

# re.lab

retail future lab

proudly presented by:

University of  
Applied Sciences Düsseldorf  
Peter Behrens School of Arts  
Faculty of Design

VMM  
European Visual Marketing  
Merchandising Association

special guests:

Genesis Mannequins  
OWD Visual Marketing  
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Halle 4, MQ-City



**EuroShop**

The World's Leading Retail Trade Fair

16 – 20 February 2014

Düsseldorf · Germany

# re.lab

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retail future lab

re.lab shows a range of statements, concepts, design studies, art work and experiments on future challenges for stationary retail, developed by students of retail design, exhibition design or communications design.

It is dedicated not only to future challenges but also to future people in retail design and embodies meeting and dialogue center for the occupational area of retail design & communications at Euroshop 2014.

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# lecture program

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+ CHANGING SPACES

Guido Mamczur

Managing Director / D'ART DESIGN

\* Feb 16, 3-4 pm \*

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+ BRAIN WATCHING

Martin Schöne

Performance and lecture on neuro-esthetic brain impact research

\* Feb 18-20, 10 am - 4 pm \*

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+ GLOBAL STORE DESIGN WITH LOCAL FIXINGS

Markus Hintzen

Vice President, Head of Global Architecture / ESPRIT

\* Feb 18, 3-4 pm \*

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+ THE FUTURE OF RETAIL

Robert Thiemann

Editorial Director / FRAME Magazine

\* Feb 18, 4-5 pm \*

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+ CASE STUDIES RETAIL DESIGN

Claudio Wolfring

Creative Director / ARNO

\* Feb 19, 4-5 pm \*

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+ RETAIL KPI'S AND ROLE SORT BETWEEN DESIGN AGENCIES AND RETAILERS

Andreas Weidner

Senior Global Retail Concept Manager / ADIDAS

Karen Queitsch

Head of Interiors / HEINE PLANUNGSGESELLSCHAFT

\* Feb 20, 3-4 pm \*

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# exhibit market

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+ BRAIN WATCHING

Martin Schöne

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+ BLACK CUBE

Luís Torres, Tania Rebolla

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+ LUMINOUS COLLECTION

Leonidas Grecos

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+ MATERIAL SCOPE

Joan Canda

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+ VECTORSHOP

Bastian Wolff, Maximilian Volkenborn

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+ SENOR JAMES

Nayme Kaplica, Johannes Buch, Rainer Zimmermann

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+ MORE ART, LESS MATTER

Tim Rausch, Lena Hartung, Mark Metzler, Bachtiar Baba-Sheikh

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+ SHOPHOPPER

by Janina Ungemach, Andrea Rohlfing

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+ CONTEMPLATIVE MOVE

Nadine Nebel

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+ PHYSICAL MUSIC EXPERIENCE

Roman Tönjes

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+ THE PRICE IS THE MESSAGE

Stephanie Ahlborn, Nils Groenenstijn, Jana Heimann

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+ AFEW POP-UP STORE

Tino Mazzoli

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+ CYBORG DISPLAY

Lisa Rüdell, Alexandra Fofie, Joudie Alhadreui

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+ MEAT SUBLIMATION

Martina Mateva, Sarah Weber

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+ RESI LECKER BAGUETTE

Theresa Siebein

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## BRAIN WATCHING

neuro-esthetical feedback  
by Martin Schöne (well...come21)

Martin Schöne is scientific researcher/inventor and artist and has developed a new methodology in image processing of brain activities. His ,brain avatar' shows an analogous, original and real time representation of brain activities, based on a direct translation of brainwaves, beamed and visible on screen. Visitors can watch their brain working and see different structures, shapes, configurations and rhythms while concentrating on changing issues. The brain avatar might be used as a success feed back machine on retail design scenarios, being watched and neurologically and emotionally assessed by the brains of a test panel. Martin Schöne will be present on Euroshop from February 18-20 and conduct performances and lectures between 10am and 3pm.

## BLACK CUBE

by Luis Torres and Tania Rebollar

### ZERO ENERGY POP UP STORE

»,GREEN' USED TO BE COLOR, BUT IT HAS TAKEN ON NEW MEANING, REPRESENTING AN INCREASING DEMAND FOR A LIFESTYLE THAT DOES NOT COMPROMISE THE ENVIRONMENT.«  
- STEVE BISHOP AND DANA CHO

An average retail store swallows 150kWh energy per m2 and year, out of which 54% are spend for lighting. Accordingly each square meter causes 50 kilogram CO2 emissions per year. 100 square meter sum up to 5 tons. We thought this is a pretty lot of wasted energy and emission and tried to change the game. The major reason for high energy consumption in retail lies in permanent lighting. All products have to be illuminated always, says the dogma, regardless whether somebody is watching or not. So we switched off central power supply and overhanded shining power to the customer, which is of course sustainably produced. We used ,Little Sun', a solar light device created by the artist Olafur Eliasson as a self-directable source of lighting in the dark of our black cube. The cube architecture is inspired by Rubiks Cube and made with ecofriendly materials and low cost. It represents 8 square meter with zero emissions instead of 400 kilogram per year. Well, it is just a little black cube. Rolling out the principle could save us billions of tons. Shine a light!

