DaRT

PRESS / COMPANY

facts & figures

DaRT

PRESS / NEUSS, GERMANY 2017

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Company profile

About us –

“Spatial communication is the art of spatially arranging topics or products in order to create corporate worlds or brand spaces that appeal to all senses and are remembered for a long time.” (plotmag.com)

In its more than 25 years of existence, D’art Design Gruppe has become a multiply-awarded, well-established provider of ambitious individual communication solutions with a special focus on the controversial field of area and space. With our conceptual strength we are a source of ideas and impulses. Interdisciplinary teams consisting of experts for architecture, interior design, communication design, product design, media, public relations and marketing develop our highly brand- and design-driven concepts. Be it online or offline, text or image, fair stand, shop or exhibition: We think of communication in every dimension and at all times as a combination of all media that are available to us. Using mediatecture, scenography and innovation to create accessible brand worlds is our specialty. Throughout the creative process, we do not only empathize with our customers and visitors, but truly take the brand’s essence in. This is how we make space for people, brands and messages. Strategic consulting and conceptual development of brand and corporate appearances are at the heart of our service range:

- Brand development
- Corporate design
- Editorial design
- Signage systems
- Mediatecture
- Fairs and exhibitions
- Shops / Retail design
- Showrooms / events
- Brand worlds
- Corporate architecture

We provide consulting and support to our clients with regard to conception and development, planning, project management and implementation as well as, of course, finance and budget planning in Germany, and since 2013 in South Korea, too.

D’art Design Seoul is the Korean subsidiary of D’art Design Gruppe, which was founded as a basis for a long-term exchange between the Asian market and European design specialists – an exchange that benefits both partners. D‘art Design Seoul Ltd. provides German design approaches to the Asian market. Based on the respect for both cultures’ strengths, we would like to establish the fundamental prerequisites for a successful Asian-European cooperation and use them synergetically. Our objective is to support Asian enterprises in the implementation of projects in Europe as well as to accompany their projects in Asia. We also gladly act as consultants for European companies that would like to access the Asian market.

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Service range

Exhibition design –

Every story has a beginning and an end. What's decisive is the experience that lies in between – and experience is what D'art Design Gruppe focuses on when developing exhibition concepts and experiential worlds for brands and organisations. Telling the story in the best possible way involves a complex interplay of knowledge, history and culture – translated into architecture, scenography and words.

LOCATION / DUSSELDORF (D) PROJECT / GLOBAL EXPERIENCE CENTER CLIENT / HENKEL

After a planning and building phase of 18 months, Dart delivers the Global Experience Center with an interactive experience exhibition of 700 sqm to its new customer Henkel "Laundry & Home Care".
(Copyright: Die Photodesigner / D'art Design Gruppe)

LOCATION / FRANKFURT (D) PROJECT / PANASONIC CONVENTION 2016 CLIENT / PANASONIC

7,700 sqm of event area, a 2,400 sqm large exhibition, more than 2,000 guests and the brand-new CE solutions of Panasonic – that was the European Panasonic Convention 2016.
(Copyright: Lukas Palik / D'art Design Gruppe)

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Service range

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LOCATION / BIELEFELD (D) PROJECT / SCHÜCO SHOWROOM 2015 CLIENT / SCHÜCO

Dart updates the Schüco Showroom at the company's head office in Bielefeld on the basis of the current fair stand architecture that was presented at the BAU 2015.
(Copyright: Christian Eblenkamp, Lukas Palik / D'art Design Gruppe)

LOCATION / BERLIN (D) PROJECT / 125 YEARS OF AEG 2012 CLIENT / ELECTROLUX

Because the Electrolux brand AEG celebrates its 125th anniversary in 2012, the Electrolux brand space at the IFA 2012 combines brand arrangement with a retrospective of the brand's history.
(Copyright: Tobias Wille / D'art Design Gruppe)

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Service range

Shop design –

For the D'art Design Gruppe, creating a sales environment means, first and foremost, inspiring a direct dialogue between brand, product and customer. The physical experience of the senses is the core component in this. Because experiential brand environments support the added value of a brand.

