

SCHWEITZER
DEPARTMENT STORE 3.0

Review Euroshop 2014

SCHWEITZER AT EUORSHOP 2014

Handel nicht nur denken, sondern auch tun und immer wieder Neues wagen, kreieren und kombinieren – das war auch diesmal unser Thema an der EuroShop 2014. Nach unserem General Store von 2011 haben wir Ihnen nun mit dem Schweitzer Department Store 3.0 auf einer Fläche von 750 m² Live Retail gezeigt. Es war uns ebenso wichtig, Chancen und Möglichkeiten für den Handel aufzuzeigen. Wir haben Bekanntes vollkommen neu inszeniert, vermischt und vernetzt.

In unseren Schaufenstern haben wir Ihnen die Gegenwart gezeigt und im Store die Zukunft: Projekte und Prozesse, Kooperationen und Innovationen. Off- und Online. Lassen Sie sich hier in diesem Booklet noch einmal von der Vielfalt der Möglichkeiten überraschen und für ein gemeinsames Projekt inspirieren.

Retail is not simply about thinking, it's also about doing, innovating, combining and creating something new – and this was our theme at EuroShop 2014. Following our General Store in 2011, we presented you with the Schweitzer Department Store 3.0, covering 750 m² of live retail! It was important to us to tell you about the opportunities and possibilities for retail. We staged, mixed and connected familiar things in a completely new way.

We captured the present in our display windows and the future in the store: projects and processes, cooperation and innovation, offline and online. With this booklet we want to surprise you with the variety of possibilities to work with us and to inspire you for your upcoming project – maybe with us?

Concept Store

LIVE RETAIL

Da wir überzeugt sind, dass der Department Store eine große Zukunft hat, wurde aus unserem General Store der Euroshop 2011 heraus die Idee des Department Stores entwickelt, den wir Ihnen nun hier noch einmal kurz präsentieren möchten. Es gab Kooperationen mit dem Mannequin-Hersteller Hans Boodt und Jungdesignern aus Südtirol, den ersten Produkt-Launch der Firma Schweitzer und einen klingenden, inspirierenden Sound Garden. Außerdem haben wir gezeigt, was On- und Offline alles möglich ist, hatten Live Acts mit Monocle 24 h Radio vor Ort, und Retailspezialisten aus aller Welt, die sich zu den verschiedensten Themen ausgetauscht haben. Im Gentlemen's Club präsentierten wir spannende Produktinszenierungen für eine der – wie wir finden – wichtigsten künftigen Zielgruppen.

We are convinced that the department store has a bright future. The idea for the Department Store, which we would like to present you here once again, was inspired by our General Store at EuroShop 2011.

We had cooperations with mannequin manufacturer Hans Boodt and up-and-coming designers from South Tyrol, the first product launch from Schweitzer and an inspiring sound garden. We also showed all the possibilities both online and offline, with live acts on site and retail experts from around the world exchanging ideas around the clock on Monocle 24 Radio.

In the Gentlemen's Club, we presented exciting ways of staging products for what we consider one of the most important future target groups.

WELCOME

RE 3.0
schweitzer

GUEST
RELATION

WWW.
ONLINESHOP.
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WELCOME!



schweitzer
NATURE
SUN
VIBRANT
MOMENTS

PARTNERS
AND
THE
JULIA
MUSEUM

PARTNERS
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INTERFORCE

total contractor

INTERFORCE

INTERFORCE is a total contractor, providing a wide range of services from design and construction to operation and maintenance. The company is a leader in the construction industry, with a strong focus on innovation and sustainability. INTERFORCE has a long history of successful projects, and is committed to delivering high-quality results for its clients.



PROCESSES

how we work

INTERFORCE is a total contractor, providing a wide range of services from design and construction to operation and maintenance. The company is a leader in the construction industry, with a strong focus on innovation and sustainability. INTERFORCE has a long history of successful projects, and is committed to delivering high-quality results for its clients.