## LUMINOUS COLLECTION

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by Leonidas Grecos  
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Luminous collection was developed in collaboration with the black cube project and follows the main idea of overhanding lighting power to the consumer. We introduce self illuminated clothing and present ,lume', an experimental fashion line created by the spanish designers George and Ester. The difference of being spotlighted and shining on your own is a fundamental one.

It is the difference between the consumer as object or subject of desire. We do expect fast progress in led technology and new possibilities to get light woven in textiles and the consumer empowered as an independent source of lighting.

## MATERIAL SCOPE

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by Joan Canda  
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Retail is a trend sensitive business, always pushed by everchanging styles and moods. Compared to a very fast moving change in retail offering, window dressing and visual merchandising, the store infrastructure and design itself normally remains stable for a period of 6-12 years. Especially the choice of materials will determine the store experience longterm. We took this asynchronous contradiction as a starting point and tried to speed up retail flexibility in materials choice and contemporary look and feel.

We conducted an investigation on store design materials with a 3D assessment matrix: costs, sustainability and hipness. Selected from hundreds, we will announce and present our TOP 5 retail materials 2014 forecast. Limited handmade samples with indepth information and application advice can be bought at re.lab fair stand.

## VECTORSHOP

by Bastian Wolff,  
Maximilian Volkenborn

A NEW SCALE FOR THE WORLD OF SALE:  
SHOPPING MALL ON 3 SQUARE METER.

Vectorshop is an investigational store concept that attempts to prove its value in future retail challenges. In consideration of consumer's rapid rising interest in digital ways of distribution, our goal is to unite the characteristics of stationary and digital retail into one physical store, to accomplish a new fascinating experience of shopping. We look forward to connect these characteristics with much more emphasis on economic aspects, particularly the vast reduction of sales area that drastically reduces lease rental charges. The project essentially benefits from high-tech equipment that is yet in children's shoes but will be established in near future and used for a variety of applications. The entire store display area is a simulated virtual environment, presented with the power of Oculus VRM's "Rift" goggles.

Oculus Rift is a technology revolutionizing the way people experience video games. The device consists out of two screens, which are directly put in front of a person's eyes and induce a 3D vision with a wide, natural behaving field of view. We adapted the video game concept and converted it to the concept of a virtual shopping mall, experienced through virtual reality glasses. We are proud to be one of the first teams developing a project with the prototype, that isn't made for the intentional purpose of gaming. This out of the box use results in a tingly synergetic cocktail that reduces physical store space to a minimum, while expanding experienced space to limitlessness. Welcome to Vectorshop at re.lab fair stand.

## SEÑOR JAMES

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by Nayme Kaplica, Tobias Buch,  
Rainer Zimmermann  
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### THE ART OF FLYING MERCHANTS

Street merchants, cheapjacks, fly-pitchers are busy around the world. They usually show up with a cardbox and a bag with items, unfold the cardbox and present a small range of products to sell. Very often those products are part of a business model called product piracy, which is illegal, but nevertheless practised in nearly all metropolitan areas globally. Billions of faked brand products like Calvin Klein underwear, Rolex watches, Louis Vuitton bags, Prada belts or Gucci sunglasses have been distributed during the last years. Cheapjacks are sailing close to the wind of criminal prosecution and move their eyes pinpointing the environment constantly. As soon a municipal officer appears on the horizon, flying merchants disappear very quickly.

Excluding legal implications for a moment, we found there is a lot of inspiration for professional retail in flying cheapjack business. It is a smart business, very flexible, with no overheads at all. It can pop up any time and any place, where masses of consumers agglomerate. It is a lean concept without any trouble in stock management or supply chain, the assortment is limited by what a man or a woman can carry.

