



PRESS RELEASE

Vizona and BMW M on the home straight

Vizona opens new BMW M showroom in New York City

Another BMW M Line showroom is opening in New York City. The display area at BMW Manhattan was realised by Vizona as part of an international rollout with 650 showrooms planned.

The display area covers 65m² and offers room for one or two cars. At the rear the showroom is bordered by the dynamically designed brand wall, made from black and white high gloss panels, and at the front by red and white curbs. The curbs are modelled on a racing circuit and emphasise the M Line's sporty and powerful character.

There is the possibility of enhancing the showroom using a ceiling light concept developed especially by Vizona, which lights up the cars in a spectacular way. With a modern customer advice table, the platform can also be optically accented. There is also the option to create another highlight using one of the luminous BMW logos on the back of the brand wall that face the windows.

The size of the Shop-in-Shop Space is individually scalable and can be tailored to the specific store.

By 2022, 650 showrooms should be set up worldwide. Vizona has already managed to deliver 510 by mid-2018, and therefore efficiently expand the brand's

global presence in a short space of time. In 2017, the first showroom in Seoul, South Korea, was delivered and fitted.

As a shopfitting expert, Vizona undertakes the global rollout and fulfils the complete project management, from prototyping and production to assembly of all elements and delivery.

Object data

Customer:	BMW M GmbH
Project:	BMW M Shop-in-Shop Space, Manhattan, New York City
Opening:	July 2017
Shopfitter:	Vizona, Weil am Rhein
Photography:	Roman Thomas, Celle (Germany), © Vizona

About Vizona

Vizona's strength derives from a combination of market know-how, technical expertise and international presence: Vizona implements store concepts for retailers and brands across the globe. The company's focused project teams work closely with customers and architects. Vizona's competitive edge is heightened by the use of in-house manufacturing facilities and an efficient network of supply chain partners. Product quality and safety, and a passion for detail are core corporate values.