

PRESS RELEASE

Iconography in Brand Space: SCHMIDHUBER develop the R8 FLASH for Audi's World Premiere

Munich, 05 March 2015 SCHMIDHUBER have created the stage for Audi's R8 world premiere at the Geneva International Motor Show. The new, high-end sports car for customers with the highest standards was the conceptual inspiration for this year's Audi trade fair stand.

The new Audi R8 is a symbol of automotive perfection and breathtaking design. SCHMIDHUBER have taken the key elements of this strong and imposing model and translated them into an architectural installation that focuses power and dynamism into an iconic symbol: the R8 FLASH. This futuristic, energetic shape spans the entire exhibition space and is visible from a distance, setting the stage for the world premiere of a truly extraordinary sports car.

The Audi R8 is also the highlight of the Open Exclusive Area. A central element of the brand installation in this space is a demonstration of all the car's individualization options. Specifically developed hybrid furniture further emphasizes the exclusive character of this premium area. The high-end special feature elements are presented as patterns of paint, color or leather on a massive workbench, allowing visitors to experience the variety of options through means of a digital and analog experience.

As well as the central R8 installation, the Audi stand also provides space to present the entire Audi Sport Fleet. The ultimate motorsport icon, the Audi R18, takes pole position ahead of the other sports cars - all aligned in flowing curves, as if taking part in a race frozen in time. It makes for an incredibly dynamic image, a further visual emphasis of Audi Sport's powerful identity.

...

The Geneva International Motor Show is one of the most important events in the global auto industry calendar, and takes place this year from 5 to 15 March. The Audi stand is in Hall 1, Stand 1060.

Concept, communication and architecture:

SCHMIDHUBER, München

Photographer:

Andreas Keller, Altdorf

SCHMIDHUBER

Nederlinger Straße 21 80638 Munich, Germany T +49 89 157997-0 F +49 89 157997-99
info@schmidhuber.de www.schmidhuber.de

Managing Partners

Susanne Schmidhuber, Siegfried Kaindl, Michael Ostertag-Henning, Lennart Wiechell, Jürgen Stärr

SCHMIDHUBER



Audi at Geneva International Motor Show 2015
© SCHMIDHUBER; Photo: Andreas Keller, Altdorf



Audi at Geneva International Motor Show 2015
© SCHMIDHUBER; Photo: Andreas Keller, Altdorf



Audi at Geneva International Motor Show 2015
© SCHMIDHUBER; Photo: Andreas Keller, Altdorf

SCHMIDHUBER

Nederlinger Straße 21 80638 Munich, Germany T +49 89 157997-0 F +49 89 157997-99
info@schmidhuber.de www.schmidhuber.de

Managing Partners

Susanne Schmidhuber, Siegfried Kaindl, Michael Ostertag-Henning, Lennart Wiechell, Jürgen Stärr

SCHMIDHUBER



Audi at Geneva International Motor Show 2015

© SCHMIDHUBER; Photo: Andreas Keller, Altdorf

SCHMIDHUBER has developed creative spatial brand staging for over 25 years. At the Munich head office, 70 experts from the fields of architecture, design, and communication strive for strong concepts, providing the complete range of three-dimensional brand representation. With numerous international awards, SCHMIDHUBER is a leading specialist for brand-specific architectural solutions worldwide and has been awarded as winner in the category *Spatial Communication* in the creative ranking 2014 of Horizont and W&V.

SCHMIDHUBER serves internationally renowned customers of different sizes, industries and origins – medium-sized companies and world-famous corporate groups. The long-standing clients include Audi, o2, Grohe, Lamborghini, MAN, Braas, Software AG, Samsung, Sony, Siemens, Berker and the German Ministry of Economics and Energy.

Press contact SCHMIDHUBER

Sabine Heinrichs
Public & Media Relations Manager
Nederlingerstr. 21
D-80638 München

Tel. +49 / 89 / 15 79 97-52
s.heinrichs@schmidhuber.de

SCHMIDHUBER

Nederlinger Straße 21 80638 Munich, Germany T +49 89 157997-0 F +49 89 157997-99
info@schmidhuber.de www.schmidhuber.de

Managing Partners

Susanne Schmidhuber, Siegfried Kaindl, Michael Ostertag-Henning, Lennart Wiechell, Jürgen Stärr