

'The Village'

Ansorg, Vitra and Vizona at EuroShop 2017

The affiliated companies Ansorg, Vitra and Vizona are presenting 'The Village' at the EuroShop retail trade fair from 5 to 9 March 2017 showcasing five individual retail concepts, which address the challenges and options facing the shopfitting business today. Designed to invoke an urban atmosphere, 'The Village' invites visitors to discover its five stores and relax in a small plaza-like setting.

People are changing the way they live, work and shop. The classic product display has given way to multi-faceted, digitalised shopping experiences. Online business is booming. How can people be encouraged to not just shop at home, but to make the journey to the physical store?

'Digitalisation is forcing the retail world to find a new raison d'être. Surprisingly the sector is returning to its roots with human interaction at the heart of many of today's successful concepts. The store hosts, their expertise and a carefully curated selection of products make all the difference.' Nora Fehlbaum, CEO Vitra

In the face of online competitors, the brick-and-mortar store must generate added value – today more than ever – in the form of excellent service, expert assistance and a multi-sensory environment. However, it must primarily promote a sense of togetherness and offer a shopping experience with an emotional factor. At EuroShop, Ansorg, Vitra and Vizona are showcasing a concept that meets today's consumer expectations under the title 'The Village'.

'The Village' – diverse retail expertise

'The Village' encompasses five retail concepts grouped around a plaza-like setting, each representing a different retail sector: automotive, consumer electronics, health & beauty, fashion and food. A fictitious brand was created for each of these retail worlds especially for EuroShop, along with individual products and a history that invites customers on a journey. Each store is centred round a new Vitra retail product. Lighting solutions by Ansorg highlight these innovations. The concepts were implemented by shopfitting specialist Vizona.

'Vizona is showcasing its shopfitting expertise in five retail concepts and demonstrating tailored solutions, technical finesse and a keen awareness of the transformations and current requirements in the retail market.' Matthias Hummel, Managing Director Vizona

'The Village' also includes a workshop. This additional space of 50 m² invites users to take a closer look at the Vitra systems showcased. Ansorg demonstrates the effects of different lighting concepts and presents the new lighting control app.

'Ansorg has been a retail lighting specialist for over 60 years. A well-designed store lighting concept triggers impulse buys, spotlights merchandise and attracts customers. Together with Vitra and Vizona, we are creating exceptional brand experiences at EuroShop. Ansorg is also presenting numerous product innovations such as intuitive lighting control.' Mario Dreismann, CEO Ansorg

'The Village' by Ansorg, Vitra and Vizona was developed in collaboration with Finnish interior designer Joanna Lajisto.

An overview of the five retail concepts in 'The Village'

Each of the fictional stores at the stand strives to attract customers with its products and ambience – just like actual competitors in today's retail market. Visitors to the fair stand will be enticed into the shops, where they will find information and inspiration.

Health & Beauty

The health & beauty store concept is designed to inspire and engage all the senses. The service-oriented product presentation makes highly efficient use of a limited space. Numerous monitors offer easy access to the complete product range (endless aisle). The lighting is designed to make skin and make-up look great. Personal assistance and a special tool for visualisation of cosmetic ingredients cater to the individual needs of customers.

Fashion

The fashion store's gallery-like interior reflects its brand identity. The large fitting room is a personal, intimate space with perfect lighting. Here it is easy to make good shopping decisions – which leads to fewer product returns and a better experience for the customer. Fast-paced fashion trends (and easily bored consumers) require flexible shopfitting systems and an easy adaptation of the layout: lights and shelving can be effortlessly reconfigured and lighting moods can be changed in special areas.

Food

The food store concept is more than just a grocery store. It is the neighbourhood meeting point, a place that turns customers into guests. The merchandise presentation guides the consumers intuitively through the store. Targeted product lighting contributes to an appealing display that celebrates food, inspiring consumers to buy something extra, spend a little more – and come back again soon.

Consumer Electronics

The tech store concept is an immersive, dynamic experience, using cost-efficient materials and lighting that can be rolled out fast at a new location and later even flexibly reconfigured. Ceiling lighting sequences respond to video content projected on the wall. The central counter provides a practical point of contact for customers.

Automotive

The automotive concept is about efficiency and space management and how to bring the product to the consumer in the city. Personal service and material displays meet the latest technology in the store's lounge so that customers can put together their dream car. The concept is a coherent blend of lounge, shop and showroom, designed to sell both the product and lifestyle.

About the companies

Ansorg

Ansorg combines technical know-how with lighting design competence, using them for one purpose: to promote the sale of goods in an attractive setting. We achieve this with the help of beautifully designed, high-quality luminaires and economical lighting technology. This is what we work to create everyday – extraordinary brand experiences. www.ansorg.com

Vitra

Vitra's roots lie in the shopfitting sector. The company has partnered with the retail industry for over eighty years, continuously striving to improve the appeal, quality and productivity of commercial interiors. Vitra's intelligent shopfitting and display systems are used in both large and small stores throughout a wide range of sectors. www.vitra.com

Vizona

Vizona implements store concepts for retailers and major brands worldwide. Interdisciplinary project management teams collaborate closely with clients and architects. The company can rely on its own production facilities and a broad network of supply chain partners. Product quality, safety and passion for detail are core values of Vizona's corporate culture, alongside decades of experience. Vizona shopfitting services include end-to-end project management from concept consultancy, prototyping, value engineering, production including global sourcing through to rollout, logistics and assembly as well as other general contractor services. Vizona is an experienced, reliable partner for all needs, from small, bespoke projects to concepts for rapidly-expanding international companies. www.vizona.com