

PRESS RELEASE

Würth Family Store, Stuttgart

Vizona has implemented a store concept for end customers of the Würth brand in the centre of Stuttgart – the Würth Family Store. Bold materials such as concrete, steel and solid wood create a striking high-quality workshop-style interior that expressively spotlights Würth products.

Adolf Würth GmbH & Co. KG is a leading global supplier of professional-quality assembly and fastening materials. The long-standing family company, whose head office is in Künzelsau, opened the first Würth Family Store on Königstraße in Stuttgart's pedestrian zone in February 2017. End consumers, passers-by and long-time customers can now explore Würth's extensive product portfolio in an exclusive atmosphere and prime inner-city location.

Vizona collaborated with Würth to implement a store concept that reflected the company's rich identity over a floor space of around 170 square metres. A combination of distinctive, coordinated materials such as concrete, solid wood and steel bring Würth's diverse range to life, while recalling the environment in which the products are used. Cabinet elements made of black steel with reveals in Würth red form the showcase in which high-quality tools and machines are presented in diverse displays. Large workbenches in a concrete effect can be found in the centre of the store, inviting customers to try out and get to know Würth products. Carefully crafted table legs in solid oak lend a visual grace to the workbenches, mirroring the flooring material – also made of oak. The new retail store was preceded by a six month test phase in the shape of a pop-up store in cooperation with Breuninger fashion store in Stuttgart.

Vizona collaborated intensively with Würth on product presentation and implemented a bespoke solution for the innovative brand store on Königstraße. The harmonious concept was developed over a series of workshops, guaranteeing a clear, concise display despite the large variety of products. This was achieved, for example, through matching wall and mid-floor elements. Over 500 different articles had to be combined in a coherent and sales-boosting display – ranging from plasters to work clothes to multi-cutters.

Project information

Client: Adolf Würth GmbH & Co. KG

Opening: 17 February 2017

Project management, concept consultancy, prototyping, production, logistics, service & assembly
Vizona, Weil am Rhein (Germany)

Creative concept & design: D'ART, Neuss (Germany)

Shopfitting systems: Xero L P/L, Xero Twin P/L and Mono 12, Vitra, Birsfelden (Switzerland)

Lighting: Ansorg, Mülheim an der Ruhr (Germany)

Photography: Roman Thomas

About 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. Find out more about the company and its areas of expertise at www.vizona.com