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silver apple in  
the category  
ARCHITECTURE  
"Best Store Concept".

**FAMAB  
AWARD  
2016**

Seven steps  
to the perfect  
appearance

**INSIDER**

know what we are doing

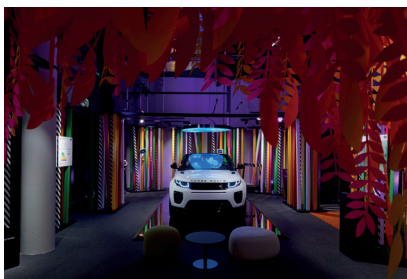
## Built in premium segment: exciting, typical, eventful

For the practical realization of several temporary presentations of the brand new premium vehicles Jaguar F-PACE and Ranger Rover EVOQUE Cabriolet the mentoring agency Voss + Fischer chose the productive services of Isinger + Merz.

The scenario: Pop-up-Stores in temporarily untenanted and extraordinary city locations inform visitors extensively about the technical and optical product specials of the advertised vehicle types. The topics "innovation lab" and "urban jungle" represent the defined dedicated lifestyle. They are translated into three dimensional elements and are made presentable for the setting.

The proven wide variety service portfolio in organisation, production and realization made Isinger + Merz to be predestined for the svelte and straight-lined realization of the job: the construction of the décor elements as well as logistical and assembly technical execution of the five days events in Frankfurt, Berlin, Düsseldorf, Munich, Stuttgart and Hamburg.

Focused was the production of characteristic entertainment and brand worlds on an optically but also technically high level concerning transport and assembling. This classical example of a typical temporary campaign is shown clearly in seven retrospective steps.



# STEP



## 16th December: professional partners at zero hour

The time perspective could not have been more advantageous around the turn of the year but finally we made it together with Voss+Fischer in only 55 days to be ready for take-off with this complex project. Tight and focused on the issue coordination, continuous communication were from the very beginning important for the working rhythm of our core team. Project manager, the head of production and the tour coordinator were permanently along with the agency for advice.

Their distinctive professionalism was the fitting brick to let the intensive planning period become the deciding position of points.

### Planning

- Short estimate period
- Short planning period
- Tight production
- Quick reaction
- Parallel coordination



## Functionality and aesthetics: the project as permanent development

Synchronic perviousness was necessary in all work phases so that the commercial questions had to deal parallel with constructive structures, technical detailed planning and material quality. With our holistic product treatment which always balances between functionality and aesthetics we could bring in lots of important aspects of our versatile experience into element shaping which helped us to optimize impressions and handling.

Even if at least the closely final deadlines were asking for clear and brave decisions the qualified development process in background never really stood still.

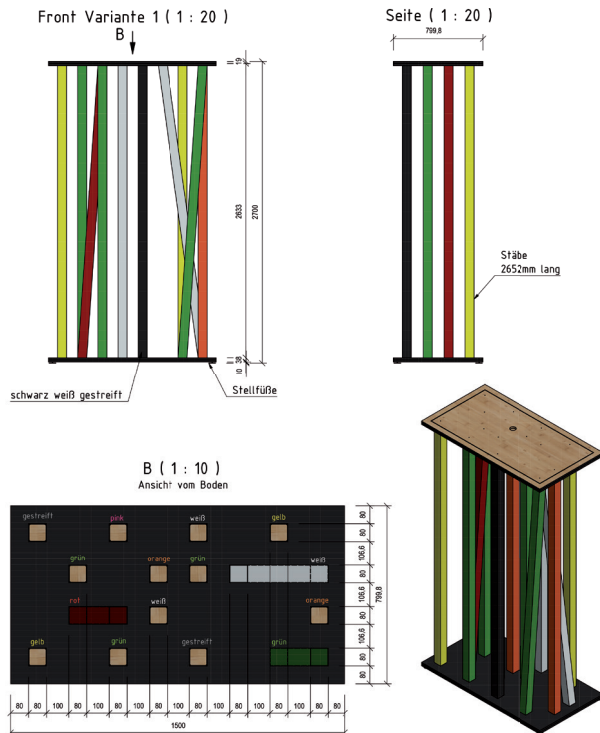
A project always lasts till the end and also new surprising requirements found answers and constructive solutions.

# STEP



### Production planning

- Direct coordination
- Compromised timeline
- Communication
- Fabrication in house
- Manpower





## STEP



### Time is running: jungle styling under pressure

Every involved person had to arrange themselves with the development of all construction groups at extreme short-notice. For example the formative colouring of the “urban jungle” on different material and surfaces had to be harmonized to the same optical effect. Varying sample ranges were created while the construction parts already had been cut and converted; uncomplicated because the work with every material and finish could be executed completely in our workshops. All departments work hand in hand because they were orientated especially towards technical and also experimental work.

#### Sampling

- Quick sampling
- Mixture of fabrications
- All professions in house
- Organized teamwork
- Wide network



### The manufactory: from vision to product

Thanks to detailed planning in advance the established definition for suitable construction material and the compilation of the exact terms of use the production process of the jungle itself was colourful but a quite unspectacular process as measured by the exciting final result. Carpenter's workshop, metal construction, cnc, painter's workshop, electrical/media workshop and graphical department all were notably active during this project and were assuring the processing just in time.

In general you can copy this principle “jungle” on every individual mobile or fixed object, also on those which do not yet exist but should exist from a creative view.

## STEP



#### Production

- Carpenter's workshop  
/ cnc
- Metal construction
- Electrical workshop
- Painter's shop
- Graphical department



## STEP



### Logistics

- On schedule
- Optimized packaging
- Save transport
- Flexibility
- Worldwide operating range

## From B to D: battle for every centimetre

The necessary change of the show between six locations called for a disciplined transport structure. Especially all mobile elements had to be measured and portioned so that the volume of the truck could have been used to full capacity. Because of inch perfect fine-tuning all construction parts were fit into position in height, width and depth so that they could protect themselves slip-free.

Because some locations only could have been acquired and surveyed after the start the element management had to anticipate possibly difficult delivery situations. After inspection in advance our tour manager could give the go-ahead and book every event as successful.



## Problem solved: network in time frame

At a time between Monday evening and early Thursday the event had to be realized from city to city. For the wide build-up and decoration including sophisticated light and media technique our specialised assembling team only had a small time frame. But even unexpected happenings and requirements like the sealing of a dusty floor screed in Stuttgart or a carpet laying at night in Berlin could be handled by raising the manpower. Also graphical hasty reactions were treated like this. Therefore our countrywide network showed itself as essential for the mobile service.

## STEP



### Build-up

- 24 hour service
- Team in network
- High executive quality
- Cleanness
- Professional competence



S T E P



## Result

- Team-minded
- Always approachable
- Thinking ahead
- Independent
- Reliable

## What remains: Were we good?

After permanent moving of huge material volume in day and night shifts – always paired with an immense passion for the project – after two months the unconventional event came to an end. For the creating agency we were “a partner at eye level who we could trust and who understands and implements perfectly our demand to detail.”

For us remains the memory of an extraordinary job. Frame conditions and an open ability to communicate on all hands did help us to bring in our core competences in production, execution and support service. Therefore we do not need more than clearly defined customer wishes, the persuaded will and some time. We will do the rest.



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