LOCATION / STUTTGART (D) PROJECT / FAMILY STORE 2015 CLIENT / WÜRTH

With the opening of the first temporary brand store at Breuninger in Stuttgart, the brand Würth strikes a new path.
(Copyright: Lukas Palik / D'art Design Gruppe)

LOCATION / ZURICH (CH) PROJECT / SHOP-IN-SHOP 2016 CLIENT / REEBOK

The newest shop-in-shop of the sports brand is located in Zurich in the renowned department store Jelmoli.
(Copyright: Lukas Palik / D'art Design Gruppe)

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LOCATION / D/A/CH PROJECT / OUTLET STORES 2010 CLIENT / BOGNER

Natural optics like wood and polished aluminium express the link between classic and modernity of Bogner.
(Copyright: Günter Laznia / D'art Design Gruppe)

LOCATION / D/A/CH PROJECT / POP-UP STORES 2011 CLIENT / ADIDAS

Two brands, five pop-ups spread over three countries. The Blue and Ransom by adidas Originals collections meet prospects in their own environment.
(Copyright: Daniel Schäfer / D'art Design Gruppe)

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Service range

Fair design –

The goal of the D'art Design Gruppe is to develop attention-grabbing trade fair booths that go way beyond the commonplace and leave their mark on visitors' memory. The booth may only exist for a short time, yet our temporary architecture strives to create lasting added value. We believe that every trade fair booth should encapsulate the essence of the exhibitor – in time, space and experience.

LOCATION / MUNICH (D) PROJECT / BAU 2017 CLIENT / SCHÜCO

According to the motto "We know how", D'art Design Gruppe spatially arranged Schüco's innovation topics in a two-floor exhibition architecture.
(Copyright: Lukas Palik / D'art Design Gruppe

LOCATION / BERLIN (D) PROJECT / IFA 2014 CLIENT / GRUNDIG

It is already the seventh time that Dart develops a fair design for the area Consumer Electronics (CE) of Grundig Intermedia GmbH in Berlin at the IFA 2014.
(Copyright: Lukas Palik / D'art Design Gruppe)

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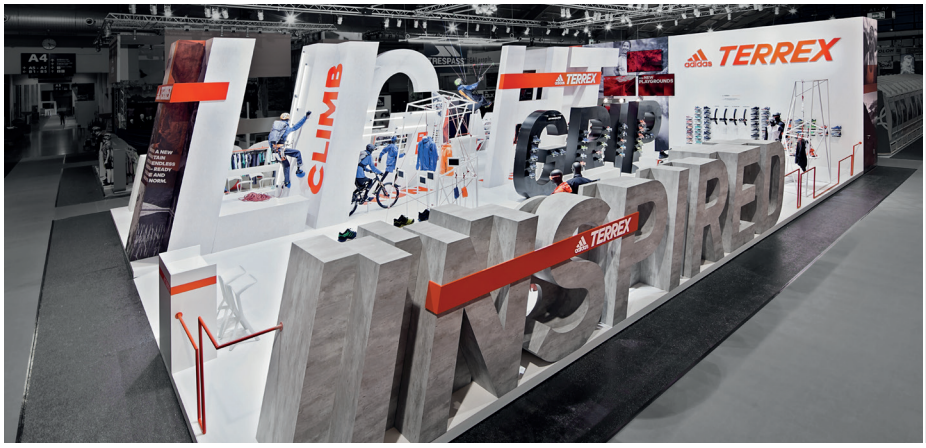
LOCATION / FRIEDRICHSHAFEN (D) PROJECT / OUTDOOR 2016 CLIENT / ADIDAS



