

Schwitzke

Press release

Schwitzke cooperating with University of Kaiserslautern / Students design Schwitzke Concept Store

Düsseldorf 15th July 2016 – On Friday, Klaus Schwitzke presented young talents with the “Schwitzke Retail Design Award” in the master program “building within existing structures”. The award has been issued in collaboration with the University of Kaiserslautern. Together with Norbert Zenner, a professor teaching in the field of construction and design, the jury awarded three outstanding works treating the topic “Schwitzke Concept Store”.

The students faced the challenge to integrate a Concept Store into the head office of Schwitzke at Düsseldorf in order to create a platform for young designers and creatives who wish to present their products with a regional connection, labelled as “Made here”. The range of products reaching from fashion and jewelry, bags and accessories, furniture and home accessories to beauty products and food was selected by the students according to their specific store concept. An integrated small café has been designed in order to enrich the shopping experience. Each store concept filled the available surface of approximately 700 sqm including basement floor, ground floor and gallery. Besides observing creative and aesthetic aspects, the students had to create a holistic concept. “Store design requires more than creativity and a sense for trends. Sketches on paper must become three-dimensional brand personalities who operate economically”, says Klaus Schwitzke.

The students produced a vast and inspirational mix of ideas and visions. Supporting young talents is a crucial motivation for the Düsseldorf-based design and architecture office in this cooperation. Schwitzke has previously realized similar projects with the Peter Behrens School of Arts in Düsseldorf and furniture dealer Marina Home. With an increasing need for competent professionals in the field of retail, promoting specialists is essential. Therefore, the students are being trained for retail and store design. Klaus Schwitzke himself provided precious input with his corrections to the works and a lecture including a presentation on concept stores. The contest winners will be awarded with a store check across the hot spot London.

About Schwitzke:

With more than 25 years of successful branding and trading concepts, Düsseldorf-based retail specialists Schwitzke range among the major design offices worldwide. 180 employees at the Schwitzke branches in Düsseldorf, Berlin, Dubai, Cracow and Paris work for internationally known brands and distributors.

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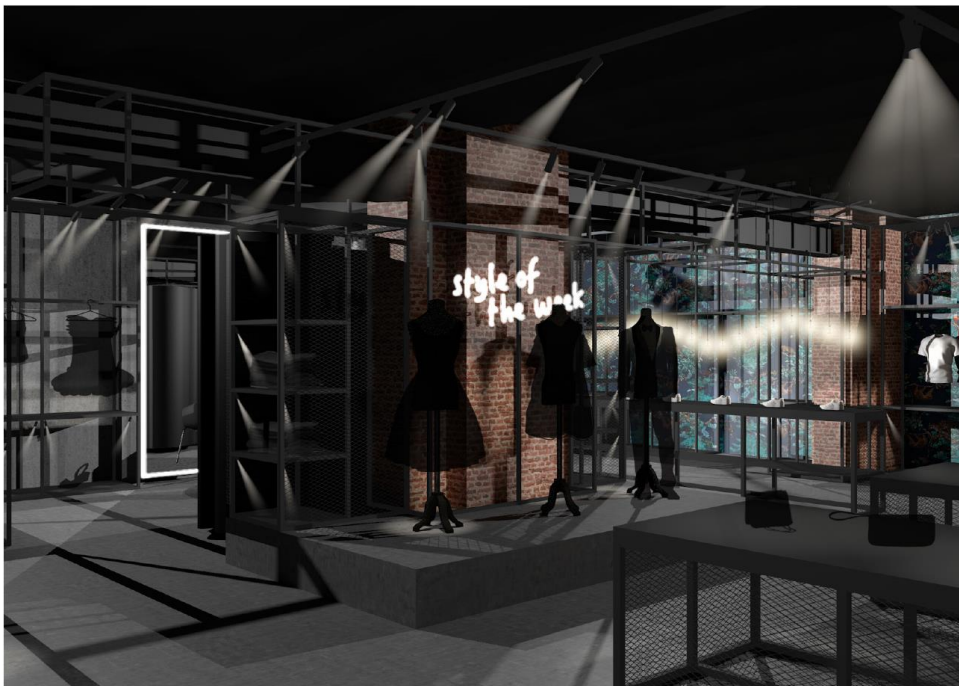
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