

## Press release

### **Bayer 04 Leverkusen opens sports bar and new fan shop Schwitzke provides design and construction services for Bundesliga club**

Düsseldorf, 30<sup>th</sup> August 2014 - Bayer 04, take two: After the successful establishment of its fan shop in Leverkusen, the German football club Bayer 04 has opened a second shop in Bergisch Gladbach. Furthermore, in time for the new season's first home match, the club opened the newly designed sports bar "Schwadbud" in its stadium, BayArena. Schwitzke designed and implemented both projects, once more positioning itself as a professional consultant for Bundesliga clubs.

Thanks to a flexible event concept, the former clubhouse in BayArena can now be booked for football events as well as third-party guest events. The long history of Bayer 04, known to fans as 'Werkself', is a central concept element of this new world of experience: "Schwadbud" illustrates the club history and also marks the starting point for a visitor's tour of BayArena. Two levels with a total of more than 500 square meters, including a terrace, provide room for a bar, a restaurant, an auditorium and a fan shop. Schwitzke & Partner developed the dynamic brand concept with a 'Werkself' look and feel: The club's long tradition is conveyed by means of industrial design with black steel, stadium elements and authentic exhibits on the history shelf. Highlight for fans and visitors: Selfies can be posted to a large screen in the entrance area. The new fan shop in Bergisch Gladbach also tells the brand story perfectly. Laboratory tiles, steel rungs, emotional graphics and fan slogans transport the Bundesliga club's soul directly to the point of sale.

Schwitzke Graphics developed the holistic branding concept for the football brand; Schwitzke Project was responsible for the entire implementation of the club's two new flagship projects.

"Football is and remains a true crowd magnet: The business of selling football jerseys, football boots and other fan merchandise grows year after year. There is great potential yet to be tapped – through brand design with character", says Karl Schwitzke, managing partner of Schwitzke Group. Schwitzke had already previously entered the world of football with a store and locker-room concept for Schalke 04, a fan shop for Werder Bremen and the sports store "Sporthaus Schuster" in Munich, and has once again proven its creativity in designing worlds of experience for cult brands.

The Düsseldorf-based retail specialists have stood for successful brand and retail concepts for 25 years, and are one of Germany's largest design and architecture offices. With a total of 200 employees in the branch offices in Düsseldorf, Berlin, Dubai, Krakow and Paris, Schwitzke Group works for many renowned brands and retailers worldwide.

#### **Press contact:**

Andrea Krsnik

Tel.: 0211 44035 131

andrea.krsnik@schwitzke.com

[www.schwitzke.com](http://www.schwitzke.com)