

# EXHIBITION SPACE DESIGN II

VOL. 2

## 展览展示设计II (下)

君誉文化 策划

高迪国际 HI-DESIGN PUBLISHING 编

王丽娟 母琦 译

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»Best in class: When  
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unity

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Paper Products

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上海科学技术文献出版社

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# PREFACE 序言

## TOUCHING THE MINDS OF CUSTOMERS

Customers identify themselves with the lifestyle around the brand and its products, and need to be impressed by the entire brand world. This is the key in shaping the touch points at which the brand and customer meet.

Creating brand experiences through interaction promotes a positive perception of the brand and its products. It is equally important that this experience bears reference to a concerted product and brand strategy and generates an added value. Experiences are what bring brands to life. People need to have an involvement with a brand in order to fully embrace, grasp and understand them. Authentic, unique and innovative live experiences that touch people are most effective – after all, a touch is something they won't forget.

This is our understanding of brand experiences: These spaces, rooms, encounters and presentations make a winning impression not just through their content and quality, but by ensuring real and virtual brand experiences and manifesting a positive lasting impression in the minds of customers.

There are a number of ways to add an emotional element to the personal brand experience and increase the customer awareness: shape, space, architecture, media, light, sound, texture and – last but not least – a personal contact.

A fascinating, innovative, unobtrusive yet interactive, and multi-sensory Exhibition Space Design Area appeals to customers, helping to build a relationship between them and the

brand while promoting product sales. An holistic orchestration of the brand is especially important for an automotive company – starting from the staging of the cars as »stars« to creating special technical theme worlds to translating the brand core values into an immediate life.

Furthermore, brands need people who consciously shape and communicate brand messages. This applies not only to the relationship between people and brands, but also for each person's mindset. The behavior of people as brand ambassadors is crucial to the brand experience, the implementation of corporate strategy and customer satisfaction. As the basis of strategy, design, communication and customer experience, it is equally important to deal with the ways in which brands are positioned in the company and through their brand ambassadors. The human factor may not be ignored in the integrated corporate branding process.



## 触动客户的思想

客户通过品牌及其产品周围的生活方式来给自己定位，并且需要整个品牌领域给自己留下深刻的印象。在塑造品牌与消费者相遇的接触点过程中这是关键所在。

通过互动创建的品牌体验提升了对品牌及其产品的积极看法。同样重要的是，这种体验对协同产品和品牌策略提供了参考，也形成一种附加价值。体验将品牌带入了生活。为了充分体验、掌握及了解品牌，人们需要与品牌建立联系。真实、独特、创新且能够触动人心的生动体验是最有效的——毕竟，触动人心是人们无法忘怀的事情。

这是我们对品牌体验的理解：这些空间、房间、相遇以及展览制造了一个成功的印象，这凭借的不仅仅是它们的内容和质量，也凭借的是确保真实有效的体验，进而在顾客心中展现了一个积极而持久的印象。

有许多方法可将情感因素添加到个人品牌体验中，从而提高顾客的感知：形状、空间、建筑、媒体、光线、声音、纹理以及重要的一点——个人接触。

吸引人的、创新的、不引人注目但具有互动性的、且多感官的展览空间设计领域对客户具有吸引力，帮助他们建立了与品牌之间的联系，同时促进产品销售。品牌的整体编排对汽车公司尤为重要，从汽车作为“明星”登上舞台开始，到创建特殊的技术主题领域，再到将这个品牌的核心价值转化为即时的实品。此外，品牌需要

能有意识地表达和交流品牌信息的人群。这不仅适用于人与品牌之间的关系，也同样适用于每个人的心态。人作为品牌大使的这种行为对品牌体验、公司策略的实现以及客户满意度都至关重要。作为策略、设计、交流和顾客体验的基础，这种行为对于处理品牌在公司中及其品牌大使间的定位方法同样重要。

人的因素在整合企业品牌的推广过程中不容忽视。



■ Marc Ziegler  
Managing Partner KMS BLACKSPACE  
马克·齐格勒  
KMS 黑色空间设计工作室执行合伙人



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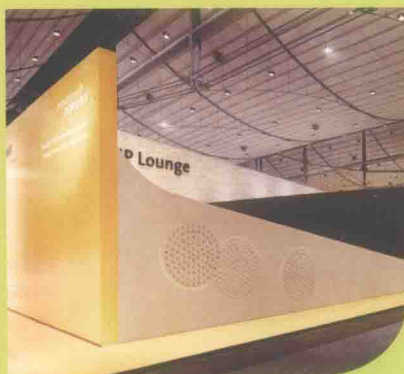
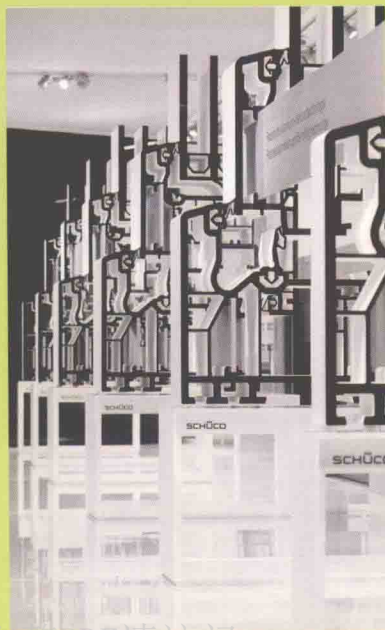
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# BUILDING MATERIALS

建材



# Parador, Domotex 2014

帕诺 2014 汉诺威国际地面铺装展览会

Once again Parador presents itself on the international stage of Domotex 2014 with a spacious brand appearance. With an enlarged exhibition area of 600 sqm the manufacturer from Coesfeld, Germany, who is well-known for his premium massive wood, laminate and parquet floors, dominates hall 9 of the world-leading fair for floorings. The stand architecture with its dynamic brand sculpture developed by Dart Design Gruppe decisively contributes to this dominance.