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7 Windows

7 WINDOWS

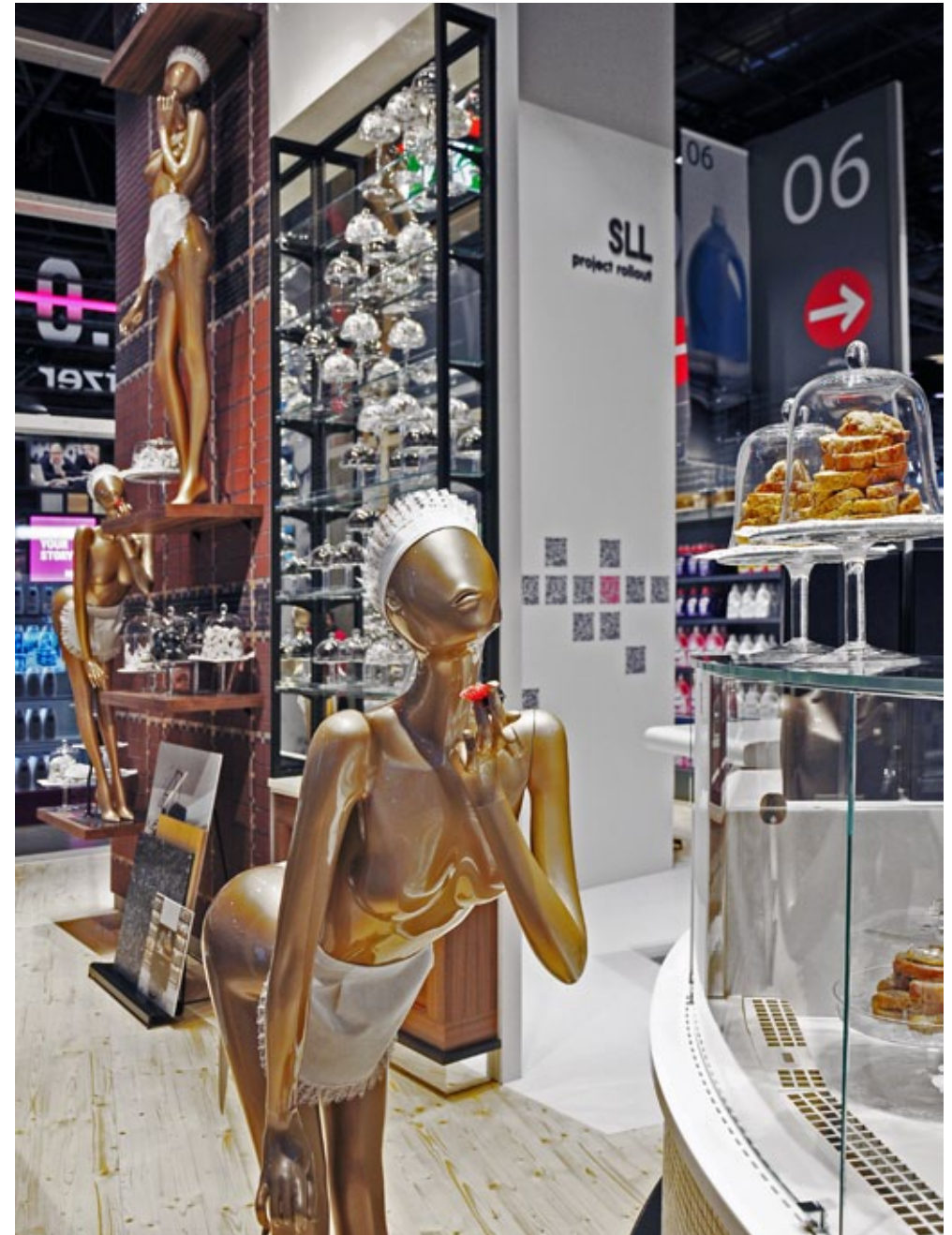
In unseren Department Store Schaufenstern konnten Sie Ausschnitte aus 7 realisierten Projekten sehen und dabei auch die unterschiedlichen Möglichkeiten, mit uns zu arbeiten. Alle Beispiele wurden als Design & Build Modell realisiert und zeigen die Möglichkeiten, auf individuelle und besondere Wünsche von Kunden einzugehen und dann einen entsprechenden Prozess zu entwickeln, um gemeinsam Neues zu bewegen und zu realisieren. Erleben Sie diese Vielfalt, welche für individuelle wie Rolloutprojekte gleichermaßen gilt. Schade dass Sie nicht dabei waren. Ich hoffe, dass wir Sie dennoch mit ein paar Ideen und Ansätzen inspiriert haben und ich würde mich auf ein persönliches Gespräch mit Ihnen freuen.

