



Audi Shop

THE POWER OF FOUR

by Schmidhuber and Mutabor

WHAT	THE POWER OF FOUR
WHERE	FRANKFURT, GERMANY
WHEN	SEPTEMBER 2015
CLIENT	AUDI
DESIGNERS	SCHMIDHUBER (P.299) AND MUTABOR (P.298)
CONSTRUCTOR	NUSSLI
FLOOR AREA	5428 m ²
CAPACITY	—
PHOTOS	ANDREAS KELLER, ALTDORF



- ← In the centre of the hall, directly above the new Audi A4 display, a huge compass turns to point to the different focus themes.
- ↑ Visitors enter the building on an escalator through a network structure that grows from the facade of the building.

VISITORS NAVIGATE A HIGH-OCTANE EXPERIENCE PROVIDED BY AUDI AT THE FRANKFURT MOTOR SHOW.

Asked by Audi to stage its latest range of cars at the 2015 Frankfurt Motor Show, 3D brand specialists Schmidhuber sculpted an 'experience walk'. Rather than being confronted with the full range of Audi automobiles, visitors move through a series of installations. Together with Mutabor, Schmidhuber turned the traditional communication principle on its head and showed the advantages of the Audi brand in a new and emotional way.

The event focuses on four key themes related to the brand. The journey begins on an exterior escalator that ascends through a mirrored structure composed of hexagonal 'cells' to reach Audi Ultra, an area that

highlights the advantages of lightweight construction, efficient engines and alternative fuels. Advancing to Audi Technologies, visitors catch a glimpse of the goods through a virtual window, which reveals data about the cars' technical specifications. Walls carved from ice in the arctic room embody the extreme lifestyle of the Quattro rally-inspired car, while streams of flashing LEDs inject intensity into the Audi Sport area, featuring the re-creation of a racetrack.

At the heart of the exhibition visitors have an impressive view across the dynamic installation of Audi cars, where the four focus areas from the experience walk are drawn together.

3D brand specialists Schmidhuber sculpted an 'experience walk' for Audi



- ↗ Augmented reality is used to illustrate the technological innovations of the cars on display.
- An icy world is created in a room with temperatures of -21°C illustrating the branding and lifestyle of Audi Quattro.
- ! → Delicate and organic forms wrap the entrance of the 'experience walk'.



Audi ultra
Leichtbau

Audi ultra
Lightweight

RB Audi Space
Frame (ASF)

in Kooperation
mit...

Audi ultra

Traditional communication principle are turned on its head to express the brand in a new and emotional way