The impressive brand architecture of Parador rises several steps

high into the space: The steel construction wrapped in black gauze towers 6 metres into the fair hall for flooring manufacturers. .

The Paragraph - a dynamic, spatial gesture - is the brand space's core and a symbol for the enterprise's strength.

Quote- Author: Birgit Kunth, Head of Marketing Parador

"The fair stand mirrors our brand's core values, like for example dynamics, openness, innovative capacity."



**Designer**  
Dart Design Gruppe GmbH

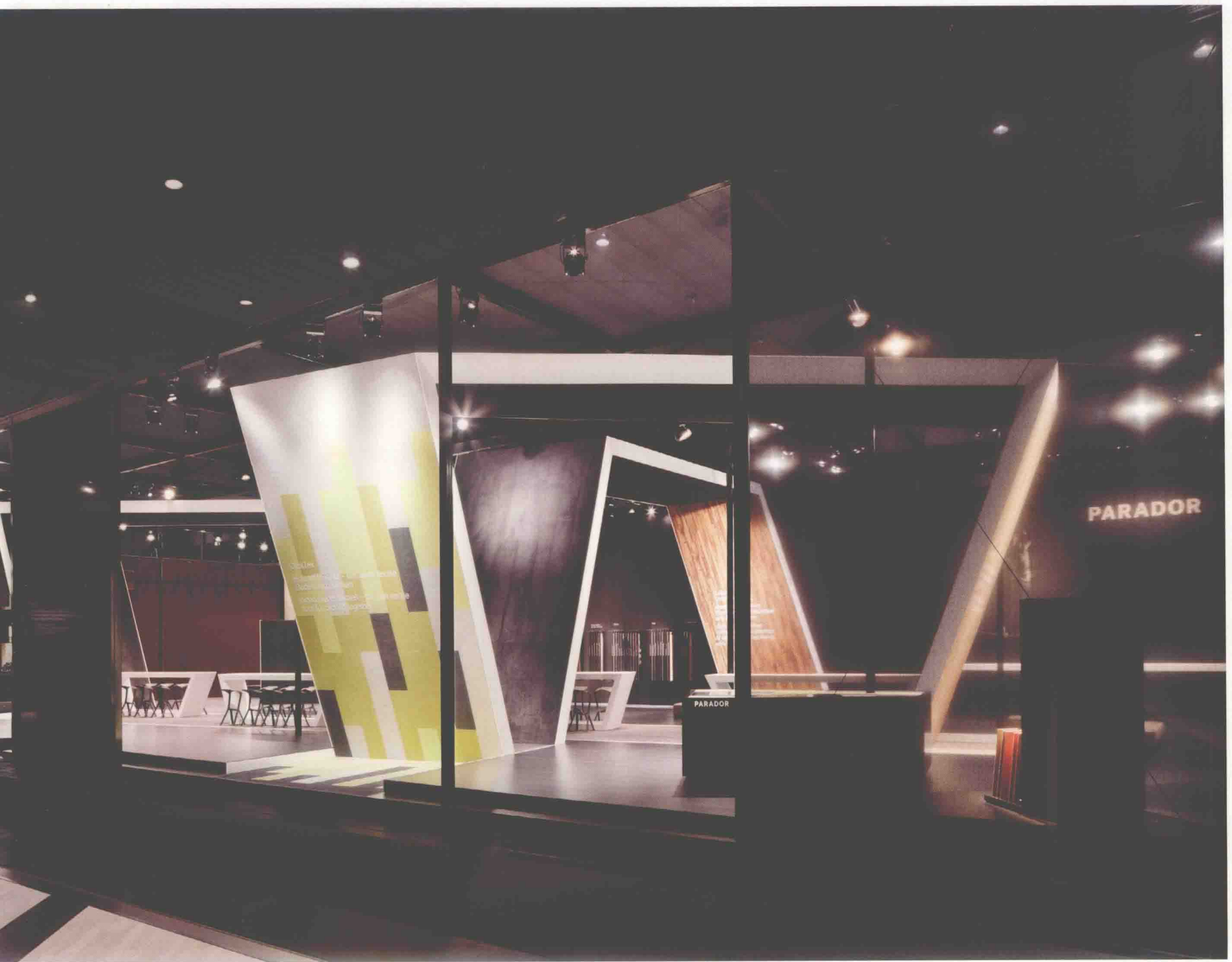
**Location**  
Hannover, Germany

**Photographer**  
Lukas Palik









又一次，帕诺在 2014 汉诺威国际地面铺装展览会这个国际性的舞台用宽敞的品牌外表展现了自己。这个来自于德国科斯菲尔德，以优质厚实的木材、强化以及镶木地板闻名的生产商，占有 600 平方米增大后的展区，主导着这个处于世界领先级地板展览会的 9 号大厅。由 D'art Design Gruppe 设计的带有动态商标雕塑的展台建筑对此做出了贡献。

令人印象深刻的帕诺商标建筑立于几级台阶之高的空间：被黑纱包裹的钢结构建筑达六米之高，耸立在展厅内，展示给地板生产商。

此部分以一种动态的、空间的姿态展现，既是该商标展示区的核心，也是公司力量的标志。

引用作者比吉特·昆思，（帕诺公司市场主管）的话：“展台反射出我们品牌的核心价值，就如动态、开放、创新力。”





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