The display windows in our Department Store gave you a sample of seven completed projects and the different ways of working with us.

The seven examples, all of which were carried out as Design & Build modules, demonstrated how our company responds to the individual wishes of the client and then develops a corresponding process to move and create something new together.

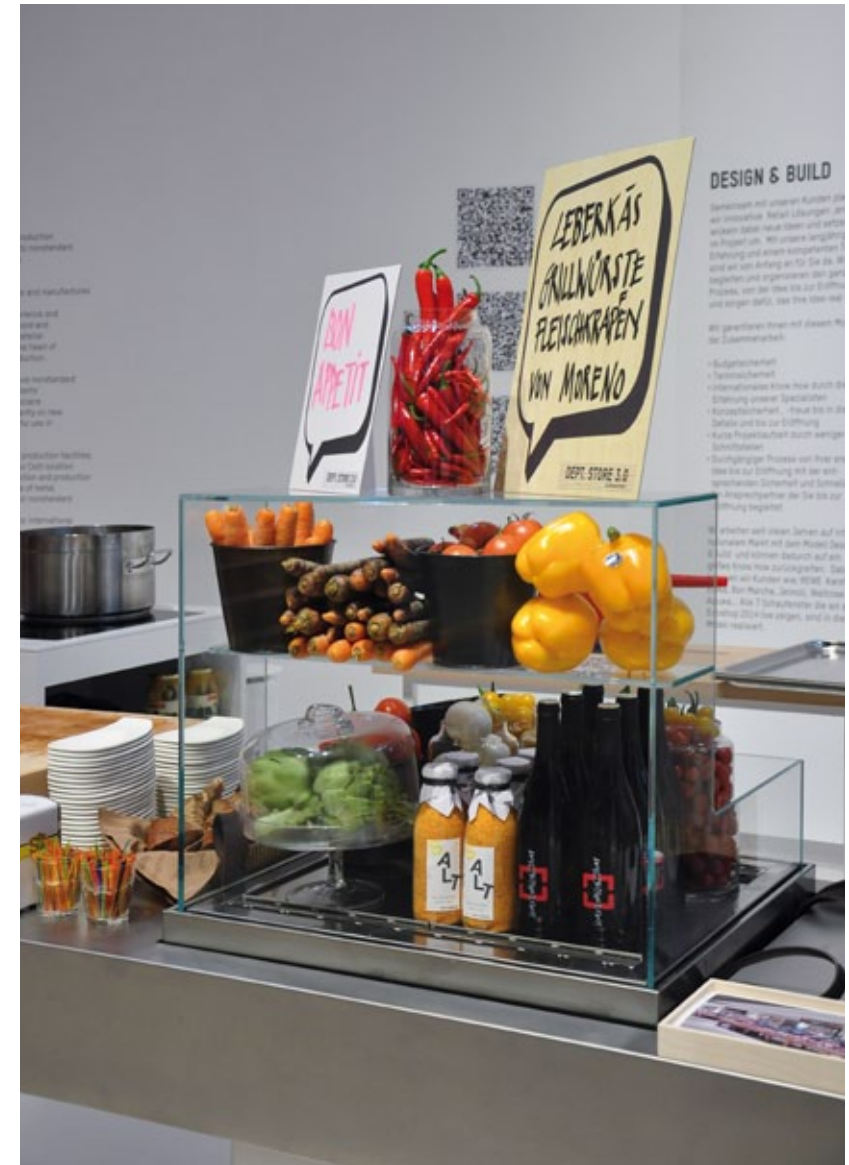
Experience this diversity, which applies to individual and rollout projects alike. What a pity that you could not join us. Nevertheless I hope that our ideas inspired you and I would be happy to meet you soon.

