused – makes clear, with its new opportunities for the retail sector (page 48). That, too, is one of the aims of our activities: to recognise the potential which trends and technologies offer for our business partners and customers, and then to take full advantage of them together. On this subject, please read our article about Smart Shopping from page 52; it will give you an overview of self-scanning, self-checkout and autonomous stores.

This edition of shops will also show you the complexity, the creativity and the unique character with which shopping environments are designed today. Travel with us to the world's most famous and exclusive department store, Harrods in London (from page 18), and allow yourself to be enchanted by the selected store projects realised throughout the world by umdasch in the Showcases from page 24.



Covid has shown us that great need can spur people and their collective intelligence to promote important developments such as vaccines and medicines within a very short space of time. So crises encourage people to experiment and to bring about things which had hitherto seemed inconceivable.

And so I wish us all that we can emerge from the current crisis with additional strength. That we live so that sustainability becomes an integral part of our DNA. And that we do not just talk about our good intentions, but make others talk about us because of our good deeds.

We should be pleased to support you on this journey. And we should be delighted if you would visit us at the EuroShop between 26 February and 2 March 2023 in Düsseldorf. This time we shall be presenting our exhibition under the motto “Sustainable Together”.

I think you know why!

Yours sincerely,

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EDITOR-IN-CHIEF  
PETRA.BARTH@UMDASCH.COM



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### umdasch sees "green"

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# 08

### Mission Sustainability

Things cannot continue as they are. So we have begun to ask ourselves questions as to how we can really position ourselves sustainably. A short story of the challenge of becoming "green".





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Image source: Frankfurt Airport Retail

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Image source: Courtesy of Sybarite\_Photography by Rupert Peace

## 18

**Harrods Champagne Bar**

The famous London department store always stood for sparkling shopping experiences. Now that is also literally true. Because Moët & Chandon has opened its first own bar in Europe there. A toast to the Franco-British liaison.

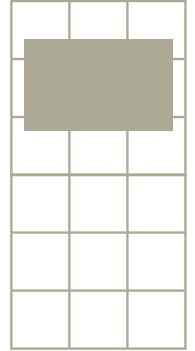


# News & Facts

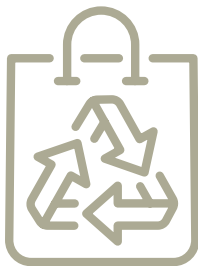
## SITELIGHT – HIGH IN THE SKY WITH INNOVATIVE ADVERTISING SURFACES



SiteLight makes the construction site into a digital advertising surface. The **LED SCREENS** are employed at different locations: directly on the Doka protective shield – a safety system for site staff which climbs hydraulically and with which it rises upwards, floor by floor; on the **AT-PAC** scaffolding; or on the site fence. In order to offer this new product, created to meet the request of numerous customers, umdasch The Store Makers and the formwork experts at Doka, also part of the Umdasch Group, combined their skills. In order to be able to play out the advertising message digitally, they needed a product solution which would live up to the challenging conditions on large construction sites. In future, you will be able to admire SiteLight on construction projects in the world's metropolises. The system was presented to the public for the first time in October 2022 at the **BAUMA** in Munich, the world's largest fair for the building industry.



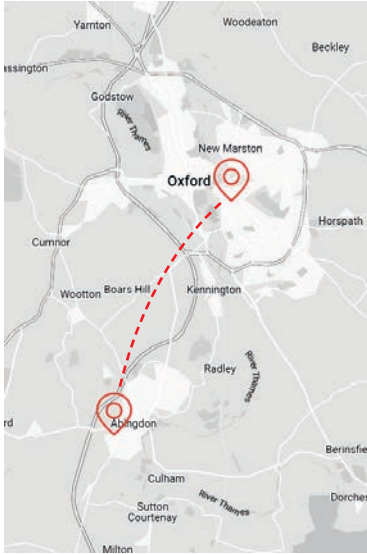
## CLIMATE-FRIENDLY, PLEASE!



Increasing numbers of retail companies are supporting the construction and operation of climate-friendly locations or are even aiming to become climate neutral themselves. The development shows how important sustainability has become for securing our continued existence. But to date the various measures adopted by the retail sector mostly fail to show a lack of a clear concept, which leads to a delay in adopting measures.

The EHI aims to change this and introduced the initiative “**CLIMATE NEUTRALITY IN THE RETAIL SECTOR**” in May 2022. Together with companies from industry, consultancy and planning, expert knowledge is to be combined in a cross-company campaign in order to serve as the basis for sector solutions on the way to climate-friendly and climate-neutral locations. umdasch is also part of the initiative, so that we can play an active role in the sustainable transformation of the retail landscape.





## UMDASCH INTERNATIONAL BRANCH IN ABINGDON

The British subsidiary of umdasch The Store Makers moved into the **ABINGDON BUSINESS PARK** in October 2022. Here it will have 50% more office space available than at its previous location in Oxford. Further reasons for the move include the **EXCELLENT INFRASTRUCTURE**, not least the immediate proximity of several airports. So these are ideal conditions for the international business of umdasch which is managed from our British office. Roman Fußthaler, Managing Director umdasch Premium Retail, is convinced: “Those who give of their best every day need the best possible surroundings. Our sector is very fast-paced, and effective communication and cooperation are the key to success.” With the **NEW MODERN LOCATION**, they aim to spur the enthusiasm of more talented people for umdasch, in order to pursue the company’s growth strategy.

## AWARD-WINNING!



**EuroShop Retail Design Award:** FC Bayern World Munich

**RLI Awards:** Nike House of Innovation Paris

**Best Retail Cases:** Warema Sun Forum Wertheim, O<sub>2</sub> Live Concept Store Berlin, FC Bayern World Munich

**German Stevie Awards:** Liquid Dispenser

**The Austrian Ecolabel:** Liquid Dispenser

**Austrian Sustainable Building Council (ÖGNI/DGNB) Certification:** Bründl Sports Kaprun

## STORE MAKERS ON THE BALL: CONCENTRATED POWER IN THE MIDDLE EAST



You will find more information about this strong shopfitting alliance here:



Since 1 January 2022 Store Makers Middle East has combined the **THREE STRONG BRANDS** umdasch, JWP Technical Services and HDD Interiors under a single roof. Together they now form a powerhouse with extensive manufacturing capacities, retail expertise and a service portfolio which is broader than ever. So they are clearly playing in the top shopfitting league in the Middle East.

On this subject, the countdown for the Football World Cup 2022 has begun. The eyes of the entire (sporting) world are turned towards Qatar, where the mega-spectacle will be held from 21 November to 18 December. The capacity of **HAMAD INTERNATIONAL AIRPORT** will be increased to over 58 million passengers per year. The Store Makers are also on the ball – and are realising a shopping area covering some **2,500 SQUARE METRES** at the international hub. Moreover, they are playing an important part as the shopfitting partner for multiple brands at Place Vendôme, the new luxury mall in the Qatari town of Lusail. Store Makers Middle East is implementing boutiques for Patek Philippe, IWC, Tory Burch, Tanagra, Magrabi, Stella McCartney and Michael Kors, among others.



# *Mission Sustainability* **umdasch sees “green”** Action for a more liveable world



So where do we go from here? Hard to say. Only that, things cannot continue as before without grave consequences. And that the changes will have to come from within. Because people who change their attitude also change the external conditions. Part Two of the shops miniseries on sustainability looks at the Store Makers at umdasch. A snapshot.

Of course, we could have written “Green Solutions” on the cover. That was our first thought. Understandable, but wrong, because it would have been presumptuous. What would be natural would be to ask the question as to why the planet has to fight against so many environmental problems. No, we don’t want to be guilty of greenwashing. The transformation in order to become a climate-neutral company is in any case well under way; at the latest since 2018, when we committed ourselves to pursuing the UN Sustainable Development Goals, the SDGs for short. Today the subject of sustainability has become an established part of the meetings of the management team. All products and services, especially those involving major investments, are examined critically to see whether they are in harmony with our global aims, explains Silvio W. Kirchmair, CEO umdasch The Store Makers.

It is certainly a fact that during the past fifty years the worldwide consumption of resources has tripled. But it is also true that the Umdasch Group AG and with it the Store Makers have adopted a global attitude towards climate change. A company that employs a workforce of some 8,300 at more than 170 locations, on five continents, cannot take refuge from the problem in mental distance. Especially as the family firm sees sustainable business as an essential element of its DNA, as CEO Kirchmair observes.



**SILVIO W. KIRCHMAIR**  
CEO UMDASCH THE STORE MAKERS



**THERESA KIRCHWEGER**  
SUSTAINABILITY MANAGER

“Since 2014 we have increasingly focused on digital solutions. And for the first time we have established our carbon footprint for the years 2018–2021 and have defined concrete methods of approach. During this period we succeeded in reducing our emissions by almost a quarter. By 2031 we plan to have halved our 2021 values – at all our locations. And our ambitious goal is that umdasch will be climate-neutral by 2040”, explains Kirchmair.

The subject is directly located with the Management Board. And in Theresa Kirchweger we now have our own special environmental and sustainability manager who is responsible for all four Business Units. “I am a sort of sparring partner for my colleagues”, says Kirchweger of her role. “I see myself above all as someone who supplies the impulse.” Exchanges and communication are important within the company as well as externally. To supply project teams with knowledge about sustainability, to teach them and show them the background facts. A small step for humanity, but a big step for umdasch. Because optimising projects and processes is not just limited to converting the largest production facility in Leibnitz entirely to “green” electricity or changing from natural gas to district heating. Everywhere within the group of companies the change of heart is tangible; sustainable shopfitting solutions and environmentally-friendly products testify to the new line of approach: from nice-to-have to must have.





**SHOPS: WILL THE CUSTOMERS JOIN US ON OUR MISSION?**

↳ *Kirchweiger*: It is a matter that concerns us all. We long for safety and like to stick to what has been tried and tested. Why should we question good project work? My wish is that we should take a broader view, develop a best case scenario and work towards it. Away from price dumping and towards ethical behaviour.

**SHOPS: WHAT IS THE CAUSE OF THIS UNCERTAINTY?**

↳ *Kirchweiger*: My theory is that people often don't know what is really possible. Or where the priorities lie: on regional materials, recycling, energy efficiency – or is it a question of image?

**SHOPS: SO CLARIFICATION IS NEEDED?**

↳ *Kirchweiger*: Yes, and for that we need the courage to test out our joint limits.



**VERONIKA HAMMINGER**  
BUSINESS DEVELOPMENT  
MANAGER

Is it really possible to depict a zero-carbon footprint? “The most sustainable form of building is not to build at all”, says Veronika Hamminger. The Business Development Manager is a member of the Value Pool Renovation, an umdasch think tank which in future will stand at the side of the construction industry as a strategic partner. Some 40% of CO<sub>2</sub> emissions result from the construction and operation of buildings, says Hamminger, referring to studies. In order to achieve the climate goals, the renovation rate must be doubled and energy efficiency massively improved. Especially as the worldwide stock of buildings will double by 2060.



A milestone of sustainability: umdasch The Store Makers provided their shopfitting expertise and the digital retail for the store, whose interior is certified according to the Austrian Sustainable Building Council (ÖGNI / DGNB).

**SHOPS: WHAT IS THE IDEA BEHIND THE VALUE POOL RENOVATION?**

↳ *Hamminger*: To combine profitability with sustainability. And that we as the Umdasch Group are the best partner for every phase of the building life cycle. Not only with regard to construction and interior construction, but also in the long-term maintenance of value through energy-efficient renovation.

**SHOPS: WHAT DOES UMDASCH OFFER AS A ONE-STOP PARTNER?**

↳ *Hamminger*: Expertise all along the added-value chain, whether in Consulting, General Contracting or through our subcontractor network, in other words: advice, analysis and execution from a single source.

To achieve this we shall need “friendly customers”, as Hamminger puts it. Business partners who are prepared to embark on this journey with us. Innovations do not happen in a vacuum. Bründl Sports, for example, had the interior of its spectacular flagship store certified according to the Austrian Sustainable Building Council (ÖGNI/DGNB), a first on the Austrian retail scene. And even at the Expo in Dubai, where basically abundance reigned, all the furniture supplied by umdasch will now be put to subsequent use. But although the Store Makers have positioned themselves as worldwide development partners for sustainable retail, as Silvio Kirchmair explains not without pride, it takes permanent energy to pursue the topic. “It’s certainly by no means a no-brainer”, says the CEO.

