

PRESS RELEASE

The new Visplay showroom in Düsseldorf

The Visplay showroom has been in the Düsseldorf media harbour since 2002. It recently underwent its third makeover and reopened in October 2008. The aim of this renovation was a general refurbishment and update. The showroom which is fully glazed on all sides should now also be even more transparent and accessible for visitors.

10 different sized black and white wall panels structure the room. The free-standing panels are fitted with Visplay systems on both sides. All the wall panels can be moved around if required. This mobile display enables wide-ranging flexibility when it comes to using the showroom for events, sampling and exhibitions.

All the new systems from Euroshop 2008 are used together with a large selection from the existing product range. The systems "Grid 40" and "Steel" are on display in a three-part, light blue partition with integrated lighting. The new ceiling system "Slab" presents visitors with a surprising display in the centre of the showroom.

The colour scheme is present throughout: light blue and white can be found in the meeting area; black and white prevail in the lounge area. The dark grey hard floor covering emphasises the predominantly light, well-lit display and gives the room sustenance.

In keeping with Visplay's "® Invisible Design" maxim, all the systems have a discreet design and place the merchandise in the foreground. This principle is demonstrated by using real-life displays and different merchandising solutions.

The new architecture enables a better perception of the Visplay systems used in the new showroom. The room appears bright, transparent and airy as was the goal and promises visitors a very pleasant and inspiring visit.

Exhibition space: 404 m²

Lighting systems: Ansorg

Opening hours: Monday to Friday, 9:00 am to 5:30 pm. (on appointment)

For further information, please contact:

Visplay Showroom Düsseldorf
Speditionsstraße 17
40221 Düsseldorf
T +49(0)211 301 34 63-64
F +49(0)211 301 33 96
E-Mail: info@visplay.com
www.visplay.com

Visplay International GmbH
Charles-Eames-Str. 6
79576 Weil am Rhein
T +49 (0)7621 77 00 20 00
F +49 (0)7621 77 00 20 01
E-Mail: info@visplay.com
www.visplay.com

Visplay Showroom, Düsseldorf 2008



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