



PETER SCHMIDT GROUP EUROSHOP 2017 FAIR STAND

„We’re smashing!“

Peter Schmidt Group will be presenting itself at this year’s EuroShop in Düsseldorf for the first time.

In terms of content, our presence at the world’s largest retail trade fair is a logical progression: Peter Schmidt Group is primarily associated with packaging and Corporate Design projects. But the firm’s work ultimately focuses on brands – and consequently on the question how to best bring out their best potential. The retail sector offers an exiting opportunity: consumer goods and target groups are brought together, not on a rational basis but as a multi-sensorial experience: we see, we feel, we smell and we hear. All these sensory perceptions can be navigated to the advantage of the brand.

At the EuroShop, Peter Schmidt Group shows an example of how this kind of „multisensory experience“ can be created: on its small 15 sqm space, the Group’s fair stand leaves a lasting impression on its visitors by displaying the Group’s design expertise in the area of „brand communication in spaces“. The firm’s „Brand Spaces“ team led by Steven Cichon is responsible for the fair stand’s design.

The stand’s leitmotif is the statement „We’re smashing!“. For one part, this statement demonstrates confidence and awareness of one’s own power to bring projects out on the road on behalf of various customers all over the world. On the other hand, it is translated to a space that virtually „smashes“ you in the eye: maritime pine surfaces to which the designers applied a striking pattern of clashing stripes reminiscent of the returning „Memphis“ style of the 80ies as well as of circus aesthetics. They designed a trend-conscious, brightly colourful world that even provides enough space to withdraw for a conversation or for project presentations – either in the form of haptic experiences made with the displayed exhibits or in the form of digital screen displays.

The dominating element of the stand, however, is a giant popcorn machine that stretches out towards the visitors of the exhibition hall – an eye catcher with a deeper meaning: popcorn is not only yet another interpretation of the motto „We’re smashing!“ but also stands for those multi-sensory experiences in a constructed space that appeal to the senses of smell and taste.

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