

# AIT Trendscouting 2011



EuroShop | Düsseldorf | 26. February -2. March 2011

## Press Release

Hall: 9-15

Düsseldorf, February 27th, 2011

For the first time around 29 architects and interior designers were sent out to scout for the newest trends of the branch at the EuroShop 2011. The 15 nominated products were judged by a jury on the February 27th. The results are shown at the stand of the „Innovationaward Architecture + Presentation“ in Hall 7/A01.

The Jury awarded 1 TREND 2011, 2 honorary mentions and 12 mentions.

## Trend 2011 (1)

Product	PIXLIP System
Producer	Pixlip GmbH
City/Country	Langenfeld/Germany
Hall / Stand	9-B/25

### The jury judgment:

The PIXLIP system functions in the modular design principle which allows the application as a display, Lightbox partition and space divisor. The box is based on an astonishingly simple frame system which needs no other bracing.

The construction withdraws and emphasises the presentation of the product optimally.

A modular system allows the easy assembly, the change and the dismantling of the displays. The user and planner-friendly design is convincing by his variation variety and the individual applicability in all areas (shop, fair, office, and living). PIXLIP succeeds a big range of application possibilities by the specialisation on one single system.

## Honorary mentions (2)

Product	Architectures of paper
Producer	PROCÉDÉS CHÉNEL
City/Country	Vanves/France
Hall/Stand	10-D/51

Product	Pure detail, StyliD turnable White
Producer	Philips GmbH
City/Country	Hamburg/Germany
Hall/Stand	11-B/14

## Mentions (12)

Product	ONON, Honeycomb
Producer	Enjoy Ausstellungsservice und Lichtgestaltung Witt & Roggenkamp GbR
City/Country	Paderborn/Germany
Hall/Stand	9-C/79

Product	DUOPLEX, DUOFORTE
Producer	HWB Furniere und Holzwerkstoffe GmbH
City/Country	Bad Salzuflen/Germany
Hall/Stand	9-E/28

Product	Greenstand
Producer	atelier damböck
City/Country	Hamburg/Germany
Hall/Stand	9-G/56
Product	CURVED LED
Producer	curveLED GmbH
City/Country	Düsseldorf/Germany
Hall/Stand	10-A/33
Product	Renolit 3D
Producer	RENOLIT AG
City/Country	Worms/Germany
Hall/Stand	10-E/33
Product	Ars Ratio
Producer	Ars Ratio GmbH
City/Country	Kirchbichl/Austria
Hall/Stand	10-F/60
Product	13x8 LED Leiste, Rahmenprofil 070,LIV, Spezzata
Producer	VIABIZZUNO SRL
City/Country	Bentivoglio/Italy
Hall/Stand	10-H/21 + 11-A/61+G/01
Product	LEDvance Polybar, Pendant Family
Producer	Osram GmbH
City/Country	München/Germany
Hall/Stand	11-A/30
Product	lusso, choices, xero frame, ILV 6 P/L
Producer	Visplay International GmbH
City/Country	Weil am Rhein/Germany
Hall/Stand	12-B/52
Product	3D Virtual Reality
Producer	Wanzl Metallwarenfabrik GmbH
City/Country	Leipheim/Germany
Hall/Stand	12-C/36
Product	Crea Gloss, Spalt Optik, Holz in Form
Producer	WVS GmbH
City/Country	Bad Wurzach/Germany
Hall/Stand	12-D/52
Product	in reality, in show, in stock
Producer	GROTTINI Srl.
City/Country	Porto Recanati/MC/Italy
Hall/Stand	12-D/53

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 **EuroShop**  
The Global Retail Trade Fair  
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