



■ Press Release FAMAB AWARD
11 / 2014

K+K
kplus konzept

communication | interior | design

FAMAB AWARD

Bronze for kplus konzept Exhibition Stand at EuroShop 2014

The exhibition stand “DISCOVER NEW SPACES” at EuroShop 2014, developed by and for kplus konzept, has been awarded the “Apple in Bronze” by the Association FAMAB Direct Business Communications in the category Architecture – ” Best Stand Inspiration”.

At the awards ceremony on November 6, 2014, at the Colosseum Theater Essen thus an outstanding, unconventional exhibition concept was awarded, that convinces with guaranteed surprising effects and that creates strong attention. It asserts kplus konzept as a newcomer in the exhibition stand design – scene against many strong competitors, and all that with an 18 square meter booth!

“Size does not matter”, said Markus Kratz, CEO of kplus konzept, about the award. “With 18 square meters full of multi-sensory experiences we have been awarded with this great third prize and play in the same league as the category winner Audi AG/Schmidhuber with its giant brand presentation of 3.400 sqm, which proves: Size is not always crucial. With our 20-member interdisciplinary team, we are an agile, highly creative team. Decisive for success are the ideas – and we are very excited to see soon what we can achieve for customers on 700 square meters “!

FAMAB AWARD recognizes outstanding brand experiences, awards international benchmarks in live communication and in the temporary and permanent architecture. This prestigious industry award was conferred for the 16th time, a total of 163 submissions were received. It is celebrated every year with a big spectacle of ceremony, get-together and after-show party of the events industry and its customers in the consumer goods industry.

After the 1st prize at the German Interior Architecture Award last month, this award is for kplus konzept confirmation and motivation in the same time to create more hypes and shake up the exhibition scene at home and abroad by exceptional brand experiences.

About DISCOVER NEW SPACES

Arouse curiosity and appeal to all the senses – that was the basic idea of the stand design. The desire-to-discover was awakened by way of three mysterious boxes each accessed by climbing a ladder. Once the head was dipped inside, varying theme worlds unfolded via a refined visual, olfactory and acoustic staging their unexpected effects and enthused - across all cultural borders. The unrestrained visitors and information avalanche amongst retail professionals during the five-day trade fair proves impressively how to create extremely efficiently and with a high fun factor attention to a company.

The entire stand reflects the Corporate Design of kplus konzept, including the three themed boxes giving in the corporate colours pink, green or black an outlook to multi-sensory shopping experiences of the future.

Under the name emotionQube the experience boxes are now being implemented tailor-made for customers. They can be used not only on trade fairs, but also in the store or shop windows, on events and wherever curiosity has to be arisen and customers to be attracted and entertained.

Get scent and sound samples, high-resolution pictures, further information on the stand design and on kplus konzept as well as a copy of the new bilingual 50-page „plus magazine“ here at your press contact. We will be delighted if you write about our creative work, whether on- or offline, or if you link our video, and if you inform us about it.

Company Profile

Distinctive Store and Exhibition designs, multi-sensory brand communication, pioneering worlds of experiences for shopping centres, exciting interiors for healthcare and hospitality – these are the themes of the kplus concept GmbH. The mall operator mfi AG and well-known store chains such as Esprit, Tayler or the Santander Bank are among its customers. Founded in Düsseldorf in 2005 it is run by the interior designer Bettina Kratz and the communication designer and photographer Markus Kratz. The team of 20 employees comprises interior designers, communication, product, 3D and web designers as well as writers and photographers. The best premise for a complete brand communication service from one single source.

Video-Documentation

Length: 2 min | Format: HD / SD



<https://vimeo.com/88058084>

Download-Link (HD):

📄 <http://bit.ly/1EAXnwj>

Download-Link (SD):

📄 <http://bit.ly/1yypGDh>

We also provide uncut video material by request.

Facts & Figures

Wettbewerb	FAMAB Award, Essen (06.11.2014)
Kategorie	Best Stand Inspiration
Architekt / Designer	kplus konzept GmbH
Messe/Veranstaltung	EuroShop 2014
Startdatum: 16.02.2014	Enddatum: 20.02.2014
Konzepthoheit:	kplus konzept GmbH
Standart:	Eckstand
Standgröße:	18 qm

Photos

For any usage of the images the declaration of Kratz Photographie as the photographer and owner of the copyright is binding.

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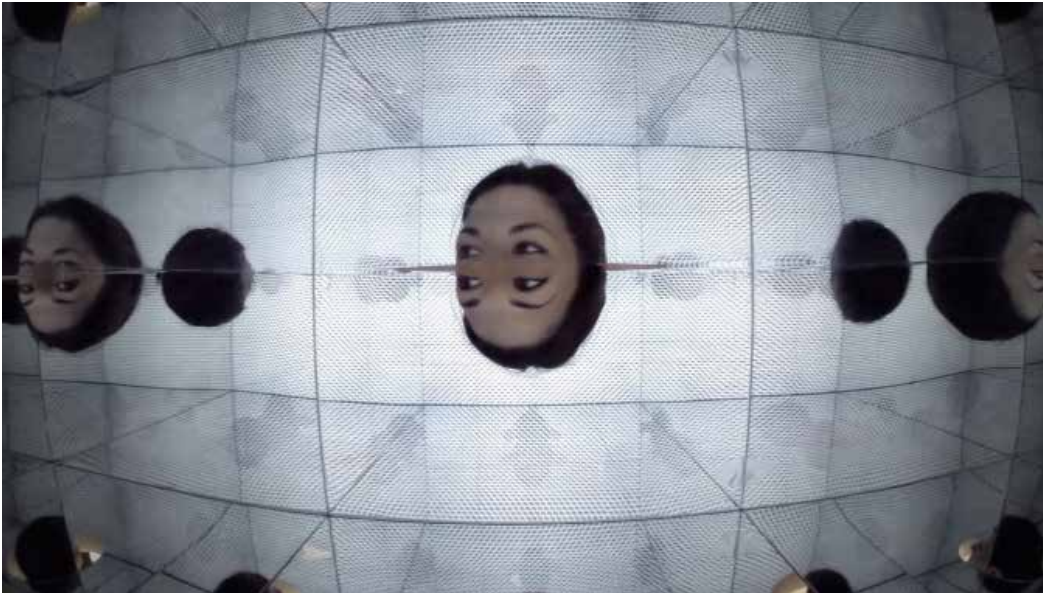


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**Innenansichten der
Box-Installation**



Box Schwarz



Box Grün



Box Pink



