

# ATELIER BRÜCKNER

## PRESS RELEASE

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### **ATELIER BRÜCKNER CELEBRATES: 5 YEARS ATELIER BRÜCKNER KOREA — AND LOOKS TO THE FUTURE**

ATELIER BRÜCKNER is one of the world's leading exhibition designers – since 2018 also with a branch office in the Korean capital Seoul. "The Asian market is trendsetting for ATELIER BRÜCKNER. We are very happy about the intensive cooperation with our Korean colleagues and partners on site", says Prof. Eberhard Schlag, Founding Director ATELIER BRÜCKNER KOREA.

"The location of Korea has proven to be very attractive with regard to future technologies", says Q Kim, Vice President ATELIER BRÜCKNER KOREA. "The branch office in Seoul anchors ATELIER BRÜCKNER in the Asian region and creates a contact point for our international business partners."

ATELIER BRÜCKNER's expertise as a designer of three-dimensional brand experiences is in demand in the Asian region. It is about built brand communication. Brand worlds convey brand values and make people curious about new products. "Today we celebrate!" says Kim. "In the past five years, we have been able to develop and realize numerous projects."

ATELIER BRÜCKNER has been active in Asia since the early 2000s. In 2006, the Shanghai Auto Museum was opened. Recent projects for Korean clients include the Hyundai Motorstudios in Goyang and Jakarta, the special exhibition Hyundai N Brand and the trade fair presentation "Hyundai – Design Your Own World" at the Computer Electronics Show (CES) in Las Vegas. Most recently, retail pop-up concepts for the international market and a trade fair design for the Mobile World Congress (MWC) in Barcelona were developed on behalf of Samsung. For Hyundai, design guidelines for city stores worldwide were created.

Asked about the future of exhibition design, Prof. Eberhard Schlag says: "The variety of formats and options is constantly increasing. New technologies, new media, AI, augmented and virtual reality opens up new methods and a wider range for us to tap into content; at the same time, nothing changes in our fundamental methodology: we think content for the space and design it in a multidisciplinary way. Spatial images and spatial choreographies are created that inspire visitors and make complex or abstract content understandable and tangible."

"For me, scenography is a holistic experience and I really appreciate how we can create atmospheres that convey content and messages through the interplay of our tools: space, graphics, digital media, sound and light", says Prof. Eberhard Schlag. "We are all about creating inspiring experiences for visitors."

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The Stuttgart-based ATELIER BRÜCKNER was founded in 1997. Prof. Eberhard Schlag was one of the first employees and has shaped the company – together with the two Founding Partners Shirin Frangoul-Brückner and Prof. Uwe R. Brückner, who was rewarded for his life's work by the Art Directors Club Germany on April 20, 2023.

In addition to Shirin Frangoul-Brückner as Managing Director and Prof. Eberhard Schlag, Britta Nagel, Stefanie Klinge and René Walkenhorst are the current Partners of the company, which operates worldwide with 120 employees. Most recently, projects in the USA and Mexico have been contracted. In Atlanta, the National Center for Civil and Human Right is being built, and in Campinas / São Paulo a visitor centre for the National Center for Research in Energy and Material (CNPEM).

The Grand Egyptian Museum in Giza, for which ATELIER BRÜCKNER designed the Tutankhamun Gallery, is due to open this year.

What all the projects have in common is that they are conceived and designed as narrative spaces. The focus is on conveying content.

## INFORMATION

ATELIER BRÜCKNER KOREA, LTD.

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Images (jpg\_300 dpi)

and vitae of the ATELIER BRÜCKNER management board are available for download here:

<https://www.atelier-brueckner.com/en/atelier-bruckner-korea>

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