For example the Liquid Dispenser, an IoT-compatible system for the packaging-free sale of detergent and cleaning agents at the PoS. umdasch developed the refilling station, which has been awarded countless prizes. The third generation is currently being marketed. Famous retailing and industrial partners are investing in the project. The solution is to be found in one in three branches of dm drogerie markt in Austria, and many more are located across the border in Germany. Nina Christandl is a Product Manager in the team which develops sustainable products to market maturity at our Leibnitz location.



Staying solvent: The prize-winning refilling station for detergent and washing-up liquid is easy on both the environment and the purse. The IoT-compatible Liquid Dispenser system can be fitted into almost every retail environment, also as a retrofit.



NINA CHRISTANDL  
PRODUCT MANAGER



SWANTJE DONATH  
SHOP CONSULTANT

**SHOPS: THE CARBON FOOTPRINT OF THE PACKAGING-FREE PRODUCTS IN THE LIQUID DISPENSER IS IMPRESSIVE WHEN COMPARED WITH CONVENTIONAL ONE-WAY CONTAINERS. CERTAINLY A SUCCESS STORY?**

↳ *Christandl*: Yes indeed. But it also takes persuasion and staying power when it comes to refilling. Other markets like England and France are further ahead in that respect.

**SHOPS: WHAT IS THE PROBLEM?**

↳ *Christandl*: Each country has different legal framework conditions. There are regulatory obstacles that have to be taken into account, as regards obligations relating to labelling and filling containers. Not every container is suitable for refilling. Technically, the challenge is to create a long-life product whose components will be available for many years in spite of our rapidly changing times.

**SHOPS: AND AT THE POS?**

↳ *Christandl*: We make sure that it is easy to use for both staff and customers, and that it is easy to integrate. But it also needs space in the store, which is why mainly larger branches are suitable.

**SHOPS: YOUR OUTLOOK?**

↳ *Christandl*: To make our business partners and customers aware of what sustainability at the PoS means. This is where there is great potential, especially in the food retail sector. And to think more in cycles and to keep the product on the market for a long time through service and maintenance.

umdasch offers several solutions which collect customers from where they are currently standing. Sustainability expert Kirchweiger illustrates what this means: “If the baseline of what is ecologically feasible is at three, I encourage all those who are still at zero to reach three. And those who have already reached nine are spurred on to try to reach twelve, even if the peak is probably no more than ten.”

“For a start”, suggests Swantje Donath, Shop Consultant at umdasch in Duisburg, “there could be an emission-free floor, sustainable acoustic elements or switching over to paperless shelf labelling, in other words ESL.” The umdasch Innovations Hub in Duisburg offers over 200 nature-based solutions on which the architect and her colleagues can draw; from alga to Swiss pine, from fish scales to fungus mycelium. All are durable and suitable for unusual presentations within a space. As a participant in the iLesson, the internal corporate webinar format, commented on sustainable store materials: “All or nothing will not get us any further. We need interim steps and bridging technologies.” Every green square metre is better than business as usual.

Perhaps a geometric figure, the circle, is a good metaphor to explain the principles underlying the shopfitting at umdasch: to design products which do not end up as refuse, or which at least are regenerative. So-called Circular Design has become the leitmotif of internal activities, alongside the three Rs of refuse management: Reduce, Reuse and Recycle.





*“Perhaps it’s a dance in which we all circle round, but at some point we shall arrive. I think the dance is the goal.”*

TERESA KIRCHWEGER, SUSTAINABILITY MANAGER

In this respect, sustainability also means a flexible approach to a situation. The code word here is refurbishment. The concept “refresh your shelf” means rejuvenation for your furnishings, in that worn-out shelving is dismantled, cleaned and reinstalled. Or the modular design of Fold-up! and Basixx, a series of highly flexible and retrofittable shelving systems – including the GreenShelf with the best carbon footprint, combining biological materials with aesthetic requirements. The effect is that the furnishings create a refreshingly different presentation at the PoS and remain in service for longer.



Extending the useful lives of products – does that mean, conversely, biting the hand that feeds umdasch? “But I can also see it this way”, says CEO Silvio Kirchmair: “With us, dear customer, your store will fulfil all sustainability requirements over the next 15 years – and together we shall improve the environment.” And so here umdasch has identified the greatest ecological effect.

Designers and consultants are pre-programmed to solve any inconsistencies between long life and variability and to translate them into versatile store formats. And if the basic units remain and shelving or mid-store furniture is not permanently fixed, believes Kirchmair, retailers will have a chance to keep changing things around; even at shorter intervals than they do at present.

There is a story about a customer who wanted to buy some fresh mussels. “We haven’t got any”, said the sales assistant. The man went to the checkout and shouted: “Why isn’t anyone buying fresh mussels?” A voice from the queue replied: “Because there aren’t any to buy.”

It is possible that things like the Liquid Dispenser, its counterpart for dry goods, the Solid Dispenser, and also the Baking furniture series by umdasch might not exist if supply and demand had not come together. If the pressure on business and society did not continue to increase. Manufacturers would be called upon to pay millions for their plastic waste – as Silvio Kirchmair is well aware. However, what is ultimately decisive is the acknowledgement of a good idea. That is the only way for an experiment to one day become a certainty, and for new ground to become familiar territory. Product Manager Christandl and her colleagues are currently making the sales system for small baked goods, into a smart product. Not least in order to put an end to food wastage.

With each job we are not only faced with the question as to the thoughtful treatment of waste, but also the problem of increased resources. When we were awarded two projects for the automobile industry, it prompted us to extend the production halls in Litomyšl in the Czech Republic sustainably, and to optimise the existing ones in an ecological sense – by means of photovoltaics and greening measures.

Or in Leibnitz, where the powder coating is carried out – a process which demands temperatures as high as those in a pizza oven. shops spoke there with Christian Deutschmann, who keeps the place running in his function as Facility Manager and works out how the company can cope with the gas and energy crisis (in the short term) and the climate crisis (in the medium term).

The questions being asked include: Will the capacity of the public power network be sufficient to operate a high-performance photovoltaic installation across several thousand square metres? How much additional load can the statics of the old buildings support? What must be inspected, renovated, installed, or even demolished and rebuilt, during the course of the sustainable transformation?

Echoes of satisfaction can be heard in Deutschmann's voice. When he tells how umdasch was a pioneer in the use of district heating, as well as backing biomass from an early stage. How the annual gas consumption in Leibnitz has been reduced from twelve gigawatts to less than three; how biomass and a heat pump are to replace the primary energy source, even for laminating and burning-in. Building heating, hot water supply and process heat are already supplied by CO<sub>2</sub>-friendly sources. And sometimes you are just lucky. "Because the legal levels of snow load for roofs were reduced significantly", noted Deutschmann with pleasure, "the statics opened up completely new possibilities for photovoltaic installations on the surfaces."

Even so, the "list of specifications" is quite long enough. For example, there is talk of a sustainable material database which will interlink everything and everyone, of project managers, who can certify a store independently, and of many projects large and small, which will help to restore the global equilibrium once more.

After intensive discussions with the Store Makers it is also statements like these which have become etched into our memory:



CHRISTIAN DEUTSCHMANN  
FACILITY MANAGER

*That there is no SINGLE form of sustainability, because everyone reacts differently to building materials and environmental influences.* SWANTJE DONATH

*That we must say goodbye to the illusion that we shall be able to achieve a one hundred percent clean carbon footprint through savings alone.*

SILVIO W. KIRCHMAIR

And there is the comment by THERESA KIRCHWEGER, the Sustainability Manager, who quoted a colleague who said to her:

*"Please don't be offended, but we shall only have achieved all our goals when your job is no longer necessary."*



# EuroShop 2023



## TOGETHER again at last

The world's retailers will meet at EuroShop in Düsseldorf from 26 February until 2 March 2023. Under the motto **Sustainable Together**, umdasch The Store Makers will be presenting a broad spectrum of design possibilities for an innovative, sustainable customer journey in Hall 12. Visitors can look forward to a trade-fair stand with an inspiring marketplace atmosphere – with lively exchanges and personal encounters which gain a new quality in an era marked by the pandemic.



## A SUSTAINABLE TRADE FAIR EXPERIENCE AT FIRST HAND FROM THE STORE MAKERS' WORKSHOP

Smooth interdisciplinary teamwork is the name of the game, when it comes to planning and realising successful stores. The Store Makers demonstrate this daily in their customer projects. So why not supply everything from a single source when it comes to their own trade-fair presentation?

No sooner said than done – an umdasch team of creative folk, talented organisers, professional communicators, digital experts and sustainability specialists are all working together to create a unique fair experience with numerous green touchpoints. In the previous EuroShop years, external agencies were responsible for the concept of the trade-fair stand. This time, however, we also banked on our in-house expertise with regard to the design. We are bringing six Store Makers who have played an important part in our presentation in Düsseldorf in 2023 to the front of the stage as representatives of the entire fair team. By the way: at umdasch EuroShop really is female... See for yourself!

Petra Böttinger-Barth, Marketing Director umdasch

*“EuroShop 2023 is especially significant for us as Store Makers. After the long, lean period because of Covid, we as suppliers of inspiration and ideas and as hosts value it all the more to be able to welcome tens of thousands of visitors to umdasch. Our preparations are running at full speed – in short: we are really looking forward to seeing you!”*



### BRIEF PORTRAIT

This is the sixth EuroShop presentation by the Store Makers for which Petra Böttinger-Barth has been responsible as Head of the Project. umdasch's Marketing Director is a proven trade-fair professional and can by now draw on a vast store of experience. But what has not changed since day one: her commitment and her enthusiasm, when it comes to implementing varied and unique trade-fair concepts.

## OUR TRADE-FAIR PARTNERS

**shopreme**  
■■■■■■■■■■■■■■■■■■■■

store makers  
Middle East  
powered by umdasch

**madosan**  
MEMBER OF UMDASCH

**LEDCON**  
professional LED-Displays



Katrin Eichel, Shop Consultant  
umdasch Duisburg

*“I am especially looking forward to the marketplace with its specialist stands. It is the true centre of our activity. Our creative team was driven by the guiding principle of out-of-the-box thinking while developing the concept. I’ll reveal to you during the fair what dabbling ducks, a bowling alley and the eight planets have to do with it.”*



**BRIEF PORTRAIT**

Katrin Eichel's career path has already allowed her to get a taste of trade fairs. Having studied Product Design, she first worked for a stand builder. Now she can give her creative talents free rein with the Store Makers – mostly, of course, in shopfitting projects. The EuroShop and also the bauma\* are welcome special formats.

\*The trade fair of the global construction sector and hence the fair highlight for the Store Makers' big sister Doka.

Kirsten Winkels, Shop Consultant umdasch Duisburg

*“A green oasis, a place of relaxation, a lively meeting place and an innovation hub – our trade fair stand will be all these things. For me, the architectural eyecatcher will be the natural façade, which will gently surround the stand and ensure at the same time openness and transparency.”*



**BRIEF PORTRAIT**

And so we come full circle: after designer Kirsten Winkels made the acquaintance of umdasch as a visitor to EuroShop in 2020 and a few months later became a Store Maker, many of the important design elements in this year's stand design were created by her.

**26.2. – 2.3.2023**  
SAVE THE DATE

FIND US IN  
**HALL 12**

**FAIR FACTS**

**675<sub>M²</sub>**  
CONCENTRATED UMDASCH POWER

**50**  
STORE MAKERS  
ON THE SPOT



Ursula Schütze, Shop Consultant umdasch Leibnitz

*“For me the highlight is the Solution Area – a journey into the future of retailing, so to speak. Here you will find the fusion of the physical and virtual worlds into which the fair visitors can immerse themselves.*

*Our heart beats faster for an environmentally-friendly use of resources. Sustainable store materials and product ideas are must-haves in this area.”*



#### BRIEF PORTRAIT

Ursula Schütze's passion is creating spaces for food, health and beauty stores. During her more than twenty years at umdasch the architect has left her mark on numerous EuroShop presentations. Her creative input and her professional knowledge in the arrangement of all the diverse exhibits repeatedly ensure aha-moments and wow-moments for our visitors.