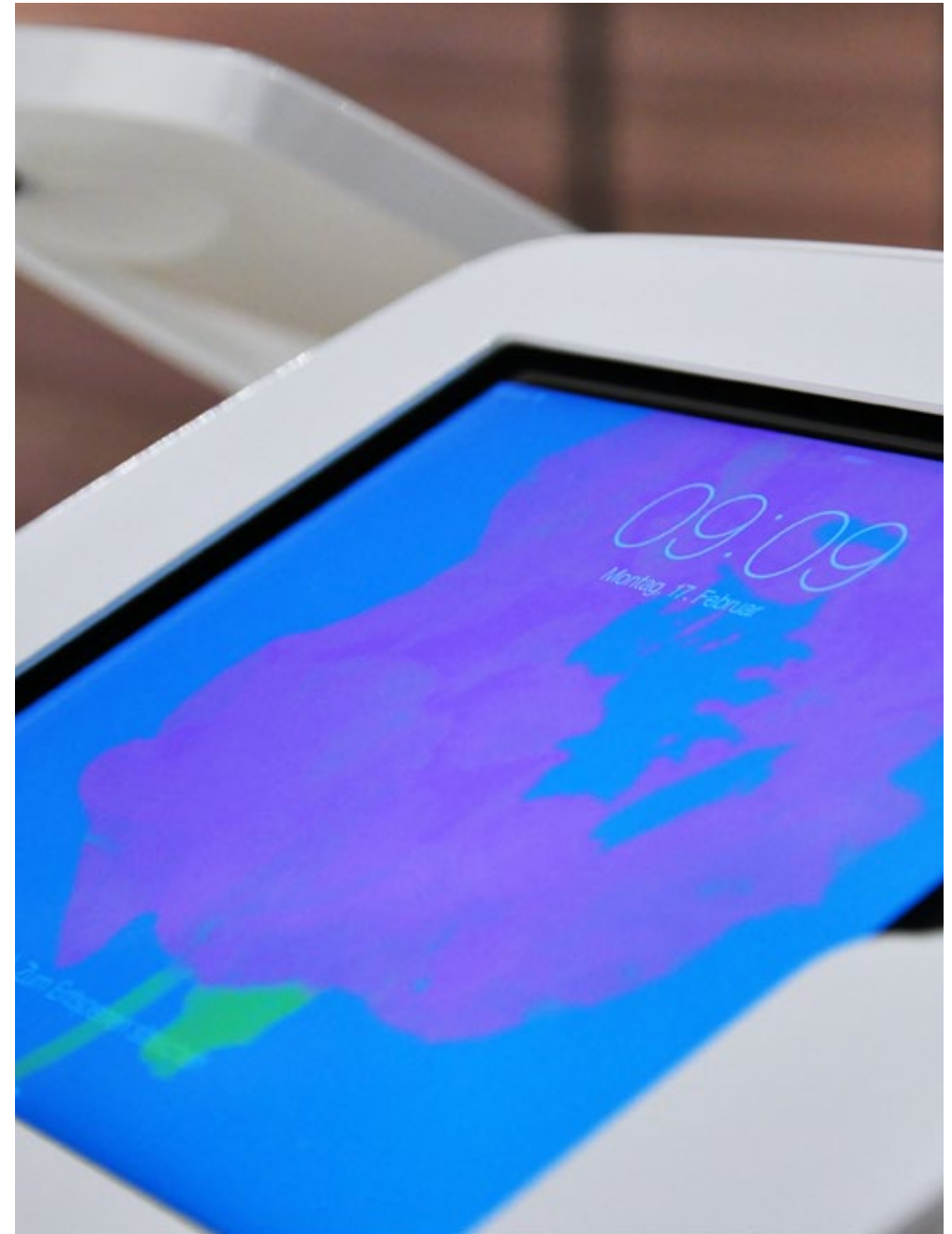






All about the company





INTERFORCE
the factory

MANUFACTURING

customized solutions



MANUFACTURING

Customized solutions for manufacturing companies are essential for success in the global market. Interforce offers a wide range of services to help you optimize your production process and improve your efficiency.

Our experts provide you with the latest information and insights into the manufacturing industry. We help you to identify the most effective solutions for your specific needs and to implement them successfully.

We develop personalized solutions for your manufacturing company. Our experts analyze your current situation and identify the most effective ways to improve your production process and reduce costs.

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Greetings from South Tyrol







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