At OutDoor 2016 in Friedrichshafen, adidas presents its outdoor brand under the new name adidas TERREX to the international public.
(Copyright: Lukas Palik / D'art Design Gruppe)

LOCATION / MUNICH (D) PROJECT / BAU 2015 CLIENT / AMTICO

Dart was assigned with the corporate appearance of Amtico at the BAU 2015 and arranged the trends of the manufacturer of floorings in a tri-dimensional collage.
(Copyright: Lukas Palik / D'art Design Gruppe)

Service range

Mediatecture –

Human spaces of experience are increasingly marked by communication. That is also true for the most ancient mass medium par excellence: the architectonic space. By expanding it into the digital space, complex communicative contexts can be made experienceable with regard to space as well as senses and restrictions can be overcome.

LOCATION / AMSTERDAM (NL) PROJECT / ISE 2016 CLIENT / NEC

Dart develops an interactive fair design for NEC Display Solutions Europe at ISE Amsterdam and creates an immersive space experience consisting of rhythm, melody and moving pictures.
(Copyright: Lukas Palik / D'art Design Gruppe)

LOCATION / MUNICH (D) PROJECT / BAU 2013 / 2015 CLIENT / SCHÜCO

Schüco conveys its highlighted topics with an intelligent orchestration of the fair-marketing with a mediatectonic staged fair design at BAU 2015.
(Copyright: Lukas Palik / D'art Design Gruppe)

Service range

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LOCATION / MILAN (I)
BERLIN (D)
LOEHNE (D)
COLOGNE (D)

PROJECT / EUROCUCINA 2012
IFA 2012
MAZ LOEHNE
KUECHENMEILE 2012
IMM COLOGNE 2013

CLIENT / ELECTROLUX

A flowing combination of architecture and media – the trade fair and exhibition design for Electrolux at EuroCucina 2012, IFA 2012, Kitchen Mile (Küchenmeile) in Löhne and the LivingKitchen 2013, Dart developed mediatecture with aesthetic as well as informative effect.
(Copyright: Lukas Palik / D'art Design Gruppe)

LOCATION / FRANKFURT (D)

PROJECT / ISH 2013

CLIENT / STIEBEL ELTRON

At the trade show ISH 2013 Stiebel Eltron shows innovations by means of interactive stations and enables visitors to have intensive insights into the technologies of the future.
(Copyright: Lukas Palik / D'art Design Gruppe)

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Service range

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LOCATION / DUSSELDORF (D) PROJECT / EUROSHOP 2011 CLIENT / PROJEKTPILOT

With an outer shell made of multimedia slide-walls ProjektPilot transported its visitors into the world of numbers. They open up the various service areas of the general contractor for spatial brand communication. "ProjektPilot – The making of brand architecture by numbers."
(Copyright: Jörg Hempel / D'art Design Gruppe)

LOCATION / FRANKFURT (D) PROJECT / LIGHT+BUILDING 2010 CLIENT / PHILIPS

Light and its dynamics as well as colour spectrum decide about how spatial structures are perceived. Therefore, light is the key to making this effect spatially tangible for Philips Professional Lighting at the Light+Building 2010.
(Copyright: H.G. Esch / D'art Design Gruppe)

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Service range

Communication design –

For the D'art Design Gruppe, brand management is a fundamental, primary design matter. It means highlighting a brand's character and persona, and presenting it to the world. We see the development and design of brand identity as a special task that requires design ability, but also sensitivity and integrity.

PROJECT / CORPORATE DESIGN 2015 CLIENT / TURCK

D'art Design Gruppe won out over two competitors in the pitch for the revision of the corporate design of the company Turck, which is owed to its interdisciplinary expertise.
(Copyright: D'art Design Gruppe)

PROJECT / B2B MAGAZINE 2014 CLIENT / PARADOR

D'art Design Group proves its interdisciplinary competence by designing the new customer magazine from Parador.
(Copyright: D'art Design Gruppe)

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Service range

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For the D'art Design Gruppe, brand management is a fundamental, primary design matter. It means highlighting a brand's character and persona, and presenting it to the world. We see the development and design of brand identity as a special task that requires design ability, but also sensitivity and integrity.