Theresa Kirchweiger, Sustainability Manager umdasch

*“The climate crisis is a global challenge which can only be overcome through joint action. We are therefore offering our visitors a platform for individual consultations and new inspiration for sustainable stores. We want to work out together which adjustments we can make in order to create a PoS that really is more environmentally friendly.”*

#### BRIEF PORTRAIT

Theresa Kirchweiger is accompanying the Store Makers on their journey towards climate neutrality. Having studied Environment and Sustainability, amongst other things the manager is currently heading the project to calculate the carbon footprint for various innovative umdasch products. The results will be presented at EuroShop. Theresa Kirchweiger is equally involved in our daily business, for example as contact person for all aspects of sustainability in customer projects.



Denise Siegl, Graphic Designer umdasch

*“More than ever it will take a strong team spirit, a sustainable joint effort – within the company and equally with our customers and partners. Our motto ‘Sustainable Together’ will be tangible on our fair stand and can be experienced with all the senses. We want to celebrate togetherness and make all aspects of sustainability a main focus.”*



#### BRIEF PORTRAIT

Denise Siegl enhances the fair team of the Store Makers with her fine sense for design, aesthetics and trends. The experienced graphic designer acts as the interface to the in-house architects, coordinates the arrangement of the umdasch exhibits and ensures that the golden thread runs continuously through both content and visual presentation.



# MOËT BRINGS FIZZ TO



# Harrods BEAUTY HALL



Champagne maker Moët & Chandon has opened its first permanent space in Europe within the beauty halls on the ground floor of London department store Harrods. Mark Faithfull looks at a project that fizzed and popped for umdasch.



**Some things just seem to fit very naturally together. So perhaps the biggest surprise is that Moët & Chandon's stylish champagne bar is a first for the famous French winemaker in Europe and a first for luxury UK department store Harrods too.**

Of course, Harrods has had places for a glass of ice-cold bubbly before. But nothing of this ambition, with the 250 square metres ground floor bar, which opened on 7 July 2022, sat amid designer brands in its beauty hall and facing out onto Basil Street, where many a well-heeled shopper dines al fresco or gets dropped off and picked up in luxury limos and supercars.



The London department store Harrods has long stood for unforgettable shopping experiences. With the opening of the Moët & Chandon Champagne Bar, in future it will sparkle more brightly than ever.

## THE BREATH-TAKING HIGHLIGHT

The star of the show is an organic, hand-sculpted chandelier – made of nearly 60,000 discs of dégradé golden metal discs and 240,000 brass rings – which sweeps over a curving 34-seat bar and visually connects the bar area with its environs.



Four poset tables in each corner of the space complete the seating, while Moët & Chandon branding and bubble graphics in the window define the exterior view and make it a place to see and be seen.

The chandelier is without a doubt the centrepiece of the design. Inspired by the idea of the effervescence and pleasure of the “Champagne pop”, the hand-crafted 21 x 5 metre chandelier sweeps through the space, with two different finishes concentrating on gold ombre discs at its centre and then subtly fading into silver towards the edges and including mirror-polished stainless steel and brushed and polished brass.



## shops 155 — Moët & Chandon Champagne Bar at Harrods

Not that creating such a large and sinuous structure was easy. “The design involved a lot of prototyping, testing and testing again”, says Simon Wait, Project Director at umdasch The Store Makers, who manufactured the Champagne Bar designed by London-based design studio Sybarite and installed it on site.

“Also spotlights and sprinkler heads had to be allowed for following the organic shape. The lighting within the chandelier offers a number of pre-set scenes for the time of day and ambience.”

Simon Mitchell, co-founder of Sybarite studio, adds: “No matter how hard you can plot in three dimensions the chandelier and the weight of each of the discs, it behaved in completely different ways and so we had to tame the beast. It took six weeks to tame it with the necessary design adjustments whilst in situ.”



*“Installing the chandelier represented a special challenge. Its form was to appear organic and flowing and we had to re-hang it countless times. The result speaks for itself.”*

Roman Fußthaler, Managing Director umdasch Premium Retail

The eye-catching focal point is a hand-made chandelier of shimmering gold metal discs and brass rings which arches like a canopy over the bar with its 34 seats.



Graphic elements on the windows evoking champagne bubbles strike a balance between visibility and privacy.



## SINUOUS BAR ECHOES WINE REGION



### FACTS

**LOCATION:** Harrods, London, UK  
**SALES AREA:** 250 m<sup>2</sup>  
**OPENING:** 07/2022  
**SERVICE:** Design Engineering, Manufacture and Installation  
**ARCHITECT:** [www.sybarite.com](http://www.sybarite.com) / @sybaritearch  
**SECTOR:** Department Store  
**CONTACT:** harrods.com

Manufactured and installed by umdasch The Store Makers to a design by architectural studio Sybarite, the Moët & Chandon Champagne Bar at Harrods is a contemporary take on the heritage of the Maison. The colour palette and contours of the organic bar take their inspiration from the colours and topography of the Epernay Champagne region, manufactured in glass fibre with a textured application, a brushed brass bullnose curving around the whole bar completed by a chalk-like texture beneath the glass.

The counter is studded with eight red “Moët Kisses” installed within the solid surface, that house solid brushed brass ice buckets. The bar includes a fully fitted kitchen for the preparation of food and drink. A full selection of Moët & Chandon wines, served by the glass, bottle or magnums is offered. Plus, an extensive range of savoury and sweet light eating options were created by Harrods specialist team of in-house chefs, from fresh seafood to finger sandwiches, and pastries.

The tops of the poser tables are made from resin, each designed with a three-dimensional aesthetic which replicates the impression of looking down into a glass of Moët & Chandon, with the “bubbles” rising towards the customer. The window design provides full visibility, so that passers-by feel the scale of the chandelier, but Moët also wanted to create a little privacy for people sitting in the window and opted for a bubbles design plus some branding across the three prominent windows. The vinyl will change, so there will be a different graphic for the Christmas period and different visual merchandising on a three- to four-month cycle.



The contours and colours of the bar reflect the characteristic topographical features of the landscape around the seat of the Maison in the Champagne region – from the chalk-like texture echoing the limestone to the curve of the brass bullnose edging.



## DESIGN CODING THE MOËT PILLARS



**SIMON WAIT**  
PROJECT DIRECTOR  
UMDASCH THE STORE MAKERS

surrounding the base and you've got the chalk contours within the base surface. So there's already this theatre and there's also this kind of party bringing people together. Obviously, the grand gesture is the 21-metre chandelier. That's the wow moment." He describes the chandelier as a "magnetic force" pulling traffic from beauty into the bar and vice versa from the bar into the beauty brands, coexisting in harmony. "It has been a super-challenging project because of the complexity of delivering the organic, sinuous shape of the chandelier and bar using the premium materials specified", says umdasch Project Director Simon Wait. "The bar was manufactured in twelve sections and fitted together on site; the pieces were then jointed, filled and re-finished in situ to give the appearance of the bar being made from one piece", he added.

"What we tried to do is all about design coding that is representative of the brand DNA so that we hope that the customer engages with some form of emotional appreciation", says Mitchell. "They may not get all of the design codes that we wove into it, some are really subliminal and some are more obvious. But it's all about if that customer just picks up on one thing, the terroir or the chalk or the party – if you can do that in design, especially in retail, the customer will keep coming back."

There are four colours of corporate identity under the LVMH umbrella: red, gold, white and black, and Sybarite came up with "four Ps" – the first P is pleasure, about that moment, the pop of the champagne, the "beating heart". The second P is about the prestige and French elegance. The third P is place, grounded in the terroir and the soils and layering of chalks and clays. And the final P is philosophy, which is about the kind of heritage.

Simon Mitchell adds: "From that we were able to build those four distinct design codes within the design for the bar, which echoes the contours, the terroir. And it's layered so that you've got the clay,

### UMDASCH AT HARRODS – THE STORY SO FAR:

**2017**

#### ROASTERY & BAKEHALL

SALES AREA: 600 m<sup>2</sup>  
umdasch SERVICES: Design Engineering, Value Engineering, Manufacture, Project Management and Installation  
ARCHITECT: David Collins Studio

#### WINE & SPIRITS AND CIGARS

SALES AREA: 507 m<sup>2</sup>  
umdasch SERVICES: Design Engineering, Value Engineering, Manufacture, Project Management and Installation  
ARCHITECT: Martin Brudnizki Design Studio

**2018**

**2019**

#### MEN'S INTERNATIONAL DESIGNER ROOM 1

SALES AREA: 100 m<sup>2</sup>  
umdasch SERVICES: Design Engineering, Value Engineering, Manufacture, Project Management and Installation  
ARCHITECT: David Collins Studio

#### DINING HALL

SALES AREA: 500 m<sup>2</sup>  
umdasch SERVICES: Design Engineering, Value Engineering, Manufacture, Project Management and Installation  
ARCHITECT: David Collins Studio

#### SIGNATURE 1: GIFTS

SALES AREA: 1,125 m<sup>2</sup>  
umdasch SERVICES: Design Engineering, Value Engineering, Manufacture, Project Management and Installation  
ARCHITECT: Farshid Moussavi Architecture

#### BEDS

SALES AREA: 500 m<sup>2</sup>  
umdasch SERVICES: Design Engineering, Value Engineering, Manufacture, Project Management and Installation  
ARCHITECT: Virgile + Partners

#### GIFT WRAP

SALES AREA: 36 m<sup>2</sup>  
umdasch SERVICES: Design Engineering, Value Engineering, Manufacture, Project Management and Installation  
ARCHITECT: Harrods

**2020**

#### MEN'S SHOES

SALES AREA: 900 m<sup>2</sup>  
umdasch SERVICES: Design Engineering, Value Engineering, Manufacture, Project Management and Installation  
ARCHITECT: David Collins Studio

#### SIGNATURE 2: SEASONAL & BOOKS

SALES AREA: 750 m<sup>2</sup>  
umdasch SERVICES: Design Engineering, Value Engineering, Manufacture, Project Management and Installation  
ARCHITECT: Farshid Moussavi Architecture

## UMDASCH AT HARRODS: A LONG-TERM PARTNERSHIP



Partner for premium shopping: For many years now, umdasch The Store Makers has accompanied selected refurbishing and modernisation projects at Harrods, the so-called signature areas.

The long-standing relationship between umdasch and Harrods is emblematic of the deep heritage that the two businesses have within retailing. From luxury merchandise to gifts, Harrods and umdasch have collaborated in a long-term, phased project to rejuvenate key elements of the store, starting with the successful renovation of Harrods Roastery & Bakehall in 2017 and Harrods Wine & Spirits in 2018.

Subsequently, umdasch was commissioned for many projects as part of a ten-year grand renovation, including the Dining Hall, Men's International Designer Room 1, Beds, Signature Harrods World as well as the Gift Wrap area, Men's Shoes and Seasonal & Books.

“Harrods Moët & Chandon Bar is our flagship project 2022, given the uniqueness of the design and various high-profile stakeholders being involved in this project. The team is immensely proud to have been entrusted with this prestigious space”, notes Roman Fußthaler, Managing Director Premium Retail.



Immerse yourself in the unique world of Harrods and explore all store highlights fitted out by umdasch.

Image source: umdasch, Shutterstock / kiyaksun

### 2021

#### HARRODS H BEAUTY

LOCATIONS: intu Lakeside Shopping Centre, Essex, Milton Keynes, Edinburgh; UK  
umdasch SERVICES: Design Engineering, Value Engineering, Manufacture, Project Management and Installation  
ARCHITECT: Virgile + Partners

#### POWDER ROOM

umdasch SERVICES: Design Engineering, Value Engineering, Manufacture, Project Management and Installation  
ARCHITECT: Sybarite

#### KURT GEIGER SHOE HEAVEN

SALES AREA: 200 m<sup>2</sup>  
umdasch SERVICES: Design Engineering, Value Engineering, Manufacture, Project Management and Installation  
ARCHITECT: David Collins Studio

#### HARRODS H BEAUTY

STANDORT: Bristol, UK  
SALES AREA: 734 m<sup>2</sup>  
umdasch SERVICES: Design Engineering, Value Engineering, Manufacture, Project Management and Installation  
ARCHITECT: Virgile + Partners

#### MOËT & CHANDON CHAMPAGNE BAR

SALES AREA: 200 m<sup>2</sup>  
umdasch SERVICES: Design Engineering, Value Engineering, Manufacture, Project Management and Installation  
ARCHITECT: Sybarite

#### SUNGLASSES AND LIFESTYLE

SALES AREA: 123 m<sup>2</sup>  
umdasch SERVICES: Design Engineering, Value Engineering, Manufacture, Project Management and Installation  
ARCHITECT: GA Design

#### MEN'S VIP ROOM

SALES AREA: 111 m<sup>2</sup>  
umdasch SERVICES: Design Engineering, Value Engineering, Manufacture, Project Management and Installation  
ARCHITECT: Woods Hardwick

#### RESTAURANT FRANTZEN

SALES AREA: 1,093 m<sup>2</sup>  
umdasch SERVICES: Design Engineering, Value Engineering, Manufacture, Project Management and Installation  
ARCHITECT: Woods Hardwick

### 2022



# Showcases

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### 43 → PRAGUE NATIONAL MUSEUM

A mammoth project

### 44 → O<sub>2</sub> LIVE CONCEPT STORE

Abracadabra

### 45 → HARTLAUER

Expanding the senses

### 46 → TOTAL ENERGIES

Happy filling!



