



Jörg Hempel

ABOVE Covering an area of almost 750-m² spread over two floors, the showroom is Siemens' largest brand store in Europe.

Schmidhuber

SIEMENS SHOWROOM

Seeing is believing in a retail concept by SCHMIDHUBER that showcases products in real-life situations

AMSTERDAM – When is a showroom not a showroom? When it's a home. Schmidhuber was asked to create a space that would bring Siemens' 'Be Connected. Everywhere' message to life, a brief that the German design studio took almost literally by placing the brand's products into real-life situations.

The design concept is based on the insight that brand experience is decisive for a customer's purchase decision. And if the products will be used at home, then what better way to show them off than in a domestic situation? Every item is showcased in one of three themed presentation areas: living room, kitchen and utility room. All of these have been realistically set up to ensure that visitors don't feel that they are in a showroom, but a show home.

Nonetheless, the experience is more than just aesthetic. All the devices are connected and controlled via an app, which visitors can use to judge the benefits of this system for themselves. This idea of seamless living is supported in the store design by visual axes that ensure the customer journey is as smooth and enjoyable as the technology. 'This way', the designers conclude, 'visitors immediately become part of the Siemens ecosystem that connects all areas of life.'