

umdasch

THE STORE MAKERS

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FOR THE BEST FANS IN THE WORLD

FC Bayern opens unique Project in the world of soccer

The new FC Bayern World opened for all its fans on 10.12.2020 in the heart of the Bavarian capital Munich (DE), directly between the Town Hall and the Frauenkirche. The building, with its boutique hotel, two restaurants and flagship store represents the grand finale of the rich history of the association during its 120th anniversary year and following a sensational season. The retail space was designed and the construction work was implemented by the architects of umdasch The Store Makers. The store plays in the retail-champions league across a total area of over 1,000 m².

Kick-off

When the sliding door of the flagship store opens and you enter the space, it becomes clear immediately for whom it was created: a laser has burned the message "FOR THE BEST FANS IN THE WORLD" into the mat on the floor. They deserve nothing less than a store which can definitely be included among the most interesting retail projects in Europe during 2020. The entire store can be accessed across all three floors via a central staircase. The eye-catching diamond shape in the stairwell – derived from the Bavarian coat of arms in the logo – links all the floors optically. The emotional heart is the oversized LED wall on the underside of the staircase. The store concept by the Store Makers at umdasch can be summarised as "Tradition meets Future".

Store of Contrasts

The teams surrounding Project Manager Peter Romics of FC Bayern and Maik Drewitz, Shop Consult Director umdasch, thought up something very special for the FC Bayern World. They developed a House of Contrasts.

"The façade, which was designed in sgraffito style derived from the original building, encounters printed concrete walls inside", explains Maik Drewitz from umdasch. He continues: "In the central staircase, warm oak wood and raw black steel form a contrasting arc of suspense", according to Drewitz. The materials selection intentionally focuses on regional suppliers. Illuminated glass walls from a Bavarian manufacturer make the cast flooring of Munich pebbles glow. The ground floor is dedicated to the team of the championship record-holders: the players were scanned and life-size figures were created for the store using a 3-D printer. They present the latest jersey series in the centre space, and umdasch developed individual, floating wall systems on the walls. The more than 20 integrated digital touchpoints in the store form a part of the integral store concept and include numerous innovations, including mirror screens in the changing cabins, several selfie points and transparent screens for trophy presentation and projection mapping in the checkout zone.

Player Experience

The Performance Level in cooperation with adidas lies on the lower floor. Fans will find the entire range of appropriate accessories. From jerseys to training equipment, you will then arrive at one of the highlights on this floor, the shoe wall. It is designed like a laboratory in which the new developments grow and flourish. Immediately adjacent, the fans can test themselves against the professionals in various gaming scenarios in the "Test Cage". Jerseys, shoes and balls can be personalised according to the individual ideas of the fans in the "Workshop". The presentation of the "TRIPLE Cup 2020" takes place here in digital showcases behind transparent screens and emphasises the playful experience of winning. Even the FC Bayern e-sports team has its own dedicated area in the KONAMI Lounge.

Branding on all Levels

The fan level on the upper floor fulfils every wish of the fan community. In addition to mugs and scarves you will find exclusive merchandise on sale which is available only in the FC Bayern World in Munich. The youngest fans are delighted to see the little mascot Berni, while their fathers configure an Audi model on the large touch-screen and the LED Wall and then complete a virtual sporting test drive on the shareholder's Audi sales space. A robot will then make a sketch of the dream model as a souvenir to take home.

When the sliding door closes again you will leave the FC Bayern World not only with all sorts of fan articles, newly embroidered jerseys and a pre-configured new vehicle, but above all with one thing: the feeling of having experienced something unique and the burning desire to return again in the future.



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umdasch: rooted in craftsmanship, visionary in the digital, always with a human aim and a goal: to realize successful stores. The Store Makers at umdasch create extraordinary worlds of experience for demanding customers in the sectors Lifestyle Retail, Food Retail, Premium Retail and Digital Retail. umdasch The Store Makers is one of the leading shopfitting concerns in Europe, with a staff of more than 1,500 employees. The corporate headquarters are in Amstetten, Austria. With some 20 branch locations in Europe and the Middle East, umdasch and its four operative divisions realise over 7,000 shopfitting projects and 200 general contracting projects every year. Together with its sister concerns Doka and Umdasch Group Ventures, and with over 180 logistics and sales branches in 70 countries, the concern has been owned by the Umdasch family for over 150 years.