

ATELIER BRÜCKNER

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MORE THAN A VACUUM CLEANER VORWERK DELIGHTS WITH A NEW BRAND WORLD

"Does the name 'Vorwerk' ring a bell with you?" Millions of people all over the world associate this brand name with the vacuum cleaners of the successful, family-owned company, which is 134 years old. But just how diverse Vorwerk's brand world is in reality is now being shown by the Vorwerk BrandSpace in Wuppertal. Here, ATELIER BRÜCKNER presents the products and the company history in an appropriate setting for the first time. From the antiquated looking bag-type vacuum cleaner to the manoeuvrable robotic vacuum cleaner controlled by means of an app, from the blender to the ingenious digital Thermomix TM5 – the history of Vorwerk up to the present day has been full of innovative products.

The BrandSpace is located in the company's headquarters, a building erected in the 1950s. After walking through the newly designed, light-filled foyer, visitors reach the showroom, where white is the predominant colour. An illuminated timeline along the walls traces the history of the enterprise – from the first carpet loom in Wuppertal and milestones such as the sale of the millionth vacuum cleaner, to the company's social commitment, for example for SOS-Kinderdörfer (a children's charity). The familiar Vorwerk green accentuates certain features.

In the just under 750 square meters of exhibition space, eight product islands of different sizes are dedicated to the Vorwerk brands. In terms of their layout, these islands are modelled on the company's logo – two overlapping circles (Vorwerk CO.). Here, a mixture of old and highly modern products allows visitors to get to know the product worlds of Vorwerk and what the company is all about. At the "Saugbar" (cleaner bar), they can try out new appliances, find out about new cosmetic products on the JAFRA island, test the Thermomix in the show kitchen and see how battery-operated tools of the Twercks brand function. They can also admire carpets produced by Vorwerk itself, the offbeat patterns and designs of which were inspired by the works of artists such as Roy Lichtenstein, David Hockney and Jean Nouvel Pate. Old commercials from Italy and Germany accompany the presentation of products.

Ceiling-high lengths of fabric demarcate the product islands from their surroundings. Depending on the incidence of light, the fabrics are semi-transparent or become a projection surface. Films that are then shown on them connect the different product worlds in that, for example, a family of four demonstrates the use of Vorwerk products in everyday life while moving from island to island. In this way, the interplay of the brands in respect of all their facets and features is made clear to the visitor.

ATELIER BRÜCKNER GMBH
KREFELDER STRASSE 32
70376 STUTTGART | GERMANY

PRESSE UND KOMMUNIKATION

CLAUDIA LUXBACHER
T. +49 711 5000 77 126
PRESSE@ATELIER-BRUECKNER.COM

WWW.ATELIER-BRUECKNER.COM

The light concept allows the changeover from daytime to twilight and to night-lighting scenes. Different light modes for events are also possible, whereby the lighting is controlled manually.

The exhibition has been set out in such a way that guided tours of different lengths show visitors the way through the BrandSpace. Alternatively, visitors can explore the Vorwerk product world themselves. Anyone who did not previously know the company or only associated it with vacuum cleaners will be astonished at the variety of products. Even today, the passionate inventors from Wuppertal are still regularly delighting their customers and the experts in this field.

Contact person for the Vorwerk BrandSpace:

Heike Langner
Corporate Marketing
Vorwerk & Co. KG
Mühlenweg 17-37
42270 Wuppertal | Germany
T. +40 202 564-1469
heike.langner@vorwerk.de
www.vorwerk.de

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