We just have to subtract one thing, the word 'cheap'. Because neither the professional retail industry nor we are interested in low margin business. So we decided to trade up the cardbox business and basically the cardbox itself. And of course we do not sell fake products, but a limited series of 24 t-shirts introducing the new fashion brand GUTSCHI to Euroshop 2014 fair show in Dusseldorf. Watch out, we just have one flying merchant moving around, it is a she and she is nervous, because the euroshop administration is not informed. She may turn abruptly, when you see her, and run away. At the end of the day we are not really interested to sell the t-shirts, nine customers have already subscribed and we want to keep a few for ourselves. So it is really up to you whether you manage to get one or not. Good luck and have a nice day!

## MORE ART, LESS MATTER

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a project by Tim Rausch,  
Lena Hartung, Bachtiar Baba Sheikh,  
Marc Metzler

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Windows are still one of the most important attraction factors for stationary retail, intended to capture attention and desire in the eyes of window shoppers or passers by. Compared to the importance in customers purchase decisions the average design of windows is still poor. Windows are usually overloaded with items and do not focus customers attention or emphasize a special product. The global, standardized army of window dummies is kind of a clone army and does not provide any surprise or unconventional visual experience. We tried to develop a different setting and scenery, inspired by artists like George Segal and Alberto Giacometti. Handmade dummies unfold individual facial expressions and gestures and play the leading role in our arrangement.

## SHOPHOPPER

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by Janina Ungemach, Andrea Rohlfing

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Due to a shopping culture of bargain hunters we are used to hop and jump for the most economic offer. We are not hunting for the bear itself anymore, but for the cheapest way to shoot him – or shall we say: to click him? Have we lost our basic hunting instinct? Shophopper tries to reinforce our ancient and wild desire for hunting and animates people to combine shopping with physical action. We create a gamification scenario, where people can catch a product while jumping on a trampoline. And we investigate, whether people are willing to challenge themselves – for a lower price or for the opposite. The experiment has been conducted in a shopping mall in January 2014 and will be documented at Euroshop.

## CONTEMPLATIVE MOVE

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by Nadine Nebel  
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My kinetic window dressing for the prestigious Swarovski Boutique on Zurich's Bahnhofstraße is constructed with 72 black glassy surfaces in the size of 15x15cm, out of which 32 are completely covered with each 25 black crystals, carefully produced and kindly provided by the House of Swarovski. The other 40 surfaces remain empty. A black cube is centered in the middle of my circular sculpture, opening its inner to visitors and presenting the desirous products of Swarovski. My intention was to create an atmosphere of tranquility in soft moving light waves, attracting passersby and enabling a moment of reflexion in reflections. Reflections or glance, or better radiance and brilliance represent the very core of the material in my point of view. At nightfall the sculpture enfolds the kinetic play of lights, dancing beyond the window in the urban space. I think kinetic objects will become far more relevant for stationary retail in near future, because they emphasize a spatial store and product experience, while the internet provides just pixels, flat screens and no light scenography at all. For me is important, not to overact with visual effects, not to be intrusive or pushy in capturing the attention of somebody else. Seduce not conquer is the underlining message.

## PHYSICAL MUSIC EXPERIENCE

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by Roman Toenjes  
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The installation is intended as a show case für the music label DESOLAT and was developed during my Master degree at Exhibition Design Institute, University of Applied Sciences Düsseldorf. The ,vinyl dome' will be used during music festivals, in clubs or exhibitions, performing the labels program and involving especially young visitors in the DJ business with analogous records. The dome is accessible and is made with 120m steel tubes, 250 records and 60 engines, moving and swinging the domes cupola. Visitors can check in and will be guided in operating the machine and managing smooth transitions from beat to beat. Individual music samples can be selected in advance with the DESOLAT display machine DDM01, a self developed hybrid between jukebox and vitrine, enabling visitors to discover the DESOLAT spheres of music. The dome embodies both, music instrument and music archive, presenting the labels heritage, videos, infotainment displays, a DJ filter programm, record covers and more than five hours music on ten headphones simultaneously.

## THE PRICE IS THE THE MESSAGE

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by Stephanie Ahlborn, Nils  
Groenenstijn, Jana Heimann  
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Clothes make people, a wisdom probably older than the fashion industry itself. But when we use the metaphor ‚making people‘ we basically mean ‚upgrading people‘. This is common knowledge, common sense for centuries: you can trade up yourself with a better outfit. But what is a better outfit? One of the most popular assumptions is to recognize brand names as a sign of quality. You may remember the glorious 1980ths, when the labels on t-shirts went from the inner side to the exterior, when the Armani logo wasn't longer a hidden proof of heritage, but an obvious statement of lifestyle and purchase power. Said in the words of Marshall McLuhan, the branded shirt became the message.

