

umdasch

THE STORE MAKERS

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Globetrotter Berlin – Outdoor Experience 2.0 by umdasch

Climbing, hiking & informing in the urban jungle

On 1.10.2020 Globetrotter opened its new flagship store in Schloßstraße 20 in Berlin-Steglitz. With concept, planning, shopfitting and digital touchpoints, the Store Makers of umdasch developed the 4,000 square meter outdoor experience center as general contractor together with the Globetrotter team. The result was a "more than just a reinvention" of a successful brand as a spectacular shopping experience.

Globetrotter implemented a completely new flagship store concept at its Berlin location. The diverse range of outdoor sports is presented in a pointed manner on four floors. In between, the visitor travels through both established and new highlights of the urban jungle: a repair workshop, the new Innovation Lab as an exhibition and work area including the presentation of innovative brands, exciting test stations, a travel practice for consultations and vaccinations, lovingly staged corner stores and a café in harmony with nature. Visitors will also find the perfect combination of stationary and online retailing in the new flagship store as a holistically well thought-out customer experience.

Outdoor meets Indoor

In order to be able to optimally convey to customers the feeling for their outdoor experience, the merging of indoor and outdoor areas was a central theme for umdasch architects when designing the store. "The large glass facade effectively transports the Globetrotter brand to the outside. We created a 'stacked landscape' on four levels, which makes the special features of the store visible from afar. With the brand logo and an LED strip, we suggest a mountain panorama that visually connects the floors," explains Maik Drewitz, Shop Consult Director Lifestyle at umdasch. An impressively large digital signage screen on the ground floor provides additional impulses in the shop window. "But it was just as important to include the view outwards in the store. That is what the Globetrotter brand stands for," Drewitz continues. For example, the test zone for shoes along the floor-level glass fronts, which is based on a via ferrata, was designed to offer visitors who are free from giddiness a little adventure with a view over the roofs of Berlin.

"Clubhütte" for Events

The customer journey through the Globetrotter Store is like a hike through nature. There is something to discover at every corner: from decorative islands lined with real birch trunks, which also offer an extraordinary view of digital signage solutions, to a climbing wall, a play corner, and the club hut "Clubhütte", which has already established itself at Globetrotter as a meeting place for the outdoor community in the city stores. In the newest store in Berlin, its modular design offers ample space for presentations and workshops for up to 150 visitors, who can be supported by the latest technical equipment.

Repair workshop as a green community experience

The importance of sustainability is also conveyed by the integrated repair workshop and was furnished with great attention to detail by the Store Makers. Individual existing properties from the old store in Berlin were relocated and adapted to the new conditions. Speaking of the workshop: umdasch was responsible for the first time for not only the entire store design and the craft of store construction, but also for the complete implementation as general contractor. Umdasch's GC professionals completed all the necessary interior works for the redesign of the area within a remarkably short time.

Innovation Lab for future-oriented exchange

A novelty of the store is the Globetrotter Innovation Lab: a work and exhibition area for lived innovation, cooperation with new brands and new approaches. Here, Globetrotter presents up-and-coming brands, insider tips among sports products and kick-starter projects. In the cooperation and workspace, different industries and work areas meet to give free rein to creative and innovative ideas. "In the Innovation Lab, customers can visit the place where outdoor innovations are directly created - and participate in them," says Globetrotter CEO Andreas Bartmann. In order to convey this spirit, the architects of umdasch have given a new impulse to already proven design ideas with bright yellow steel frames. Here, too, the company's own digital touchpoints have been perfectly integrated into the store design and enable start-ups to share their thoughts in a contemporary way.

Towards the sun in the Goodies Café

As the conclusion of an exciting expedition through the store, a café on the second floor invites visitors to stop and linger. In its forms and materials, the designers deliberately played with the balancing act between modernity and nature in this linger zone. The view towards the sunset was also deliberately planned.

Full-Service-Partner umdasch

In the past, umdasch has already been the implementation partner for Globetrotter flagship stores; as a full-service provider, the Store Makers are now celebrating their premiere. "umdasch thinks and works holistically from the first conceptual approach. Thanks to the active integration of umdasch Digital Retail in the planning phase as well as the early involvement of the interior design experts of the umdasch GC team, a unique and holistic customer experience was created for Globetrotter," says COO Johannes Jurecka, who has been closely involved in this store project from the very beginning, pleased with the successful cooperation.



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umdasch: Rooted in craftsmanship, visionary in the digital, always with a human aim and one goal: to realise successful stores in the fields of Lifestyle Retail, Food Retail, Premium Retail and Digital Retail. With more than 1,500 employees, umdasch The Store Makers is one of the leading shopfitting companies in Europe. The company headquarters are located in Amstetten, Austria. With around 20 branches in Europe and the Middle East, umdasch and its four operating divisions realise more than 7,000 store projects including 200 turnkey projects as general contractor annually. Together with its sister companies Doka and Umdasch Group Ventures and more than 180 production, logistics and sales branches in 70 countries, the company has been owned by the Umdasch family for over 150 years.