



adidas Originals
Bread & Butter, Berlin

Brief

Design a new exhibition stand and brand experience for adidas Originals at Bread and Butter, Berlin. The architecture must reflect the product detail, and the category zones should be easy to navigate through.

What we did

Exhibition Design
Stand Build
Event Management

Idea

Original. It's in the brand's name. Now we must deliver it at Bread & Butter.

The opportunity existed to evolve brand statements to a unique mix of shape, form and materials that inspire and intrigue. The design of the exhibition booth takes influence from the product detailing and is, of course, 'original'.

We designed a 520 sqm shoebox, constructing the 6m high walls with a technical white mesh fabric allowing light through, offering views of the interior and movement on the exhibition stand. Wrapping the entrance with the iconic 3 giant-scale zigzag stripes brought the brand experience to life immediately, whilst the trefoil illuminated the main exterior wall and became a focal point within the exhibition hall.

Within the exhibition's interior, we designed an ordered but flexible merchandising framework using layered, simple steel sections for hanging, graphic messages & product highlights.

Contrast is introduced through authentic pieces - furniture was re-configured & re-imagined into new original formats.

Simple white painted walls create the backdrop for gloss white frames & original timber textures, from which the brand's hero collections were presented. The whole interior becomes a tactile experience, allowing the visitors to navigate to each product category with ease.

Contact us

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