# Gebr. Heinemann

A DEPARTMENT STORE ON THE GO

## FACTS

**LOCATION:** Frankfurt Airport, Frankfurt a.M./Germany  
**SALES AREA:** 316 m<sup>2</sup>  
**OPENING:** 05/2022  
**SERVICE:** Design Engineering, Manufacture, Installation  
**ARCHITECT:** Gebr. Heinemann  
**SECTOR:** Travel Retail  
**CONTACT:** gebr-heinemann.de



In these fast-moving times, some airports hit the headlines with cancelled flights and long queues. So it seems appropriate that a noteworthy space has been opened at Frankfurt Airport, which promises travellers a relaxed time: over 300 square metres exclusively for Fashion, Accessories & Watches and Jewellery (FAWJ). It forms part of the Duty Free/Travel Value Shops of Gebr. Heinemann in Terminal 1, Gate A Schengen. Once more the Store Makers from umdasch were part of the team as shopfitting partners. They found themselves involved in what was by no means a run-of-the-mill retail project. The multi-brand fashion concept unrolled for the first time in Frankfurt was also the first of its kind in the world in a Duty Free area by Gebr. Heinemann. The result is very different from the other shopping areas. Oiled oak, brass and white marble positions it in the luxury segment. The furniture concept developed in cooperation with the operators has created a coherent upmarket environment which consciously aims to remind passengers of the design and the atmosphere of international brand stores.



*“The tailor-made concept offers the brand stores located here outstanding visibility and a high degree of flexibility, in order to be able to respond to important trends, present themes and design the area for passengers so that it always appears new, inspiring and surprising.”*

Jan Richter, Director Purchasing Fashion, Accessories & Watches, Jewellery, Gebr. Heinemann





First Class Shopping: Gebr. Heinemann merges department store and duty free with a multi-brand fashion concept. A hint of big-city flair at Frankfurt airport.

So Gebr. Heinemann and umdasch have brought together what previously belonged to the inner-city scene: Duty Free in the form of a department store. “We present the range of products in a casual and stylish setting; travellers can quickly get an overview of the entire range of goods and shop in a relaxed way for a complete look”, says Jan Richter, Director of Purchasing FAWJ at Gebr. Heinemann of the double premiere. The new generation of Duty Free Shops not only rethinks the concept of retailing at airports; it also enhances the radiance of fashion and accessories – not least because of the focus islands and digital promotion surfaces, which permit a variety of ways of appealing to customers in this high-frequency setting.



You will find more photos here!



The new area stands out against its surroundings by virtue of the high-quality materials. White marble, oiled oak and brass are among the finishes that have been used.



# Roasting Plant

## BEAN ME UP!

### FACTS

**LOCATION:** London, United Kingdom  
**SALES AREA:** 209 m<sup>2</sup>  
**OPENING:** 05/2022  
**SERVICE:** Value Engineering, Design Engineering,  
General Contracting, Manufacture,  
Installation  
**ARCHITECT:** Kinnersley Kent Design  
**SECTOR:** Gastronomy  
**CONTACT:** [roastingplant.com](http://roastingplant.com)



You will find more  
photos here!



Good project management is challenging enough. General Contracting crowns it all – GC, as it is also known, is the supreme discipline in shopfitting. Retailers can concentrate fully on their daily business, while their business partner takes over all the stages of the project, from start to finish: from implementation to time management. This can be seen in London's South Molton Street, where the Store Makers from umdasch once again pulled the chestnuts out of the fire for the American startup Roasting Plant. It was a typical “turnkey project”, planned ready for occupation, as Michael Smart, who is responsible for GC projects on the UK market relates. But even if it is the fifth branch that they have implemented together – there is no blueprint. The customer's requirements are too individual and depend on the location concerned – not to mention the character of the buildings and the culture of the location.

*“We keep all the technicians working in sync and can thus offer our customers a carefree package.”*

Roman Fußthaler, Managing Director umdasch Premium Retail



The centrepiece of each branch is the Javabot, an all-in-one machine. One for all – that is also a fitting motto for the characteristics of the General Contracting team at umdasch.





The traditional decorative wooden screen is known as a maschrabiyya. Often found in the Arab region instead of windows, they blend perfectly with the luxurious store design and provide for a semi-transparent partitioning of the area.



You will find more photos here!

#### FACTS

**LOCATION:** Kingdom Centre, Riyadh/Saudi Arabia  
**SALES AREA:** 190 m<sup>2</sup>  
**OPENING:** 01/2022  
**SERVICE:** Design, Shop Equipment, Manufacture, Installation by Store Makers Middle East  
**ARCHITECT:** Raquel Campos Design / Store Makers Middle East  
**SECTOR:** Luxury Jewellery & Watches  
**CONTACT:** lustro.com



*“The store presentation reflects how luxury would express itself if it had a voice. This is how we explain the link between contemporary shopfitting and architectural heritage like the maschrabiyya: to see without being seen – perfect for discreet shopping.”*

Raquel Campos, Architect

# Lustro

## A GEM!

Many brands have expanded from the bricks-and-mortar store into the digital world; the Premium jewellery brand Lustro from Saudi Arabia took the opposite route. It has opened a flagship store in the eye-catching high-rise building Kingdom Centre in the capital. This is a logical move, because jewellery, more than virtually all other product categories, lives from the haptic impression, from the interaction between material and skin.

The diamonds and jewels, including rings, necklaces and bracelets, are hand-crafted in Italy. Store Makers Middle East and its partners make them sparkle brilliantly in a three-dimensional display: behind an inviting glass entrance, in display cases positioned harmoniously in the space or set into the walls. The walls and floor are clad in marble broken up with strips with the appearance of rosé-gold. The furniture is mainly walnut, with high-gloss black surfaces, an arrangement of suspended lights and playful screen-like room dividers and panels. The spectacular spatial arrangement was well-received and has already found its way onto the shortlist for the prestigious RLI Awards. A rollout is being planned.





# Diesel

## THE NEXT STAGE

FACTS

- LOCATION:** Mall of the Emirates, Dubai / United Arab Emirates
- SALES AREA:** 349 m<sup>2</sup>
- OPENING:** 05/2022
- SERVICES:** Design Engineering, Manufacture, Installation by Store Makers Middle East
- ARCHITECT:** Diesel
- SECTOR:** Fashion & Accessories
- CONTACT:** diesel.com



“Congratulations”, “Awesome”, “Brilliant”, “Beautiful” – social media is abuzz with applause for the new charm offensive of the Italian cult label Diesel. Some 45 years after its founding, the lifestyle brand is showing again and again how to ignite the next stage of the brand evolution. A visible sign of this is the strong growth of its presence in the Middle East. A total of nine new stores are planned. Openings in the Yas Mall in Abu Dhabi and in the Dubai Hills Mall were followed by the branch in the Mall of the Emirates. A tight schedule, for which Diesel found the perfect pacemaker in the Store Makers Middle East. Store Makers Middle East is considered to be one of the leading addresses for demanding rollout projects in the region. And the result shows why: in the expansive industrial chic of creamy white and fire red as the signature colour, a cool retail format manifests itself with powder-coated metal components, a grid-like metal structure as the ceiling field, red leather chairs and styrofoam elements. “Well done.” comments a customer online. For the Store Makers, this is an incentive for the coming Diesel projects.



Diesel goes East. As pacemaker at the side of the Italian fashion brand: Store Makers Middle East, who is accompanying the rollout of the new branches.





# Dodenhof

## FASHION, MEN AND A MASTERPLAN

### FACTS

**LOCATION:** Kaltenkirchen, Germany  
**SALES AREA:** 2,426 m²  
**OPENING:** 11/2021  
**SERVICE:** Concept, Design, Planning, Value Engineering, Manufacture, Installation, Shop Equipment, General Contracting, Lighting  
**ARCHITECT:** umdasch  
**SECTOR:** Fashion  
**CONTACT:** dodenhof.de

Fashion and lifestyle for the entire family is what Dodenhof promises for its second location at Modewelt Kaltenkirchen, north of Hamburg. The master plan for the sales areas was developed by umdasch. Driven by the vision “My Day at Dodenhof”, the Store Makers first took on the first floor and devised a concept for the men’s department across some 2,500 square metres which meets the desire for a high quality of the visits and encounters. The cornerstones are provided by the lounge area, community areas with a mobile phone charging station and Insta points, generous changing cabins, a sewing workshop with express service, private shopping and free drinks. Enveloped by a cool Nordic wellness atmosphere, new furnishing ideas and existing furnishings have been combined with the paths and the formal language of the architecture to create a harmonious whole.



The women's world has also been shining in new splendour recently.



You will find more photos here!

Whether it's the brand selection or the store design – the new men's world at Dodenhof is on a metropolitan level.



# Niceshops

BRINGS COLOUR INTO YOUR LIFE

## FACTS

**LOCATION:** Paldau, Austria  
**SALES AREA:** 200 m<sup>2</sup>  
**OPENING:** 07/2021  
**SERVICE:** Concept, Design, Planning, Manufacture, Installation, Value Engineering, Design Engineering  
**ARCHITECT:** umdasch  
**SECTOR:** Hospitality  
**CONTACT:** niceshops.com



*“When it comes to our partnership with umdasch and the result, one word especially springs to mind: individuality. In this project there were simply no limits set in that respect.”*

Barbara Unterkofler, Managing Director niceshops, Paldau

niceshops is an online retail and e-commerce concern which operates internationally. But that does not mean that the specialists in next-day delivery are not also at home in the “real” world. The new canteen at their headquarters in Saaz near Paldau makes break times even more attractive for the staff of some 300 employees. The Store Makers at umdasch were responsible for the concept, planning and shopfitting; they created a light, bright and correspondingly inviting meeting place: it is colourful, with jazzy benches, wooden tables, garlands and an open shelving unit that serves as a room divider as well as storage for books, plants and decorative items. It provides a pleasurable light-hearted statement which matches the corporate culture of the company. Or, as niceshops writes on Facebook, “Even bigger and nicer than before.” The food, by the way, is free, “so that no one gets (h)angry”.



You will find more photos here!





# Lemon Pharmacy

## HEALTHY GROWTH

### FACTS

**LOCATION:** Riyadh, Saudi Arabia  
**SALES AREA:** 250 m<sup>2</sup>  
**OPENING:** 04/2022  
**SERVICE:** Design Engineering, Manufacture  
 by umdasch Madosan  
**ARCHITECT:** umdasch Madosan & Lemon Pharmacy  
**SECTOR:** Pharmacy & Drugstore  
**CONTACT:** lemon.sa



In many Middle Eastern countries, pharmacies offer a wide range of products and can almost be described as supermarkets with a focus on health. Lemon Pharmacy, one of the leading chains in Saudi Arabia, meets this demand with a new concept. It combines the competences of umdasch Madosan in the areas of research and development, project management and sales. The modernised presentation of several shops in Riyadh includes a metal shelving system supplemented by wooden and acrylic components as well as LED lighting elements. Lemon's shops thus reflect what distinguishes the umdasch subsidiary with its specialisation in metal construction and shopfitting, namely a higher market share through added value.

# Batir Hyper Entrepôt

## FROM A BURDEN TO AN OBJECT OF PLEASURE

Working where other people go on holiday: side by side with the Store Makers, umdasch Madosan, the Turkish specialists for sheet metalworking in shopfitting and heavy-duty shelving, demonstrate the potential that lies in the merger. On the Caribbean island of Martinique, a French overseas département, the builders' and DIY market Batir was fitted out with shelving solutions which deal with the heavy stocks and also present the product portfolio to customers in the sales area in an attractive manner.

