



## »» Retail Design of a future enterprise store in the context of digitalization

### Who can participate?

We are looking for students and young professionals with a maximum of 5 years' work experience in the fields of digitalization, store design, corporate and interior design, technology, multi-channel, architecture and communication in space. You can participate by yourself or in a team.

### What's in it for you?

Be in the spotlight with your design on the ADC festival 2016 in Hamburg. Participate and present your retail design concept of a future enterprise in the context of digitalization in front of leading creative minds on the ADC festival.

You will share the stage with international consultants and industry leaders to present your design. You can not only win all access tickets for the ADC festival and the ARNO Retail Design Award, but you also get the big chance to realize your project in cooperation with ARNO.

### What do you have to do?

We expect a retail design concept of a future enterprise in the context of digitalization.

### What is an "enterprise store"?

The concept of the "enterprise store" in this format does not yet exist on the market. You should design a store that presents the full or a substantial amount of the brand and product portfolio of your chosen enterprise. Please choose an international enterprise from the cosmetics, automotive or electronic entertainment industry.

When designing the store you should consider the following:

1. How does digitalization change the consumers shopping behavior and how can this be considered in your design of the enterprise store?
2. Which requirements should the design of an enterprise store fulfil to win the consumers attention for the different brands of an enterprise?

### Conclusion:

The task includes two challenges: to elaborate how the digitalization influences the retail design and to develop the new concept of an enterprise store.

### What do you have to provide by which date?

We expect your idea in the form of 2-3 visualizations as well as a short "idea paper" (half A4 page). You may also use further suitable presentation tools such as films, models etc. Furthermore you should be able to present your design on stage in about 5-10 minutes. A judging panel from the ARNO Group and the ADC will evaluate your design.

**Take your chance and register now by contacting:**

**[Franziska.nuernbeger@adc.de](mailto:Franziska.nuernbeger@adc.de)**

**Deadline: 12 February 2016**

### Who will support you during the process?

ARNO Creative Director Claudio Wolfring and ADC member Jean-Louis Vidière Ésèpe will support you with the realization of your project. Should you have any further questions, please contact [c.wolfring@arno-online.com](mailto:c.wolfring@arno-online.com), Tel.: +49 7022 5001-920 or [jlvidiere@esepe.com](mailto:jlvidiere@esepe.com), Tel: +49 172 72 70 469

### Who is ARNO?

[www.arno-online.com](http://www.arno-online.com)

For further information about the award visit:  
[www.arno-online.com/de/adcdx](http://www.arno-online.com/de/adcdx)