



POP AI Award 2009

March 24, 2009 Paris

Silver Award

in the category

Beauty - Free access



NIVEA

- New Generation

The new design uses proven elements from the prize-winning predecessor, e.g. the concave basic form, but is equally impressive on account of a new language of colour and shape and specifically arranged eye-catchers.

The vertical arrangement of the product groups is new. Supported by the counter-high picture motifs and the acrylic panels, the customer intuitively and easily finds what she needs. The suspended header and the graphics panel give the display an easiness that attracts all attention. The dark-blue colour of the body and the base was selected to reinforce the brand image.

The determining factor for the realisation of this design are the modular "one-fits-all"-inserts which can be combined to create countless variations of counter, table and wall displays. This greatly reduces complexity and achieves economies of scale, ensuring a very good price/performance ratio.