PROJECT / MEANS OF COMMUNICATION 2013 CLIENT / EGN

D'art Design Gruppe arranges the cross-media brand appearance for the Entsorgungsgesellschaft Niederrhein.
(Copyright: D'art Design Gruppe)

PROJEKT / COMMUNICATION DESIGN 2016 CLIENT / SONGEUN ARTSPACE

For SongEun ArtSpace in Seoul's hip district Chungdam, D'art Design Seoul created the communication and graphic design for the 15th ArtAward Exhibition and the solo exhibition of artist Kibaik Yuon.
(Copyright: D'art Design Seoul Ltd.)

Client statements –

BRITAX RÖMER, KIND+JUGEND 2016, MORITZ WALTHER –

"Our expectations and wishes were completely satisfied by the new fair stand concept: making more out of the space given. We are absolutely happy with the support and project management by Dart. Without exception, the modern design was received extremely positively by our clients, partners, as well as all our colleagues."
(Source: D'art Design Gruppe, press release Kind+Jugend 2016)

PANASONIC, PANASONIC CONVENTION 2016, PETRA LESSAU –

"This year, the link between architecture and exhibition design was especially well achieved. Panasonic's appearance presented itself with a strong corporate atmosphere. Current space requirements were neatly embedded into the existing spatial structures."
(Source: D'art Design Gruppe, press release 2016)

TURCK, CORPORATE DESIGN 2015, KLAUS ALBERS –

"In the context of the pitch for the corporate design update, the ideas and concepts of Dart convinced us the most. The challenge was to adapt the existing design to the modern design and handling requirements without risking a disruption in the appearance. In our view, Dart achieved the best link between these two requirements."
(Source: D'art Design Gruppe, press kit Corporate Design Relaunch 2015*)*

AMTICO, BAU 2015, KIRSTEN KRÄMER –

"The task that we assigned Dart with regarding our stand's concept for the BAU was completely fulfilled. The agency has demonstrated that it has understood us and our target group and the stand's implementation showed this very clearly. Our products were well arranged and exhibited in their entirety."
(Source: D'art Design Gruppe, press kit BAU 2015)

RUMMEL, IMM COLOGNE 2015, KLAUS NEUDECKER –

"The creative implementation of the topic dream sceneries also promotes our objective to be remembered by our customers as a good host. The absolute relaxed atmosphere in our lounge was the setting for detailed and intensive talks. For us, it is important to guarantee that customers can leave the fair's hustle behind while they are in our stand. Our decision to again assign Dart for several years results in the fact that the communication of our brand image was coherently developed into the third dimension. With Dart by our side we are perfectly prepared for the next three fair seasons."
(Source: D'art Design Gruppe, press kit imm Cologne 2015)

Facts and figures –

FOUNDING YEAR	1991
LOCATION	Neuss, Germany
GENERAL MANAGER	Jochen Höffler, interior design Freddy Justen, product design Guido Mamczur, communication design Dieter Wolff, interior design
ASSOCIATE PARTNER	Dominik Hof, interior design Klaus Müller, interior design Jochen Simon, interior design
CEO D'ART DESIGN SEOUL LTD	Jin-Young Choi, product design
MEMBER OF EMPLOYEES	50
ASSOCIATIONS	DDC (German Designer Club) ADC (Art Directors Club for Germany) Founding member of German Design Council FAMAB e.V.
INVOLVEMENT	Lectureship at Dusseldorf University of Applied Sciences: - Communication Design department - Architecture department - Retail Design department Apprenticing Company within the integrated degree programme at iba University of cooperative education

