

Refurbishment Fronhofer Galeria – pretty smart!

A completely new look & feel for a shopping center, implemented within just two weeks and during running operation. The “smart repair” concept by kplus konzept sets new accents with minimal budget in Fronhofer Galeria.

„smart repair“

In many commercial real estates the time has come for a makeover. However, it is not always the right moment for a major overhaul, which, over a long period of time, interferes with or restricts the running operation with its interventions in building structure, not to talk about strain on the budget.

Modernization, which uses simple, but well-thought-out graphical means and measures at the central touch points of the customer journey, is the core of our "smart repair" concept. A good orientation from the outset gives the feeling of being well cared for and ensures that the customer is happy to come back. This spatial communication also makes your brand message tangible, inspires and appeals to all the senses. An individual guidance system for complex building structures sets visual accents, conveys your reception culture and, at the same time, elegantly takes over its function as a signpost or room divider.

Fronhofer Galeria

„Welcome“ – this message is conveyed to the customer with the new design at all touch points of his customer journey, from the parking lots to the toilets. The luminous orange on all information boards, entrance and floor signposts offers a widely visible orientation. And whoever comes closer, discovers the fine square pattern on all graphics.

The square of the welcome boards in the center invited us to play further with the geometry simply putting the boards on the tilt. Bilingual on the boards, on the new banderols at the entrance and exit doors the numerous guests from all over the world in Bad Godesberg are cordially greeted in seven languages. Not to miss: the refurbishment of the customer toilets. The vestibule is attracting by its graphics on the wall and columns and points to the services. Fresh green glowing and decorated with charming animal pictures is also the completely modernized nappy changing room and disabled toilet. Our 3D designed shop front showing a toy store awakes the anticipation of the kids to the upcoming opening.

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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, 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: Fronhofer Galeria/Jones Lang LaSalle SE, Schwertberger Str. 14, 53177 Bonn, Germany

Concept and implementation: kplus konzept GmbH, Stoffeler Str. 14, 40227 Düsseldorf, Germany

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