

PRESS RELEASE

K2 Sports Store, Dubai Mall, Dubai UAE

The new K2 Store opened in March 2009 in the famous Dubai Mall – the largest shopping centre in the world which covers 500,000 m2.

K2 was founded 45 years ago in the USA. What began as a ski brand has in recent years expanded to include numerous sports sectors and now has a portfolio of 16 brands and over 40 consumer product categories. K2 Sports places special emphasis on design, innovation, technology and authenticity and its unique products are on sale worldwide.

The store has a floor space of 150 m2 and its design concept, developed by Arman Farhang, Nona General Trading, is based on several large white wall niches. The rear-lit dark grey back panels are equipped with Visplay's Beam system. Beam is a vertically aligned support system which offers highly flexible merchandising. Entirely without slots, Beam uses invisible technology and offers easy handling as merchandise supports are attached from the front. Merchandise supports can be repositioned in a matter of seconds and are therefore ideal for modifying or creating new product displays.

Visplay developed and manufactured a range of customised merchandise supports for K2 Sports. Special sports items such as inline skates and snowboards can thus also be individually and aptly displayed.

Architecture and realisation: Arman Farhang, Nona General Trading, Dubai UAE

Photography: Visplay

Visplay - modular systems for commercial interiors.

For further information, please contact:

Visplay International GmbH
Charles-Eames-Str. 6
D-79576 Weil am Rhein
T +49 (7621)77 00 20 00
F +49 (7621)77 00 20 01
info@visplay.com
www.visplay.com

Visplay Dubai
Sheikh Zayed Road
P.O.Box: 213035
Sheikha Sana Mana Al Maktoum Building
Office M 10
Dubai UAE
T + 971 (0) 4 321 56 74
F + 971 (9) 4 321 56 75
visplay-dubai@visplay.com

K2, Dubai Mall, Dubai (UAE)



K2 Dubai Mall 7 09-1.jpg
9924.75 KB
3744x5616x24(RGB)



K2 Dubai Mall 7 09-10.jpg
10939.83 KB
5616x3744x24(RGB)



K2 Dubai Mall 7 09-12.jpg
10089.96 KB
3744x5616x24(RGB)

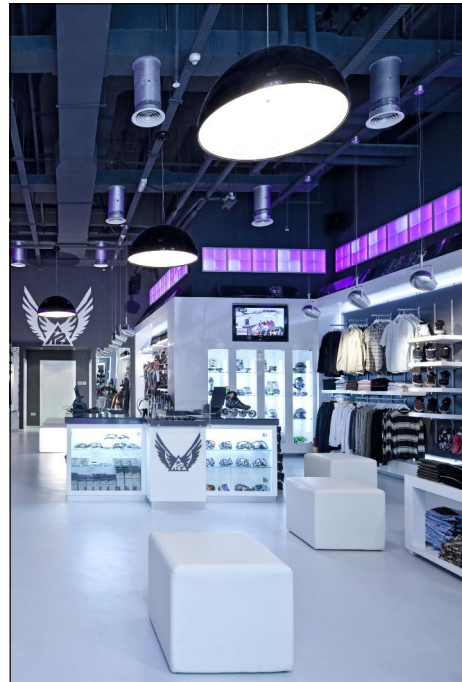


K2 Dubai Mall 7 09-13.jpg
10478.52 KB
5616x3744x24(RGB)

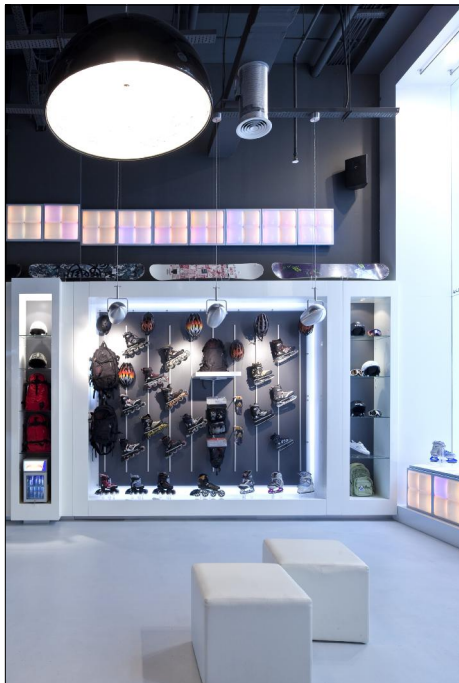
K2, Dubai Mall, Dubai (UAE)



K2 Dubai Mall 7 09-14.jpg
10235.20 KB
5616x3744x24(RGB)



K2 Dubai Mall 7 09-15.jpg
12088.71 KB
3744x5616x24(RGB)



K2 Dubai Mall 7 09-23.jpg
9269.57 KB
3744x5616x24(RGB)



K2 Dubai Mall 7 09-26.jpg
8805.93 KB
3744x5616x24(RGB)