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EuroShop RetailDesign Conference 2014

- February 17, 2014
- Messe Düsseldorf, CCD-Süd
- www.euroshop-conference.com



Including Award Ceremony
EuroShop RetailDesign Award 2014
on February 16, 2014





Claudia Horbert
Director Research
Store Planning & Design
EHI Retail Institute

Once again, EuroShop's traditional opening event will be the EuroShop RetailDesign Conference on February 17, 2014.

Hosted by veteran moderator Professor Rodney Fitch, an icon of international retail design, the event will see globally renowned retail companies present their newest concepts; top-class retail designers will give us insights into their current projects.

EuroShop and EHI are particularly pleased that we have been able to win one of the world's most influential trend researchers, Lidewij Edelkoort, for the keynote speech concluding the event.

And there is another special highlight: The exclusive presentation of the winners of the 2014 EuroShop RetailDesign Award, bestowed upon the three best stores from across the world on the evening of February 16, 2014, in the Capitol Theatre in Düsseldorf.

We look forward to greeting you in Düsseldorf!

Kind regards



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As part of the trade fair, EHI and Messe Düsseldorf have presented the EuroShop Retail Design Award to the top three store concepts worldwide since 2008. The winners will be presented on **February 16 at 7.00 pm in the Capitol Theater Düsseldorf**, the eve of the EuroShop RetailDesign Conference 2014.

For the EuroShop RetailDesign Award an international team of experts made up of representatives of leading press publications and retail associations nominates the best stores with the most successful concepts. From the multitude of candidates the jurors then select the three best stores.

Criteria are inspiring design, a clear message in terms of product range, an unambiguous appeal to a specific target group, and very good corporate design. Categorisation by sectors or selling space is dispensed with.

▶ **Award Ceremony and Dinner**

6:30 pm | Bustransfer to the event venue 'Club' in Capitol Theater
Departure: Messe Düsseldorf, Exit North

7:00 pm | EuroShop Retail Design Award 2014 – Award Ceremony followed by the dinner

10.00 am | Welcome and Moderation

Prof. Rodney Fitch

10.15 am | Beauty and sense of wonder are elements of Zaha Hadid Architects' design for retail

The fluid, organic and seductive ZHA's vision of tomorrow's design for retail enhances the physical shopping experience. Mixed use buildings, integrated functions and new shopping combinations inspire new concepts for shopping environments.

Paolo Zilli, Associate, Zaha Hadid Architects, London/UK

11.00 am | EuroShop RetailDesign Award 2014 – Presentation of the three winner projects

Get to know the three best stores worldwide which will be awarded the evening before. Each of the winning retailers will present his store and explain the story behind it. Come and enjoy a fascinating tour to the current highlights of modern retail.

12.00 am | Retail jewel in Latin America: Liverpool Department Stores

Creating innovative flagship stores in Mexico: In this session, Liverpool and FRCH Design Worldwide will present a different solution for flagship stores in Mexico and the relationship with the community needs, from the exterior to the interior design, and the development of new business opportunities.

Martín Pérez Miranda, Director of Department Stores Planning, Liverpool Department Stores, Col. Santa Fé/MEX;

Claudia Cerchiara, Vice President Client and Project Management, FRCH Design Worldwide, Cincinnati/OH, USA;

HeeSun Kim, Vice President and Creative Managing Director, FRCH Design Worldwide, Cincinnati/OH, USA

12.30 pm | Coffee and Light Lunch

1.00 pm | Panel Discussion: How to stay attractive for customers – vitalization of traditional brands

The session will examine how Saks Fifth Avenue pairs its distinct shopping heritage with a new contemporary design philosophy, will tap into the elegant and creative new grocery paradigm that Whole Foods has created, and explore the growing international footprint that Sephora is unleashing on a global scale – and the challenges that come with each.

Moderation: Alison Embrey Medina, Executive Editor, design: retail magazine, Alpharetta/GA, USA

Harry Cunningham, Senior Vice President, Store Planning, Design & VM, Saks Fifth Avenue, New York City/USA

Paul Loux, Senior Vice President, Store Design & Property Development, Sephora, San Francisco/CA, USA

Christine Sturch, Senior Interior Design & Branding Coordinator, Whole Foods Market, Chicago/IL, USA

2.00 pm | Revisiting the retail for 21st century

Trend seminar on the future of retail with one of the world's most renowned trend forecasters

Lidewij Edelkoort, Edelkoort ETC / Trend Union, Paris/F

3.00 pm | Closing remarks



R. Fitch



P. Zilli



M. Perez



C. Cerchiara



H. Kim



A. Medina



H. Cunningham



P. Loux



C. Sturch



L. Edelkoort

▶ General Information for EuroShop RetailDesign Conference/Award

■ Organization:

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Phone: +49 221 57993-28/-48, Fax: +49 221 57993-45
seminare@ehi.org, www.ehi.org

■ Dates:

EuroShop RetailDesign Award Ceremony & Dinner 02/16/2014, 7.00 pm
EuroShop RetailDesign Conference 02/17/2014, 10.00 am - 3.00 pm

■ Language:

English

■ Venue:

Conference: Messe Düsseldorf, CCD (Congress Center Düsseldorf-Süd), www.duesseldorfcongress.de
Award Ceremony: 'Club' in Capitol Theater, Düsseldorf

■ Event Pricing:

€ 250.- plus 19% VAT package (conference + Award Ceremony & dinner)
€ 150.- plus 19% VAT conference only
€ 150.- plus 19% VAT Award Ceremony & Dinner

■ Payment conditions:

Participants from all countries have the possibility to pay by credit card (Visa, MasterCard, American Express). Participants from Germany, Austria and Switzerland can also pay by bank transfer upon receipt of the invoice. Payment of the participation fee must be made before the beginning of the event. Subject to programme alterations.

Cancellations must be notified 14 days before the beginning of the event (administrative charges: € 50,- plus VAT). In case of a later cancellation up to a week prior to the event, half the fee, afterwards and in case of non-appearance the full fee will be charged. Replacement participants may be designated.

■ Accommodation:

A limited number of rooms in various price categories is available to the participants in Düsseldorf. Because of the trade fair taking place at the same time, early reservation is advisable. For reservations please contact: H.U.T. Hotelreservierung und Tagungsmanagement GmbH, Sabrina Zeric, Phone: +49 221 292592-10, E-Mail: sabrina.zeric@hut-gmbh.net

■ Your easy way to register:

Please send back registration form or use online registration. www.euroshop-conference.com/registration

■ Organization Team:

Claudia Horbert, Inga Klein (content); Horst Rüter (organisation); Petra Sieling, Félicia Montrop-Hippolyte (information & registrations); Sarah Levin (sponsoring)

EHI Retail Institute GmbH
Konferenzen
Spichernstr. 55
50672 Köln
Germany



▶ General Registration Form* EuroShop RetailDesign Conference/Award 2014

If the billing address is different, please fill in the fields below:

Last name, first name _____

Company _____

Department/function: _____

Street, No.: _____

Company: _____

Postcode, City: _____

Street, No.: _____

your PO-No. _____

Zipcode, City: _____

package (conference+Award Ceremony & dinner)

Phone: _____

conference only

E-Mail: _____

Award Ceremony & dinner

* Registration is binding and occurs under recognition of the conditions.
Subject to programme alterations.

Date

X

Signature