

We'll Make Your Center Shine – Rebranding ORO/Schwabach

Small gold plates are shimmering since May in the ORO Center in Schwabach near Nuremberg, as it has been given a new guise with our rebranding concept.

The ORO was HUMA until May of this year. The shopping center, built in 1975, with over 36,000 sqm of sales area on two floors, was already completely revitalized in 2012. With the sale of the property in 2016, a renaming of the Center became necessary.

The rebranding concept finds its origin in the history of Schwabach, a traditional gold beating town. Thus HUMA became ORO, the Italian/Spanish word for gold. The new word mark plays in colour and form in large letters and gold leaf graphics with the warm radiance of the precious metal. The mark is the basis for the structure's complete makeover. From the parking spaces to the shop, the new brand image is consistently displayed in the entire orientation system at all touch points of the Customer Journey.

"Welcome" to ORO! Driving through the new branded portal you arrive straight at the center, its façade presenting the new brand invitingly from afar. And so do all the signposts, flags, entrance and exit doors, welcome and information boards on escalators and elevators, backlit information steles and column and façade claddings inside and outside the Center. Satin finished on noble black or white, the gold leaf graphics also adorn façades and loops, fitting elegantly to the existing gold-coloured slat structure on the ceilings and walls. In line with the new corporate design is also the new Food Court logo, which we have developed during the course of the rebranding and dynamically placed on the staircase and at the gallery as an eye catcher.

Both inside and out, the new guise is welcoming and accompanying the visitor, granting a great shopping experience with perfect orientation and high quality of stay. Developed and implemented by kplus konzept in cooperation with MEC METRO-ECE Centermanagement GmbH & Co. KG and the owner TH Real Estate.

Your press contact

kplus konzept GmbH

communication | interior | design

Susanne Weller
Head of PR
Stoffeler Straße 14
40227 Düsseldorf/Germany
Tel. +49 (0) 211 69501850
Email: weller@kplus-konzept.de
Web: www.kplus-konzept.de

About kplus konzept:

Unmistakable store designs, multi-sensory brand presentations, pioneering worlds of experience for shopping centres, exciting communication concepts - these are some of the strengths of kplus konzept. Leading mall operators, brands, and stores such as ECE, Unibail-Rodamco, MEC METRO-ECE, Decathlon, Tayler or Santander Bank are customers of the company founded in Dusseldorf in 2005 and headed by interior designer Bettina Kratz and communication designer and photographer Markus Kratz. Our team of 20 employees includes interior designers, communication, 3D, gaming, web and product designers, photographers and writers. The perfect prerequisites for a complete brand experience from one single source.

Customer:

MEC METRO-ECE Centermanagement GmbH & Co. KG, Am Albertussee 1, 40549
Düsseldorf / ORO Am Falbenholzweg 15, 91126 Schwabach

Photos:

kratz photographie, Pinienstraße 2, 40233 Düsseldorf, Germany

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