### FACTS

**LOCATION:** La Trinité, Martinique  
**SALES AREA:** 8.000 m<sup>2</sup>  
**OPENING:** 07/2021  
**SERVICE:** Design Engineering, Shop Equipment,  
 Value Engineering, Manufacture  
 by umdasch Madosan  
**ARCHITECT:** Stella Design  
**SECTOR:** DIY & Home Textile  
**CONTACT:** batir-martinique.com





# Edeka Kunzler

A SUPER MARKET!



You will find more photos here!

*“Harmonious and consistent, and yet flexible and adaptable – the concept for Edeka Kunzler can be applied to different branches and stands out attractively in the face of the competition.”*

Rainer Schmid, Key Account Manager umdasch The Store Makers, Aichach



The Saarland, Germany’s smallest state on the French border, has long been transformed from a mining region with smoking chimneys to a modern industrial and service-based location. And yet the morbid charm of the disused coal mines and foundries is everywhere, in the form of industrial monuments or as the architecture of successful conversions to lofts, think tanks and event spaces. Even when shopping, the blue-collar mentality of former days can be detected at every turn. After Saarwellingen, the Store Makers from umdasch have redesigned another branch for Edeka Kunzler which incorporates the local colour of the Saarland – thereby creating a local supplier of provisions in the best sense of the word. The market in Köllerbach skilfully reflects the sites of the cultural heritage of the structures without jumping on the retro bandwagon or currying favour stylistically.

## FACTS

- LOCATION:** Köllerbach, Germany
- SALES AREA:** 1,600 m<sup>2</sup>
- OPENING:** 03/2022
- SERVICE:** Concept, Design, Planning, Value Engineering, Manufacture, Shop Equipment
- ARCHITECT:** umdasch
- SECTOR:** Food
- CONTACT:** edeka.de





Expanded metal bodies allow for a variety of visual links of the store space and facilitate orientation within the supermarket.

By contrast, materials like steel, sandstone and brick suggest: we are one of you! A piece of an ideal world translated into a food retail concept which is as functional as it is contemporary. Modular advertising spaces form a sort of in-house billboard with grid structures running diagonally and at right angles. They borrow from the typical loft windows and brick buildings of the region. Above all, the frames make use of the often neglected area between the shelving and the ceiling, the so-called third level, in order to provide customers with orientation and to accompany them with words and pictures while they are shopping: infotainment as part of the customer journey. The shopfitting plays subtly with the remains which continue to characterise the landscape to this day. To achieve this, the shelving is positioned in such a manner that it permits complex visual links between the departments; either through the different heights of the furnishings or the use of expanded metal bodies. The guidance follows a “tangential visual axis”. umdasch designer Martina Prisching explains the principle: the paths lead along from the sections for fruit and vegetables without cutting through them. Customers can step out of the main direction of flow and spend time as they please in the different sections.



A store for local supplies in the best sense: the shopfitting skilfully reflects the sites of the cultural heritage of the structures of this former mining region.



# Vinofaktur im Genussregal

VENI, VIDI, VINO

## FACTS

**LOCATION:** Vogau, Austria

**SALES AREA:** 350 m²

**OPENING:** 12/2021

**SERVICE:** Manufacture, Shop Equipment

**ARCHITECT:** BWM Architektur & Design

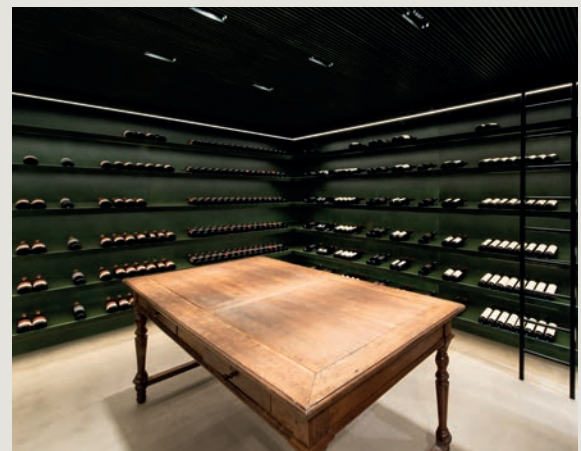
**SECTOR:** Food & Beverage

**CONTACT:** vinofaktur.at



Dozens of wines from 70 of the best vintners in southern Styria, several hundred gifts, together with regional specialties, either packaged or at the snack bar in the store – Vinofaktur is the biggest regional wine bar in Styria. And umdasch, whose largest location in Leibnitz itself forms part of the Styrian wine heartland, served as shopfitting partner and redesigned the 350 square metre space into an experience world for wine lovers.

One task was to subdivide and present the space in such a way that it would encourage visitors to embark on a journey through the store – thereby reflecting the diverse wine culture and culinary specialties of the region. Of course use was made of natural materials and clear communication elements. Together with generous transit zones, this enabled umdasch to stage the regional products in the best possible way.



How can you make size and diversity directly tangible? By including the often neglected area between the shelving and the ceiling in the same process.



You will find more photos here!





You will find more photos here!

#### FACTS

**LOCATION:** Gamlitz, Austria  
**SALES AREA:** 148 m<sup>2</sup>  
**OPENING:** 09/2021  
**SERVICE:** Concept, Design, Planning,  
 Manufacture, Installation  
**ARCHITECT:** umdasch  
**SECTOR:** Food & Beverage  
**CONTACT:** sattlerhof.at

# Sattlerhof Winery

## CHANGING COURSE

The wine trade is about much more than just selling bottles of wine. It is about familiarising oneself with the characteristics of the fine wines and exploring their flavour in the course of tastings. In short: there is also a terroir for sale. This can be seen at the Sattlerhof winery, whose sales space was upgraded by umdasch The Store Makers to create a multi-layered presentation space. Apart from the historic building you will also find modern shopfitting solutions like larchwood furnishings, adjustable shelving for different bottle sizes and matt black uprights which structure the shelving along the walls and make the space seem larger. The most important element, however, is that the undivided attention is focused on the wine. Even in the wine archive with its vault, where rare vintages are matured at the right temperature securely on sloping shelves behind a grille.



Once the wine has matured and been filled into bottles it can be presented in the right light. The storage area with its matt black elements is no exception. Because it must appeal to the eye as well as the taste buds. All the more when it is presented as it is in the Sattlerhof.



# Lucid Motors

MUNICH SHINES



You will find more photos here!



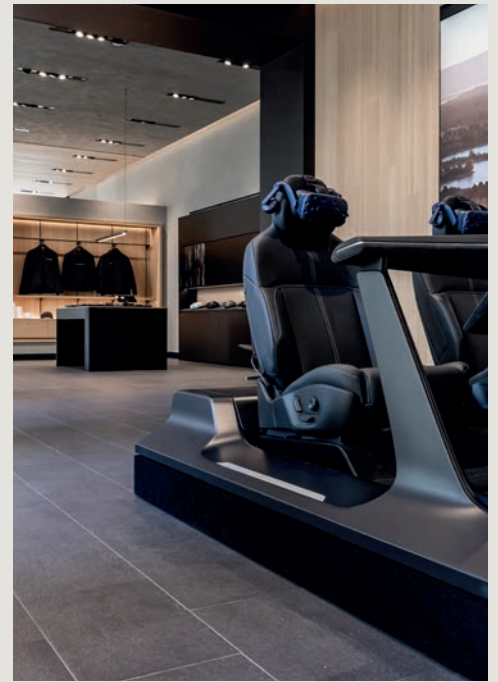
*“We are delighted to have accompanied the European market launch of an innovative manufacturer like Lucid Motors as GC partners. Once more our expertise in the automotive sector and in rollouts stood us in good stead.”*

Marco Gösling, Director General Contracting, umdasch The Store Makers



High-quality interior, optimal use of space – that is not just a description of the high-performance electric vehicles of Lucid Motors; these characteristics also apply to the new store in the heart of Munich. It was not by accident that Lucid Motors, the premium American manufacturer of long-range, fast-charging electric automobiles, chose Odeonsplatz in Munich as the location for its first branch in Europe. The square is a popular setting for noble showrooms of premium automobile brands, so the new Lucid Motors Studio is in top company there with other prestigious manufacturers. umdasch The Store Makers was part of the team as a reliable General Contractor. By the way, Lucid means “shining or bright” – which matches admirably the light and bright store concept, developed by the Spanish architectural firm



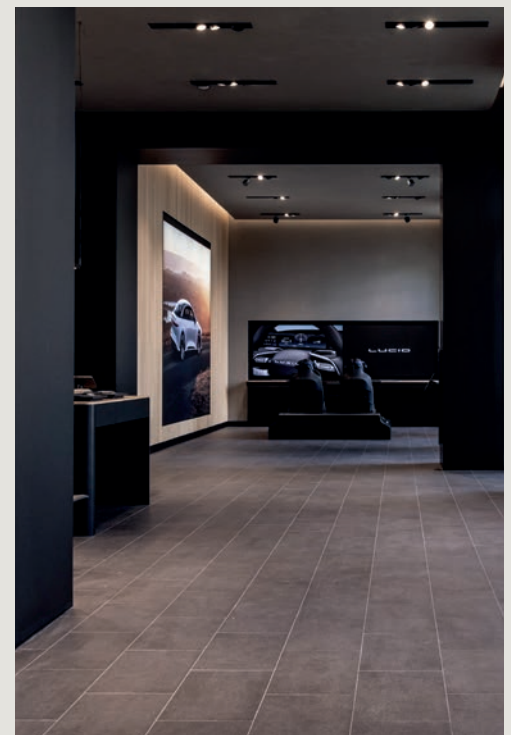


#### FACTS

**LOCATION:** Munich, Germany  
**SALES AREA:** 280 m<sup>2</sup>  
**OPENING:** 05/2022  
**SERVICE:** General Contracting  
**ARCHITECT:** TheBrand-Tailors  
**SECTOR:** Automotive  
**CONTACT:** lucidmotors.com

TheBrand-Tailors for the luxury automobile brand. When visiting the exclusive salesroom visitors get an impression of the extent to which the company is inspired by the innovative power and diversity of its home in California. The coordination of all the trades lay in the experienced hands of the umdasch General Contracting professionals – from the electrical and heating work to the plastering and from the drywall installation to the tiling and the fire-protection ceiling.

As planned, the shop concept was successfully executed by the Store Makers with the utmost specialist skills and care in line with German standards, following their motto “We take care of everything”. The umdasch GC experts also mastered spontaneous on-the-spot changes with the necessary flexibility and professionalism. Nowhere was this clearer than in the plastering technique. Here it was necessary to find a supplier that could not only be employed, but whose product also fulfilled the highest artistic requirements. GC primarily involves coordination, but communication is also required at the same time. “To repeatedly involve the others, to motivate them and overcome language barriers, so that ultimately we all pull together – at the end of the day that is what makes good GC”, resumes Isabel Rahimi, the Project Manager for Construction at umdasch The Store Makers.



A shining example: The new flagship store of Lucid Motors on Munich's elegant Odeonsplatz, implemented by the high-performance shopfitters at umdasch.



# Česká spořitelna

## KEEP THE FIRE BURNING

Someone once said that tradition does not mean worshipping the ashes, but passing on the fire. Česká spořitelna, soon to be 200 years old, shows how to keep the flame burning with its new branch in Říčany near Prague. As a rollout partner, the Store Makers from umdasch are once again jointly responsible for the look.

For many years, they have ensured that counter halls, back offices, meeting rooms and special projects can be handed over to the bank on a turnkey basis. To date, more than 100 branches with almost 30,000 square metres of prepared and equipped space have come together; dozens of subcontractors have been managed as general contractors, and the branch concept has been further developed, adapted, and in some cases accessorised with new components. Always according to the business strategy of the bank, which says: clear, user-oriented and at the same time trend-conscious.



### FACTS

**LOCATION:** Říčany, Czech Republic

**SALES AREA:** 428 m²

**OPENING:** 09/2021

**SERVICE:** Design Engineering, Value Engineering, Shop Equipment, Installation, General Contracting, Rollout

**ARCHITECT:** Origon s.r.o.

**SECTOR:** Retail Banking

**CONTACT:** csas.cz



*“Especially for banks, trust is a valuable commodity. Mutual trust also characterises our long-standing business relationship with Česká spořitelna – it is the only way to implement projects at this pace and quality.”*

Barbora Hvězdová Lněničková, General Construction Manager umdasch The Store Makers, Litomyšl



You will find more photos here!

