

The AreA1 Audi Road Show: Distinct Design For An Acclaimed Brand Name

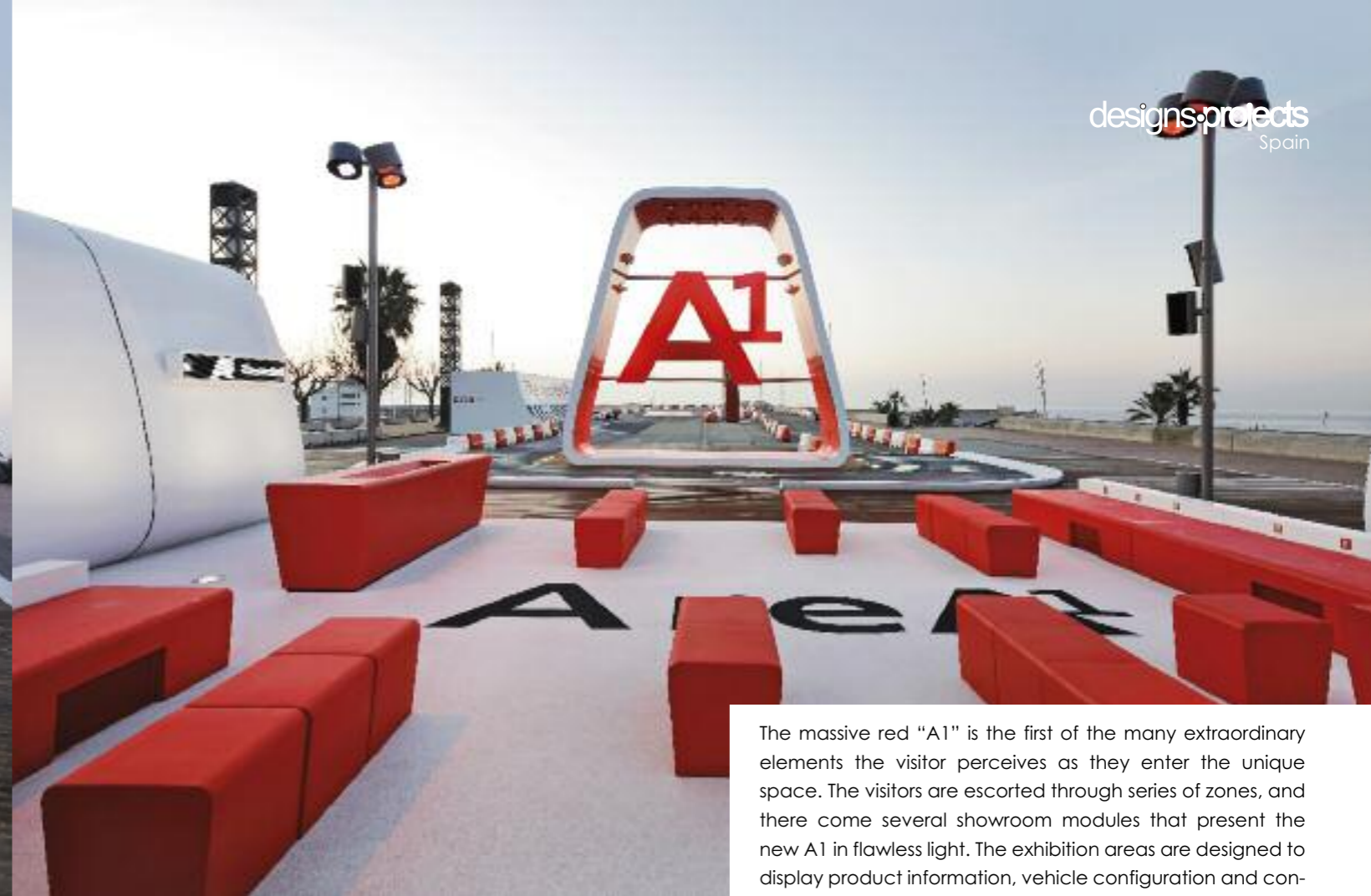
Photos: Andreas Keller, Altdorf





Schmidhuber + Partner, crafted the AreA1 Road Show, a fabulous design location that is best described as a "mobile brand space" for the launching of the new A1 by the renowned Audi, in Barcelona, Spain.

The project was a means to launch the marketing campaign for the new A1 through the combination of a distinctive Audi brand space with a theatrical Driving Experience targeting the young and urban crowd. From the lighting rigs to the hot red display furniture, all were customised and exclusively put together for this campaign.



The massive red "A1" is the first of the many extraordinary elements the visitor perceives as they enter the unique space. The visitors are escorted through series of zones, and there come several showroom modules that present the new A1 in flawless light. The exhibition areas are designed to display product information, vehicle configuration and connectivity issues in a lively and engaging manner. The final stop on the visit is a small, central marketplace with a bar, seating and WLAN, which also happens to be the starting point of the Driving Experience, where visitors can join Audi instructors on an unforgettable test drive of the new A1. ▶