Awards (extract) –

2017: DDC Award Bronze, Space /Architecture, D'art Design Gruppe, »from scratch« EuroShop
DDC Award Finalist, Space /Architecture, Schüco, BAU
FAMAB Award Bronze, Best Stand L, Schüco, BAU
FAMAB Award Silver, Best Store Concept, Würth, Family Store
German Design Award, Winner, Fair and Exhibition, D'art Design Gruppe, »from scratch« EuroShop
iF design award, Exhibitions / Trade Fairs, Electrolux, IFA
iF design award, Exhibitions / Trade Fairs, Panasonic, IFA

2016: DDC Award Bronze, Space /Architecture, adidas, OutDoor
DDC Award, Space /Architecture, Panasonic, IFA
FAMAB Award 2016 Silver, Best Thematic Exhibition, Henkel, Global Experience Center
iF design award, Exhibitions/ Trade Fairs, Schüco, BAU

2015: DDC Award, Space / Architecture, D²art Design Gruppe, »UNDO«, EuroShop
German Design Award, Winner, D²art Design Gruppe, »UNDO«, EuroShop
German Design Award, Special Mention, Fair Design, Schüco, BAU
iF Communication Design Award GOLD, corporate architecture, D²art Design Gruppe, »UNDO«, EuroShop

2014: FAMAB AWARD 2014 Silver, Best Stand Inspiration, D²art Design Gruppe, »UNDO«, EuroShop
Exhibitor Magazine Award, Best of Show, Large Booth, D'art Design Gruppe, »UNDO«, EuroShop

2013: Adam Award, Schüco, BAU
iF Communication Design Award GOLD, Fair Design, Parador, Domotex
iF Communication Design Award, Fair Design, Grundig, IFA

2012: ADAM Award, Electrolux, Eurocucina

2011: iF Communication Design Award Gold, Philips Lighting, Light+Building
ADAM Award Gold, Electrolux, IFA

2010: iF Communication Design Award, adidas Originals, Bread+Butter, Berlin
Design Award of the Federal Republic of Germany, Fair Design, Projektpilot, EuroShop
ADAM Award, Fair Design, Philips Lighting, Light+Building

2009: ADAM Award, ARTE, Frankfurter Buchmesse
ADAM Award Gold, Bundeszentrale für gesundheitliche Aufklärung (BZgA)
ADAM Award, Panasonic, IFA
Exhibit Design Award, »EDGE Award«, Projektpilot, EuroShop
Exhibit Design Award, Electrolux, IFA
iF Communication Design Award: too good to be true award, BZgA

2008: ADAM Award, Fair Design, VDP, Drupa
ADAM Award, Exhibtion Design, adidas, Walk of Fame
iF Communication Design Award »GOLD«, Fair Design, D'art Design Gruppe, »THING«, EuroShop
iF Communication Design Award, Fair Design, Grundig, IFA
iF Communication Design Award, Fair Design, Philips, Light+Building
Exhibit Design Award »GOLD«, Fair Design, EGN, Entsorga-Enteco
EVA Award, Event Design, four walls art (vierwändekunst)

2007: ADAM Award, Fair Design, Gabor, GDS
iF Communication Design Award, Fair Design, Daewoo Electronics, IFA
iF Communication Design Award, Corporate Design, D'art Design Gruppe, Book »Undesigning«

2006: ADAM Award, Philips, Light+Building

2005: ADAM Award, Fair Design, D'art Design Gruppe, »Sample«, EuroShop
Design Award of the Federal Land North Rhine-Westphalia, D'art Design Gruppe, »Sample«, EuroShop
iF Communication Design Award, Fair Design, D'art Design Gruppe, »Sample«, EuroShop
iF Product Design Award, Shop Design, RWE Customer Centre
iF Product Design Award, Fair Design, Philips, Light+Building

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Press material

We would be happy to send you any relevant texts, images and other information.

We would be pleased to receive a copy of any publication including this material.

Thank you!