But why so complicated, if you can do it the easy way? There are so many brands today. Do we really know, how expensive a camper shoe or a carhartt sweater is? Brands move quickly nowadays. It's almost impossible to differentiate labels by current prices. This implies desorientation for the consumer, in our view, unsustainable conditions. We want to make life easier for consumers and to avoid the translation from brand to price. We simply print the price on the exterior and bring back the brand to the label inside. What you see is what you pay. And what you pay is what you are.

## A FEW POP-UP-STORE

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by Tino Mazzoli  
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The "afew Pop-Up-Store" is a sneaker store concept with a 55 inch „multitaction cell display“ as key element. On contact the touchscreen has the ability to recognise any amount of hands and objects through a 2D-marker and displays relevant product information. This gives the customer a playful method to intuitively research products and the brand itself. The "afew Pop-Up-Store" links analog with digital shopping and creates a new shopping experience, giving more appeal and excitement to making new purchases.

The temporary appearance of the store and the psychology behind the limited availability of a product give our fashion- and lifestyle-conscious urban target group a feeling of exclusivity. Additionally, this concept counteracts the increase of empty retail spaces on the high street.

## CYBORG DISPLAY

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by Alexandra Fofie,  
Joudia Alhadreui, Lisa Ruedel  
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As a cyborg we describe a hybrid of machine and living organism. People whose bodies are complemented by durable artificial components are also known by this term. The difference with robots is that cyborgs are altered biological life forms and robots consist of pure technology. Starting point for this consideration is the natural evolution, the adaptation of organisms to new environmental conditions. In modern biotechnology, there are efforts to combine technology with biological elements. In the medical context, the use of complex technology is nothing new, e.g. pacemakers, hearing aids or complex prostheses. In the technical sense about 10 percent of the current population of the U.S. are already cyborgs. However, the basic idea of technological functional ingredients is older than the concept of the cyborg itself. We can speak of a connection between the Enlightenment and the „Prothetisierung der Welt“ which means a form of emancipation towards nature (Bernd Flessner). Even in science fiction there are cyborg fantasies before the term was coined. The idea of this project is to develop a new form of presentation of technical equipment with the

aim to visualize the quest for the functional perfection of the human body. We live in a society where a life without technical devices are hard to imagine. They support us in daily life and help us to solve problems or improve. At the same time serve as accessories or status symbol. In our research, we noticed that these devices always stand alone in current retail and visual merchandising culture and are not presented on human body like fashion. Devices are obviously not seen and presented as accessories or augmentations of human body or synthesis between device and human body. The way devices are presented is basically the same as you would expect when buying a knife, a corkscrew or a wallet. Things to put in your pockets. We tried to allocate the devices where they belong, in interaction with the human body and forming a digital augmentation for the human body.

## MEAT SUBLIMATION

by Sarah Weber, Anne Wever, Sarah Meyer, Teresa Prosch, Kexin Jiang, Martina Mateva

The tremendous consumption of meat in saturated societies is about to become a problem - especially in terms of climate change. The Green Party in Germany tried to establish a ‚Veggie Day‘ once a week, but the public feed back to this proposal was devastating and diminished the votes for the Greens. People are dependent on meat, they are used to need it, they do not want to change their habits. So we thought about a sublimation of our hunger and developed various collections of t-shirts, decorated with masses of meat, ugly and shocking, pure and raw. Wearing those t-shirts could help breaking the habits, because the more often you see it, the less you want it for eating. Our t-shirts might also be used by vegetarians as a provocation for meat eaters. We doubt someone will enjoy his steak when confronted with our art work. Learn to sublimate your lust for meat, discover its visual power, don't eat it. This is our message.

## RESI LECKER BAGUETTE

by Theresa Siebein

Resi Lecker Baguette is a one-(wo) man-catering-company on a bike. During the weekdays she delivers to Düsseldorf offices that are situated in infrastructurally weak areas.

In her bicycle-case you will typically find the »Rote Baron«, a baguette with a beetroot-lental-burger, fetacrème and young spinach or the »Goldmarie« with curryfalafels, a roasted eggplant-sesame-crème and salad. Tasty salads and chilled drinks also fit into the lower parts of her customized transport-case. All these things are personally hand-made by Resi, are fresh, colourful, vegetarien, tastey and will fill you up nicely. The Baguette itself is provided by one of the best bakers in town that cooperate with local mills and producers. The investment and risk were low, the concept turned out to be a success. The limitations of the bicycle actually make it something very special and thats why her customers are already waiting in line with gleeful anticipations before she even arrives at the respective location. However, Resi is working on making her delivery service more economic to reach more people that value quality. An electrically powered Ape Piaggio could be the logical next move. Naturally, the delivery bike will keep on riding alongside.

# re.lab

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retail future lab

imprint

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