

FACTSHEET

INTERZUM 2019 JULIUS BLUM

1.458 m² | Cologne | €€€



Julius Blum GmbH sees itself confronted with quite a particular challenge which must be solved: It is perfection in everything what is expected from an internationally leading manufacturer of kitchen and furniture fittings. This does not only apply to the products but, of course, also to the presentation of the brand at trade fairs.

Opening, closing, testing. Grasping in detail, what motivates and moves Blum – and that most suitably with all senses. We have designed special working tables – so-called work benches – which do not only provide a neutral but also an optimal setting for the presentation of Blum's moving ideas.

The emphasis is thus on product experience only, from which ideas can be derived without any limits.

The deliberate choice of wood as opposed to a perforated aluminum sheet façade as the material for the traditional work benches will generate a good deal of extra excitement, thus turning the stand into a great event.

In combination with a sophisticated direction of the lighting, we create a special atmosphere inside the fair stand - the glamorous glitter of a big city's bright lights. Visible and invisible at the same time, like the products representing the brand of Julius Blum.



Arno Design macht Marken für Ihre Community begreifbar:



FULL-SERVICE

Concept, design, visualization, implementation, rental and purchase solutions, multimedia, graphics, styling, financial services. All trades from one hand.



WIDE-RANGING EXPERTISE

Working out briefings jointly, submitting budget recommendations, transparent offers. We see the bigger picture: Chances for up-selling and cross-selling.



UNIQUE DESIGN

Our design is unique, independent, sophisticated and of a high quality. Our creations reveal the special signature of the designer and attract positive attention in each industrial sector.



CLOSE COOPERATION

We have fostered the close exchange with our customers for 25 years and are open for any improvements. A good cooperation is important for us.



SUSTAINABLE BUSINESS ACTIVITIES

We are thinking and acting both economically and ecologically, because sustainability begins for us right with the first draft creation.