

Modern metamorphosis

The spectacular stand design for Ritzenhoff featured a variety of different zones representing the brand architecture

Ritzenhoff is one of Germany's leading manufacturers of drinking glasses and gift products. For Ambiente 2018, sieger design came up with an innovative, contemporary design for the company's fair stand, with distinct zones that allowed visitors to experience all the different aspects of the overarching brand. With its cutting-edge new look, the stand was a big hit with international visitors and a popular meeting place - not least because of the amply sized bar.

At its imposingly dimensioned 467sqm stand, Ritzenhoff presented itself in a spectacular new way. The striking stand design, developed by sieger design, wowed visitors with its exceptional quality and innovative layout and use of colour. The team focused on creating an open-plan architecture based around crisp horizontal lines. The floating roof added a sense of lightness and symbolically represented the overarching Ritzenhoff brand, which acts as an umbrella for a variety of monobrand and product ranges.

The company portfolio was represented by distinct, clearly demarcated zones in which the Ritzenhoff glass collection, the Aroma Naturals fragrance accessories, the NEXT glassware range and the Livø monobrand were showcased. sieger design came up with stylish, contemporary ways of presenting products: monolithic pillars referenced the NEXT packaging design, while the Livø design mark was translated into a distinctive architectural concept.

The state-of-the-art stand design featured an innovative colour and lighting concept, a striking typographical design and large media walls on which film sequences were displayed. By switching the base colour from white to black, sieger design created a contemporary, minimalist backdrop for the diverse products and decors. Backlit company logos and illuminated surfaces integrated into the architecture changed colours in slow, synchronised cycles, evoking subtly alternating ambiances.

The heart of the stand was the large bar area and adjacent lounge, which provided a surprisingly intimate oasis of calm amidst the bustle of the trade fair. Many visitors appreciated having the Ritzenhoff bar as a place where they could chat and hang out - and quite a few of them came back time and again. At the nearby reception and on the stand exterior, seamlessly integrated media walls blended into the architecture. Soothing videos with flowing, sometimes scarcely perceptible movements drew the gazes of passers-by with their monumental emotionality while simultaneously informing them about the company portfolio.

The ingenious layout helped the stand team to keep everything running quickly and smoothly. That was especially true of the back office area, which served as a meeting room, office, kitchen and storage space. The company's key values - quality, design and inspiration - were given concrete expression in the individually designed meeting rooms. Another creative idea developed into a unique highlight was the big wall on which visitors could leave personal messages, wishes and drawings - an opportunity that many guests and designers took advantage of over the course of the trade fair.



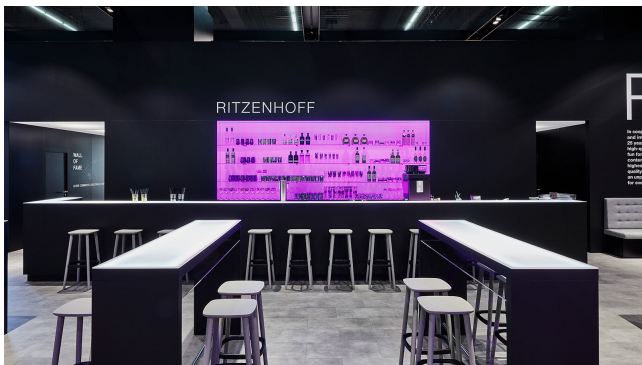
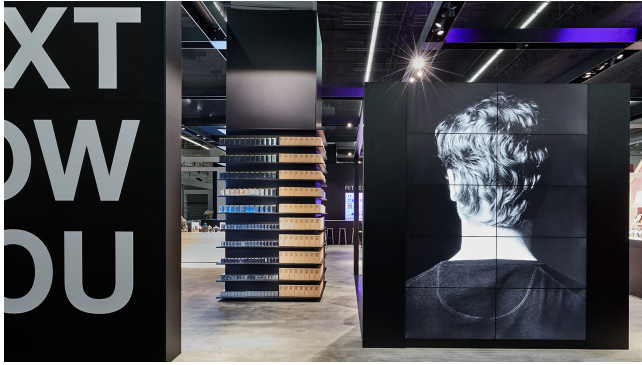
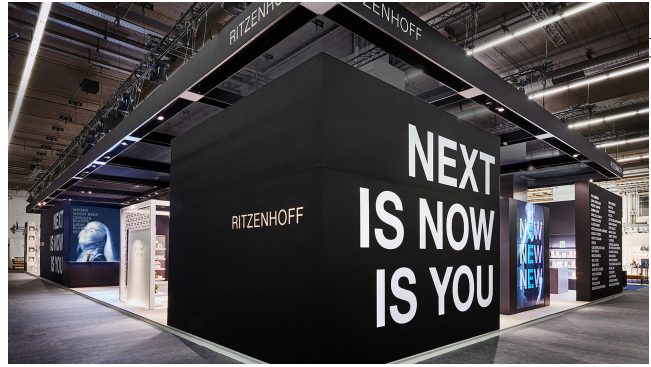
Back in 2017, sieger design – alongside developing new products and wide-ranging communication activities – designed a stand-in-stand system for Ritzenhoff's NEXT range. The design was such a success that in 2018 the well-oiled team was invited to design and implement the whole stand, including everything from the initial floor plan to the staff outfits. For the interdisciplinary project, sieger design specialists from a whole host of fields – architecture, design and communications – worked together.

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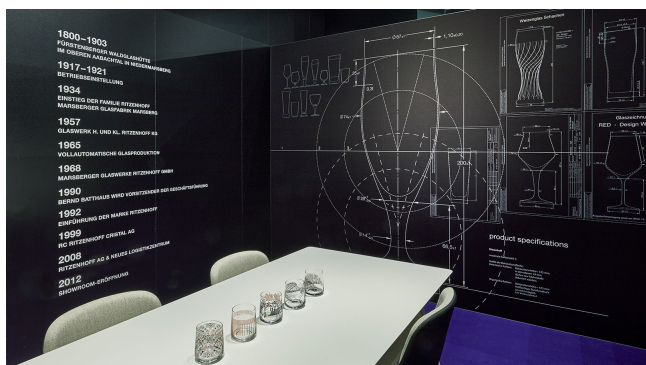
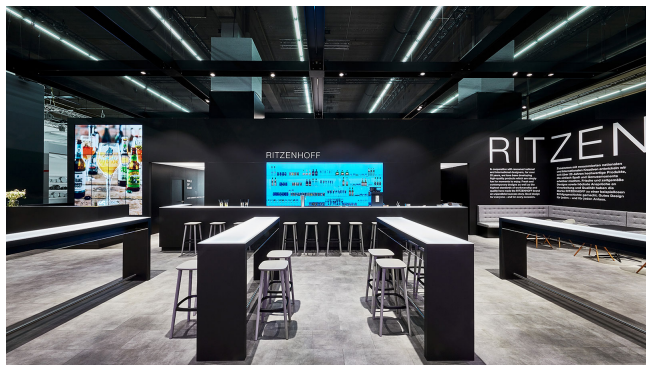
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