Modern by tradition: umdasch has redesigned around 30,000 square metres for the time-honoured Česká spořitelna to date. And in this way the branch concept has been repeatedly adapted to the bank's business strategy.



# Liwell Reformhaus Herrmann

## ALL CHANGE

### FACTS

**LOCATION:** Bad Homburg, Germany  
**SALES AREA:** 160 m<sup>2</sup>  
**OPENING:** 12/2021  
**SERVICE:** Concept, Design, Planning, Installation, Shop Equipment (Solid Dispenser)  
**ARCHITECT:** umdasch  
**SECTOR:** Food & Health Stores  
**CONTACT:** reformhaus-herrmann.de



*“In the store design of Reformhaus Herrmann we combined functional requirements, including flexibility and long life, with a natural look.*

*The result is a timeless store with wellness character.”*

Martina Prisching, Shop Consultant umdasch The Store Makers, Leibnitz



On average, the owner-managed company run by the Herrmann family has opened a health food store every year: they have been on the market for almost 40 years and have the same number of branches on their books. With the next generation now at the helm, the stylistic direction has changed for the “Health-Food Store of the Year 2022”. In the most recent store in Bad Homburg, for which umdasch was responsible, earthy shades characterise the setting alongside bricks and wood elements, in order to underline the sustainable character of the product range. While the natural cosmetics are presented against a white background, shelving in Hamilton oak natural wood-look offsets the food programme. Elegantly framed or housed system shelving combines a high degree of functionality with an exclusive appearance. Added value in the sales area is provided by a bread counter. And the Solid Dispenser, developed by umdasch, provides a packaging-free concept for loose foodstuffs.

This is how a sustainable lifestyle becomes fun! Reformhaus Herrmann relies for its store design on a high degree of functionality, linked with an exclusive appearance.



You will find more photos here!



# David Lloyd Meridian Spa & Fitness

SPORTING STYLE!

## FACTS

**LOCATIONS:** Five locations in Hamburg, Germany

**SALES AREA:** 700 – 4,200 m²

**OPENING:** 12/2021

**SERVICE:** General Contracting

**SECTOR:** Sports, Health & Beauty

**CONTACT:** meridianspa.de



“We take care of everything”, is the motto of the General Contracting (GC) professionals at umdasch. That is more than a grandiose promise, as they have shown in Hamburg, where the British group of companies David Lloyd Leisure (DLL) have continued their expansion in Germany with the opening of five fitness and wellness clubs. The German market has top priority for DLL, which is why they wanted to leave nothing to chance. After all, some 15,000 square metres of their existing property were to be refurbished – while daily business continued.



You will find more  
photos here!



*“A special word of praise for our site manager and the project manager in charge, who surpassed themselves. In spite of the unusual approach and the numerous challenges they all did a splendid job. Hats off!”*

Marco Gösling, Director General Contracting umdasch The Store Makers

And there was only a time window of six months available. It sounded like a kamikaze operation, but for our General Contracting team it was almost a blessing, because GC means: being in charge of both project management and the construction phase, in other words costs, quality and the essential sticking to deadlines. And to achieve that, sometimes adopting an unconventional approach including working primarily at both ends of the day or getting down to business while the planning was still underway. Ultimately they succeeded in sticking to the sporty schedule. At least the umdasch professionals involved will not need to visit a fitness centre for a while.







You will find more photos  
here!

#### FACTS

**LOCATION:** Prague, Czech Republic

**SALES AREA:** 3,900 m<sup>2</sup>

**OPENING:** 09/2021

**SERVICE:** Manufacture, Installation, Lighting

**ARCHITECT:** Ing. Arch. Daniel Kříž

**SECTOR:** Museums

**CONTACT:** nm.cz

# Prague National Museum

## A MAMMOTH PROJECT

Museums are something like the guardians of national identity. And especially when we are talking about the National Museum in Prague, a magnificent building directly on Wenceslas Square and the leading institution as regards the cultural and natural history of the Czech Republic. In order to present the treasures, including a life-size mammoth, appropriately, selected areas across an area of almost 4,000 square metres were redesigned and upgraded architecturally. The Czech office of umdasch The Store Makers in Litomyšl accompanied what is to date the biggest exhibition project in the country with the production, supply and assembly of the furniture, showcases and lighting.



*“I am proud that we were able to implement this concept for one of the most modern natural history exhibitions in Europe. Our customer is very satisfied, and not only because of the considerable increase in the number of visitors in the museum.”*

Jakub Brýdl, General Manager umdasch The Store Makers, Litomyšl





# O<sub>2</sub> Live Concept Store

ABRACADABRA

## FACTS

**LOCATION:** Berlin, Germany  
**SALES AREA:** 344 m<sup>2</sup>  
**OPENING:** 01/2022  
**SERVICE:** Digital Signage  
**ARCHITECT:** hartmannvonsiebethal  
the brand experience  
company GmbH  
**SECTOR:** Telecommunications  
**CONTACT:** telefonica.de



Conjurors do not like people to look at their cards, because the way they fascinate their audience is part of the magic. We can imagine that the same applies to Telefónica's O<sub>2</sub> Live Concept Store in Berlin. The main focus of the digital signage solution implemented by umdasch is on the effect, not on how it was brought about. For this purpose, a transparent LED wall by LEDCON was installed in the shop window, which reacts to passers-by and customers and interacts with them thanks to content creation via Serviceplan Bubble and software by Traxas Media.

When someone appears in front of the store, the radio signals of the mobile phone network appear, represented by strips of light which move according to the direction in which the passer-by is moving. Another interactive element consists of digital balls which leap through the picture thanks to movement sensors. The POS presentation forms part of the Visible Net Campaign of O<sub>2</sub>, in order to make its own 5G network visible. For umdasch this means a focus on the brand experience. "The digital elements should be positioned in such a way that the customer is not aware of them", says Manuel Pilz, Head of Sales at umdasch Digital Retail. A bit like a magician, in fact.



Gamification as a sales display: The digital signage presentation choreographed by umdasch is full of surprising interactive elements.



Here's the video!





FACTS	
<b>LOCATION:</b>	St. Pölten, Austria
<b>SALES AREA:</b>	437 m²
<b>OPENING:</b>	08/2021
<b>SERVICE:</b>	Digital Retail: Concept, Installation, Digital Signage, Interactive Applications, Maintenance & Support
<b>SECTOR:</b>	Consumer Electronics
<b>CONTACT:</b>	hartlauer.at



You will find more photos here!

# Hartlauer

## EXPANDING THE SENSES

Hartlauer, a family firm that specialises in photography, optics, hearing aids and electronics has refurbished its location in St. Pölten. During the course of the upgrade, the Store Makers from umdasch were entrusted with the digital signage solutions, and thereby pursued consistently the interlinking of analogue and digital. The best example is the newly devised Foto World, where there is now a touch display. Here customers can print photos, and at the same time select the best arrangement and picture frames, and then create a collage with the pictures. The hearing aid department, the shop windows and the checkout and action zone also have screens which open up new possibilities for addressing customers.



There are four areas of focus for the products. These include analogue and digital features, which go hand in hand and play with the customers' senses.





# TotalEnergies

HAPPY FILLING!



You will find more photos here!

Filling stations present themselves as partners for mobility. Mobile in the sense of dynamic is also what the communication at the point of sale aims to be, in order to make the range of fuels, automobile care products, food, snacks, tobacco products and service quality attractive. A current example is the branch network of TotalEnergies. By the end of 2023 the multi-energy concern plans to upgrade 200 of its locations in Germany with digital signage. This is also an energetic performance for the umdasch digital professionals, who will accompany the process; especially as their shopfitting colleagues have received the order to develop a tailor-made shelf for tobacco products and then to integrate it into over 800 shops at filling stations. In this rollout, classic shopfitting and digital solutions will go hand in hand. For umdasch this means that the work of two business units must be harmonised and eight installation teams must be coordinated at the same time.

## FACTS

- LOCATIONS:** throughout Germany
- OPENING:** 2022 - 2023
- SERVICE:** Shop Equipment, Rollout  
Digital Retail: Digital Signage,  
Maintenance & Support
- SECTOR:** Filling stations, Convenience  
Stores
- CONTACT:** totalenergies.de

For smooth operations later on it is essential that the teams are familiar with the framework conditions of the TotalEnergies branches on the spot. No two shops are the same, and so the modular structure of the shelf for the tobacco products frequently appears in a different context. This applies even more to the total of five digital touchpoints, which customers will encounter when they stop over at the filling station. umdasch's digital signage concept ensures that their use is as easy as possible for both the operators and their staff.

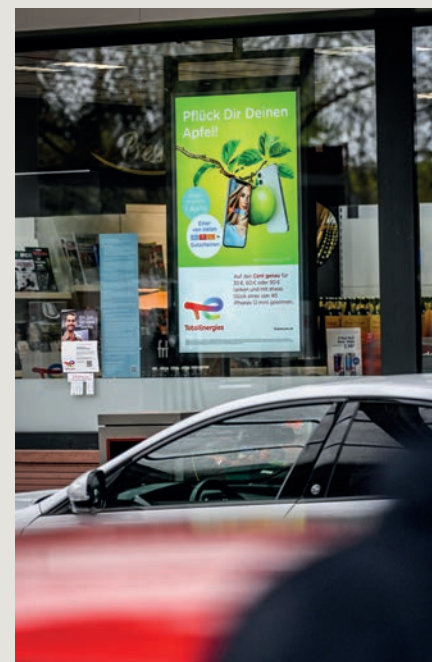




Anyone who stops over will also want a snack: suitable offers and campaigns can be presented instantly on the digital screens and exchanged equally quickly. With the digital signage concept of umdasch.



Here's the video!



TotalEnergies is upgrading some 200 filling stations with digital touchpoints, in order to introduce a dialogue about products and services to customers.

Even without a knowledge of graphics, content can be controlled and adapted in no time, and can be developed at the drop of a hat with the help of pre-designed layouts in the brand's corporate identity. This is guaranteed by a user-friendly content management system that reliably brings offers and campaigns onto the screens, in responsive design of course. Posters, stand-up displays or even printouts are things of the past.



# MEGAVERSE!

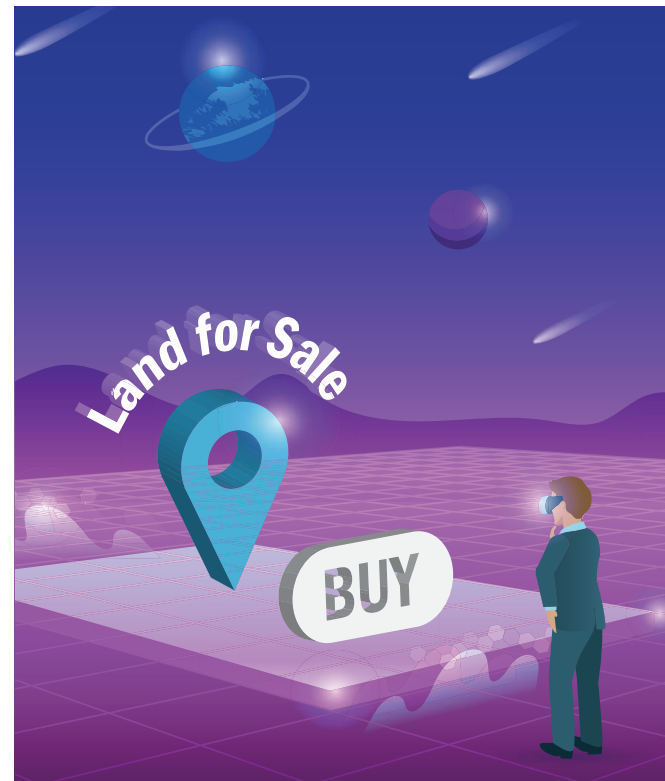
ARE  
WE  
IN IT  
YET?

DIGITAL EXPERIENCES WHICH WOULD PREVIOUSLY  
HAVE HARDLY BEEN IMAGINABLE, AND COMPLETELY  
NEW POSSIBILITIES FOR MARKETING, ADVERTISING  
AND SOCIAL INTERACTION: THE VISION OF THE  
METAVERSE PROMISES GREAT THINGS. BUT HOW DOES THE  
METAVERSE DIFFER FROM ONLINE CHANNELS AS WE HAVE  
PREVIOUSLY KNOWN THEM, AND FROM FORERUNNERS LIKE  
SECOND LIFE, ROBLOX AND CO.? AND WHY DOES THIS TRENDY  
TERM OFFER RETAILERS IN PARTICULAR SUCH ENORMOUS  
POTENTIAL?



With the Metaverse it should be possible in future to live a highly interconnected life in a virtual extension of our physical world which is on the verge of replacing the mobile internet. The basis for this lies in different worlds or platforms like **DECENTRALAND** and **THE SANDBOX**, which all together form the Metaverse. Unlike previous computer games, however, the virtual spaces do not disappear, but the “real” life goes on there. Avatars play a key role; they represent our digital images on the platforms. Through them it should be possible to move between all the various platforms – while keeping one and the same digital identity while doing so.

The mega-trend **INDIVIDUALISATION** arouses enormous desires in the Metaverse, as Maria Tagwerker-Sturm, digital expert and Project Manager at Umdasch Group Ventures, points out: “All people have a need for individualisation. Correspondingly, we also want to have the possibility of personalising our avatars in the Metaverse. We want to demonstrate our personality, our tastes and preferences with the help of our virtual character.” Umdasch Group Ventures, the **FUTURE & INNOVATION HUB**, is the third corporate division under the umbrella of the Umdasch Group, alongside umdasch The Store Makers and Doka. Here the focus lies on new technologies and potentially disruptive business models. Maria Tagwerker-Sturm and her team are currently planning the first steps for the entire Umdasch Group in the Metaverse. She believes that this technological development has come to stay.



Good buy: The Metaverse promises new possibilities for marketing, advertising and social interaction – in a digital parallel world beyond our physical one.



**MARIA TAGWERKER-STURM**  
PROJECT MANAGER  
UMDASCH GROUP VENTURES



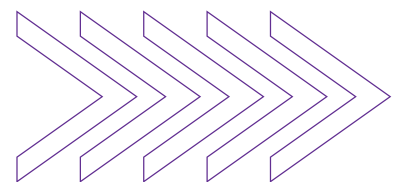
**ALEXANDER VENNEN**  
SHOP CONSULTANT  
UMDASCH THE STORE MAKERS

### IN SIX STEPS TO THE OWNERSHIP OF VIRTUAL PROPERTY:

1. Choice of the appropriate **METaverse PLATFORM**  
(e.g. The Sandbox, Decentraland, Axie Infinity, Roblox etc.)
2. Choice of the required **DIGITAL PLOT**
3. Find out on **WHICH PLATFORM** and with **WHICH CRYPTO CURRENCY** the virtual property can be purchased
4. Link own **WALLET** with the corresponding marketplace on the Metaverse platform concerned
5. Purchase the required **CRYPTO CURRENCY** and deposit in your wallet
6. Carry out the **TRANSACTION** and complete the purchase

Alexander Vennen, Shop Consultant at the Store Makers and part of Maria Tagwerker-Sturm's inter-disciplinary team, is also convinced: “In the Metaverse a **FUSION** of the **DIGITAL** and the **REAL** worlds takes place, so to speak. Digital spaces can fulfil a wide range of functions especially with regard to retailing”, he says and lists the following: “In digital stores both virtual and physical products can be sold. Or the digital spaces can be used for **BRAND** and **PRODUCT EXPERIENCES**. The opportunities are almost unlimited.”

But apart from the B2C potential, the virtual extension also allows for **NEW USE CASES** in business itself. If we think about the context of a retailer, there are different scenarios in which the Metaverse could be used – for example, as a simulation lab, a digital control centre or as a playground for new concepts. Large, well-known firms are already experimenting with complete production processes on virtual platforms; and also for retail concerns it is thinkable that **NEW SHOP CONCEPTS** could be simulated in the Metaverse and tried out before they are actually built.





As a group of companies with strong links with the construction and interior fittings sectors, the Umdasch Group in particular must mix with the developers of the Metaverse as first movers in this early stage. Alexander Vennen also emphasises that this step is a logical one: “In the Umdasch Group there are so many skills which are already going in the direction of the Metaverse and which are now called for. We have **DESIGN SKILLS**, we know how you **PLAN** and draw up **CONCEPTS**, we know about the structure of stores, buildings and the **TECHNOLOGY** behind it.”

And so it is not surprising that the company is already working with the technologies for the Metaverse. The basis for this are, among other things, detailed **3D MODELS**, which are created in any case for a large number of our projects. **BUILDING INFORMATION MODELING**, or **BIM** for short, is the name given to the method of working in the digitalised construction process, in which various actors can plan and make changes directly on the model for all to see. Both architecturally and technically, all elements are integrated into the 3D-model, which is thus identical down to the last detail like a **DIGITAL TWIN**. “The development can even go so far that you can meet up in the Metaverse, in order to discuss the model in a virtual tour”, says Alexander Vennen.



### METAWHAT? A SHORT EXPLANATION OF THE TERMS:

**BLOCKCHAIN:** A chain of data blocks which contain information and which are stored decentrally – not in one particular place (server).

**NON-FUNGIBLE-TOKEN (NFT):** Digital proof of ownership of virtual property; stored on a blockchain and therefore unalterable.

**CRYPTO CURRENCY:** Digital property values, usually secured by a blockchain. Can be traded on so-called crypto exchanges with national currencies like, for example, the euro or the dollar.

**WALLET:** For digital property, for example in the form of crypto currency or NFTs, you will need a so-called wallet – a digital wallet.

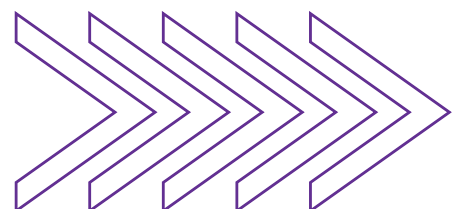
**AVATAR:** An artificial image that will become your digital identity in the internet.

**AUGMENTED REALITY (AR):** Usually visual extension of reality through digital content. For example, AR content can be made visible in the real surroundings via smartphone apps.

**VIRTUAL REALITY (VR):** The complete immersion in a virtual reality. In order to be able to call up VR content, you will need the corresponding equipment, for example VR glasses.

At the moment there are numerous question marks and even more conjunctives when talking about the Metaverse. The further development also depends on the future user behaviour. Especially with regard to the **USER EXPERIENCE**, Maria Tagwerker-Sturm sees there is still much room for improvement. Bernd Albl, Managing Director of the Business Unit umdasch Digital Retail, the digital experts at the Store Makers, also sees, however, **NEW OPPORTUNITIES** for retailers. “The subject of the Metaverse has entered into our awareness; there is a lot of interest and we also have exciting ideas about how we could represent existing shops in the Metaverse.”

But for the retail industry, as far as Albl can see this new **PARALLEL WORLD** which is being created does not yet enjoy top priority. First of all, the wider public must be sensitised, according to the digital expert. Nonetheless he is convinced: The use cases will arrive, sooner or later. And those who are there early enough will have a clear **ADVANTAGE** later on – also economically speaking, because they will not have to first expend a great deal of effort to catch up with the competition.







umdasch is already planning first steps in the Metaverse; also in order to help customers to set up virtual spaces and user experiences.



**BERND ALBL**  
MANAGING DIRECTOR UMDASCH  
DIGITAL RETAIL



Advantage Metaverse: Here, for example, retailers can simulate new shop concepts and try them out before they actually launch them in real life.

An illustration featuring a woman on the right with dark hair, wearing a pink jacket over a yellow and white striped shirt and yellow pants, holding a smartphone. On the left, a large teal magnifying glass is positioned over a light blue sign. The sign contains the text 'CHECK IT OUT' in large, bold, dark blue letters. Below this, in smaller text, it says 'Autonomous stores, self-checkout and self-scanning are on the rise'. A glowing yellow lightbulb with three lines radiating from it is attached to the handle of the magnifying glass. The background includes a stylized orange tree on the left and a light blue cloud in the upper left.

# CHECK IT OUT

Autonomous stores, self-checkout and self-scanning are on the rise

No more queues, and instead, considerable time savings – and hygienic into the bargain, because it is contactless. Customers are increasingly taking up the scanner themselves – whether it is fixed at the checkout or on the move by the shelves. These days they now see this service as a smart alternative when shopping. But what are the real advantages which the digitalisation of all processes bring within the retail sector? And what does the future look like?



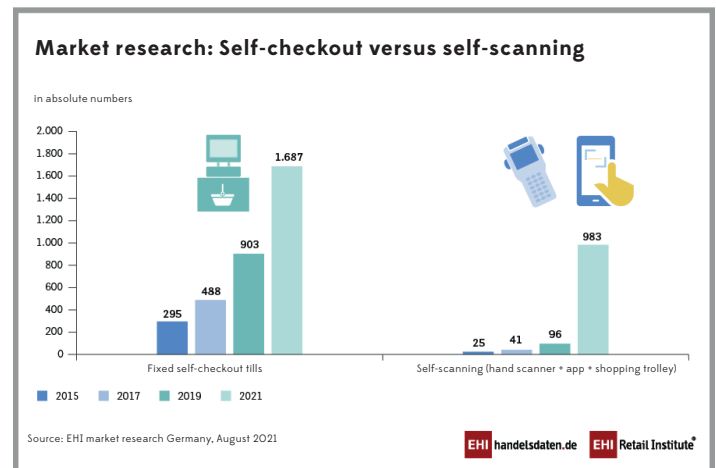
## THE SHOPPING OF TOMORROW

The pandemic has made clear what had been becoming apparent for quite some time now: digitalisation is simply unavoidable. Self-checkout systems and payment at fixed self-service check-outs, mobile self-scanning solutions via smartphone directly at the shelf and autonomous stores without staff are undergoing rapid expansion. The reasons are numerous and extend well beyond a reduction in contact and a hygienic sales experience. Customers can process their purchases actively and independently by scanning the products themselves, which also enables them to keep an overview of their expenditure. Waiting times can be reduced because you no longer have to stand in the queue at the checkout.

According to market research by EHI (European Retail Institute), in Germany there are fixed self-checkout tills in 1,687 stores and 983 shops have so-called self-scanning (as of August 2021). The number of retail stores with self-checkout systems almost doubled in Germany between 2019 and 2021; and in the case of mobile self-scanning systems, the number even increased tenfold. The trend has arrived to stay in the retail world, as Peter Prisching, Director Shop Consult at umdasch in Leibnitz, confirms: “I see the future of retailing lies quite clearly in the use of self-checkout or self-scanning solutions. Customers want to save time when they are shopping and they want to move around the shop as freely as possible. Seen in that light, the introduction of unmanned stores or self-checkouts are the next logical step and are a must-have for the food markets of the future.”



In a hurry, but neither money nor card in your pocket? No problem! Nowadays customers can take the process of payment into their own hands via smartphone.



**PETER PRISCHING**  
DIRECTOR SHOP CONSULT  
UMDASCH THE STORE MAKERS



**MARIA TAGWERKER-STURM**  
MANAGING DIRECTOR  
SHOPREME / PROJECT MANAGER  
UMDASCH GROUP VENTURES

## SCAN & GO INSTEAD OF WAIT & SEE

E-commerce has revolutionised shopping behaviour. Consumers receive information, personalised offers and tips for purchase decisions online – without the need for tiresome queuing. umdasch brings the advantages of the online world into bricks-and-mortar stores.

One of the solutions available is the Scan & Go app of the Umdasch Group Ventures holding **shopreme**. The principle could not be easier: customers scan the product with their smartphone by the shelf, choose a payment option directly in the app and leave the store with a digital invoice that complies with legal requirements.

No wonder that mobile self-scanning solutions are the source of lively interest on the part of consumers. Now it is up to the retailer to take up this service idea. Numerous famous companies like Penny, Billa, Möbelix and Douglas confirm the development. “On the one hand, retailers save space in the checkout area, which they can then use as a valuable brand experience area for eye-catching product presentations. And on the other, the staff have more time for customer advice. By means of direct conversation and personalised recommendations, it is possible to increase the size of the shopping basket by an average of 10%, while customers can experience a secure, convenient checkout that is two-thirds faster than before”, observes Maria Tagwerker-Sturm, Managing Director shopreme, referring to the advantages of the app.

## SMART, BUT SECURE

umdasch has taken up the needs of the market in the smart checkout sphere – and has launched a new product. The exit terminal vector is a cooperation between umdasch The Store Makers and shopreme. vector combines the extensive experience of umdasch in terms of store design with the expertise of shopreme in regard to offering consumers added value during their shopping trips, for example with the use of mobile self-checkouts.

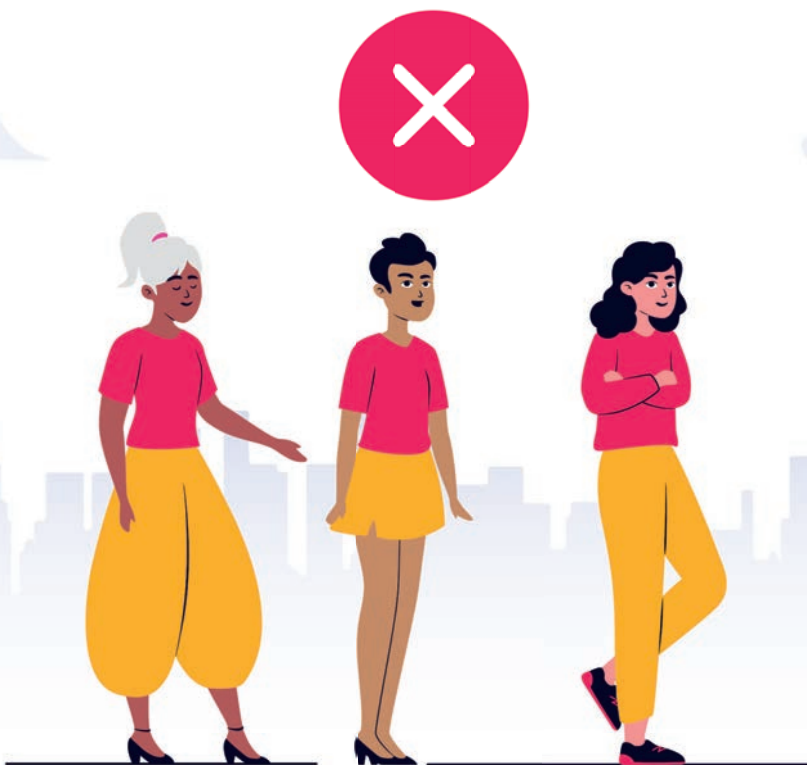
vector was developed in order to ensure a smooth shopping experience and maximum security for stores, as Maria Tagwerker-Sturm explains. “The solution improves the Scan & Go purchase for all those involved: through vector customers experience a clear end to their shopping trip, while staff can keep a permanent overview of all Scan & Go transactions. The system also protects the retailer from shrinkage.” vector is available with or without a physical barrier. The upgrading of branches with vector is thus problem-free and inexpensive.

When entering the store, customers are led intuitively. They scan the products with their smartphones and put them in the shopping basket. After payment, vector guides users through the remaining steps – including age verification and random checks. Finally, customers scan the invoice code, and their way out of the store is free. “We at umdasch as partners for innovative and integral shopfitting concepts are making an in-depth study of store and

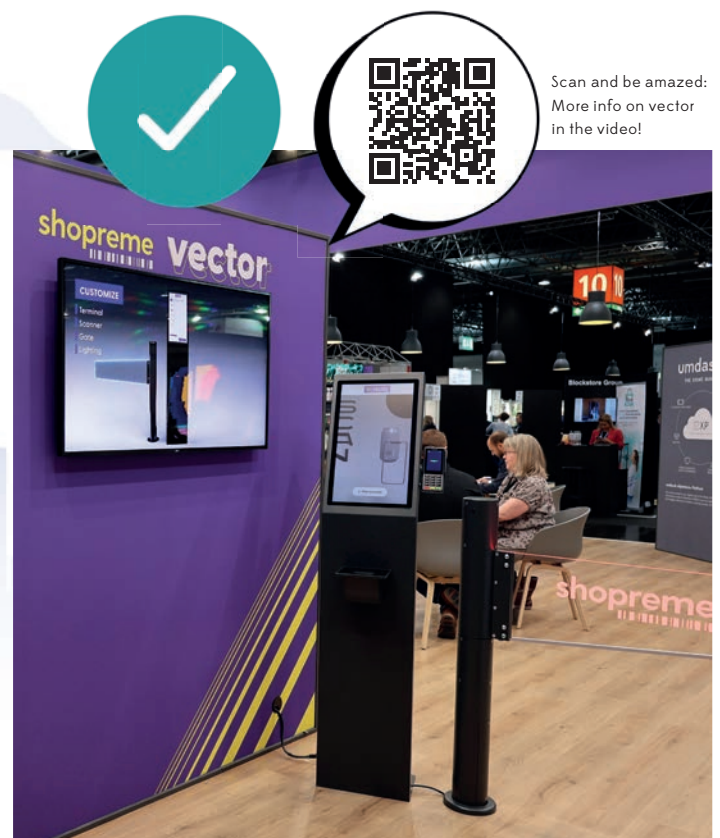


With the exit terminal vector, retailers can create exit areas which guide Scan & Go customers efficiently through the checkout zone.

payment solutions for the future. The product development vector is our answer to the trend towards self-checkouts – and with it we have our finger on the pulse of the times”, Peter Prisching says with conviction.



Leaving instead of standing in the queue: vector pays in on the customer journey, because it makes the purchase smarter – and customers more autonomous.





## FIRST UNMANNED STORE BY UMDASCH

Shop around the clock and simply pay cash or with your card? That is now possible at umdasch The Store Makers in Leibnitz. In cooperation with Umdasch Group Ventures and myAcker GmbH, umdasch has created in Leibnitz the prototype of an unmanned store – that is, a shop without staff – with the name All-In-Box. The All-In-Box uses a number of technologies specially developed by umdasch, including the prize-winning Liquid Dispenser refilling station for laundry detergent and washing-up liquid. Electronic shelf labelling has replaced the usual price labels and permits a rapid and uncomplicated modification of product details and prices. Payment is simply made via the terminal, which guides the customers through the payment process with an audiovisual program. Lighting, air-conditioning technology, video monitoring and the locking system can be controlled centrally using smart home technologies.

The Store Makers offer this mini-store as an individual and comprehensive all-round solution – from the design via the digital concept to the project management and shopfitting including digital equipment. In short: a partner for all the stages of the project. The concept can also be adapted for other concepts – in which case a box is not absolutely necessary. Peter Prisching of umdasch Shop Consult is very enthusiastic about the numerous advantages of the unmanned store: “Self-service boxes are one of the major subjects we are working on very intensively. The All-In-Box is serving us as a prototype, in order to test new technologies, and as a showcase, in order to present our product portfolio to our customers in real-life surroundings.”



## WHERE DO WE GO FROM HERE?

So do the solutions listed here represent the end of the road? Certainly not, according to Prisching: “The potential for smart shopping components is vast, which is why we shall continue to surprise our retail partners and ultimately the consumers with new products and concepts which offer more convenience.” For example, a pioneering concept on the market could be smart shopping trolleys, which automatically scan an article when it is put into the shopping basket. And fully autonomous stores are already reality in many places, in which customers can select articles and leave the shop with the products without the need for a checkout procedure or scanning. Thanks to cameras, sensors and artificial intelligence the selected articles can be recorded and the purchaser receives an invoice automatically immediately after leaving the store. All the customers have to do is to identify themselves via an app. It remains to be seen how we do our shopping in ten years’ time. But one thing is certain: umdasch will be actively involved in helping to shape the market.



More information about shopreme's  
Scan & Go solutions is available here!

# LEDCON goes Green Signage

## THE ONLY CONSTANT IS CHANGE

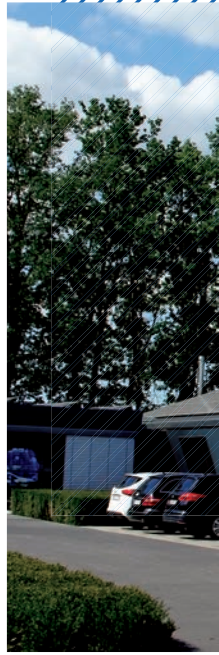
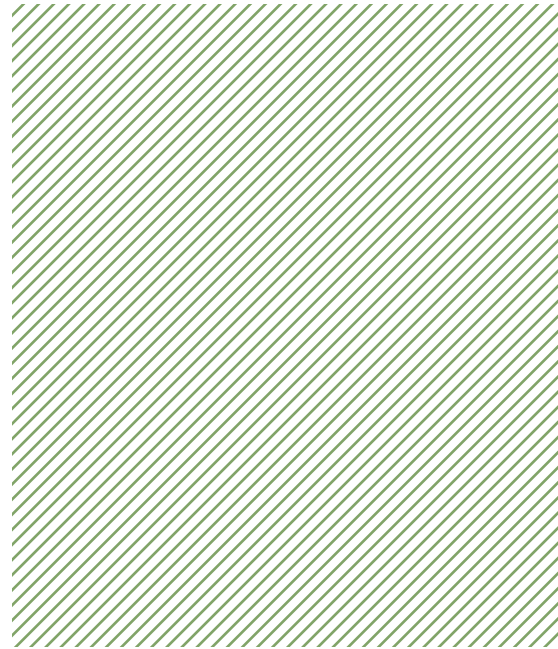
IT MAY SEEM RATHER TRIVIAL TO QUOTE FREELY AFTER HERACLITUS. AND YET THE STATEMENT BY THE GREEK PHILOSOPHER SOME 2,500 YEARS AGO IS MORE TOPICAL THAN EVER IN VIEW OF THE SUBJECTS AND CHALLENGES OF OUR TIME.

A successful company must change and permanently continue to develop itself and its product portfolio. That is what LEDCON has been doing for the past 15 years. With its classic origins in the event business, the firm realised the potential of LED in the rental sector at an early stage, expanding it and designing its own series while investing in staff, expertise and technology.

Furthermore, the LED specialists from Westphalia have made a name for themselves internationally in the sports sector (band systems and scoreboards) and in the Digital Out-of-Home project business – and have made the firm crisis-proof. Through the increasing economic marketability of high-resolution LED screens, digital signage and conferencing enabled LEDCON to add the fourth, highly successful string to their bow.

In addition to the classic factors in LED projects (price, availability, technical requirements), the subject of sustainability will increasingly influence the customer's decision processes.

LEDCON took up the subject at an early stage and analysed the locations within the company (building and organisation) to which the product-related technical developments can be applied. Some years ago the choice of a new headquarters led to the occupation of a building with an optimised roof slope and complete photovoltaic (PV) roofing on the main building and annexes.



The vehicle fleet was electrified successively and the charging column infrastructure was installed. Even before the start of the pandemic, the basis was created both technically and organisationally for many employees to work independently of location, thereby reducing the number of journeys.







Visit LEDCON  
at the umdasch  
booth at  
EuroShop 2023.

Homework completed: The headquarters of LEDCON has an optimised roof slope. The angle of inclination contributes to the way that the PV roofing on the main building and annexes can produce sustainable electricity efficiently.

An increasingly intensive monitoring of numerous large-scale systems permits anticipatory and plannable servicing with a reduction in service trips and reduced down times for customers. The introduction of predictive maintenance over the next years is therefore a further step in the right direction.

The installation of a programmable logic controller (PLC) in the energy management of larger displays can already contribute towards considerable energy savings. In this field LEDCON already sees major savings potential for the field of digital signage. The current discussion on the subject shows that automatically controlled systems will prevail. So firms should also plan in good time to equip smaller installations with PLC control systems and to isolate them from the mains during defined periods.

In this respect a basic recommendation towards content agencies to design in the dark mode, certainly continues to be justified. In addition, a sensor-controlled brightness regulator is recommended, especially in the daylight area. In times of increasing energy costs these individual measures represent both an economic and also a political aspect. In the field of LED technology, developments are progressing by leaps and bounds – and there are more energy-efficient approaches such as the flip chip technology, which can already be chosen in digital signage and conferencing, for example for LEDCON's VN series. In this series the optimal load areas can be used and the energy requirement reduced by means of the selection of suitably dimensionable power supply units.

LEDCON is on the way towards Green Signage, registering changes and constantly developing processes and products further.



Image source: LEDCON





**LEDCON®**  
professional LED-Displays



**SIMPLY. MORE. VISIBILITY.**







EuroShop



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*together*

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