

Concept Outline: Symrise AG at the PLMA 2019 trade fair in Amsterdam

"Experience Nature's Taste"

Symrise is one of the leading suppliers of fragrances and flavors, cosmetic ingredients and active ingredients as well as functional ingredients. The two divisions "Flavour and Nutrition" used this year's PLMA trade fair to present new concepts with which food manufacturers can offer "conscious nutrition with full taste". Symrise is thus responding to the growing demand for natural and authentic food and beverage products and going beyond pure taste with its comprehensive, sustainable approach. Communication focussed on several important trends that show trade visitors what variety on the supermarket shelf can look like for the conscious consumer: low-alcohol or non-alcoholic variants of popular beverages, modern, low-calorie convenience foods as well as snacks and solutions for products with alternative and vegetable proteins.

Under the motto "Experience Nature's Taste", visitors were able to taste the taste of nature in the five theme areas: "Beverages", "Culinary", "Dairy", "Sweets" and "Snack". For this event, 27 individually designed, natural and exciting new products were created, which pick up on current nutrition trends and develop them further.

Concept

The design approach of the trade fair concept picks up on the three essential trends of these concepts and translates them into associative visual worlds that allow visitors to experience them in a holistic, formal context.

- Trend 01 - code of nature®
Naturalness + authentic taste. Need for natural product solutions.
First associations: market — organic — sustainability
- Trend 02 - symlife®
Need for healthier products which still taste great.
First associations: juice bar — „healing“
- Trend 03 - flexitarianism
Need for solutions for plant based alternatives to animal protein.
First associations: herb garden — vertical gardening — „green thread“

The three main design components, which form the basis for the construction of the stand, are derived from the various messages and associations:

- The “Layher Baugerüst” (scaffolding) functioning as an exhibition system.
Sustainability through 100% reusability of the system used. Robust (genuine) and authentic materials.
- Marine pine as building material
Walls and presenters are made of solid wood. The plywood panels made of solid pine are designed for multiple use and can be reused after the trade fairs (down-cycling).
- Stylized paper herbs

They represent the themes of taste and naturalness and bridge the gap to colour as a central component of corporate design.

- Graphics / Key visual for the show

The individual motto of the graphic "Engrained ecological values" was derived from the trends. It forms the basis for the key visuals of the five subject areas as well as the individual packaging design of all exhibited products.

The brand space

The brand presence is clearly structured and consists of two separate areas. The product area is aligned with the flow of visitors and nestles into the construction of the scaffolding, but without closing it off too much. Opposite of this is a catering area, which is set up to cater for the expected high number of visitors. This area is also surrounded by scaffolding and offers various seating options. The centre of the stand is a kind of stylized "BÜDCHEN" (kiosk) with compact dimensions that allow associations with a mobile kitchen similar to the ones used at street food events. Further associative elements of the stand are oversized, stylized herbs made of paper as well as individually made high-tables based on farm pitchforks. The combination of these elements has created a restrained brand space that creates the space the products need to fully unfold their visual presence and independence.

Result

The result is the blueprint for a type of modern farm shop that is primarily oriented towards the theme of sustainability and naturalness. It combines these with elements from the discounter and food retailing environment and brings them together in an individual and intelligent way in this one of a kind stand construction.

Concept, graphics and packaging: Heine Warnecke Design
Architecture, conception and realisation: Uniplan GmbH & Co.KG.

Sketches/plans/renderings/etc.

Former booths

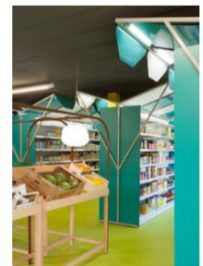


The three main components



Trends

1) Need for natural product solutions



Assoziationen
Marktstand — Bio — Nachhaltigkeit

2) Need for healthier yet tasty products



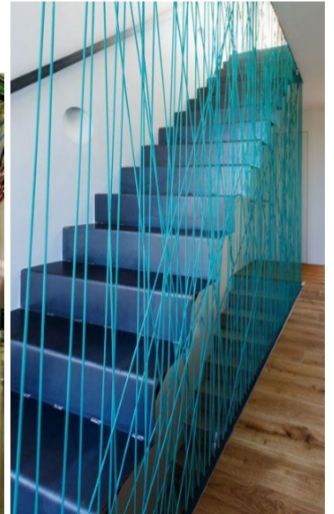
Erste Assoziationen
Juice bar — „healing“



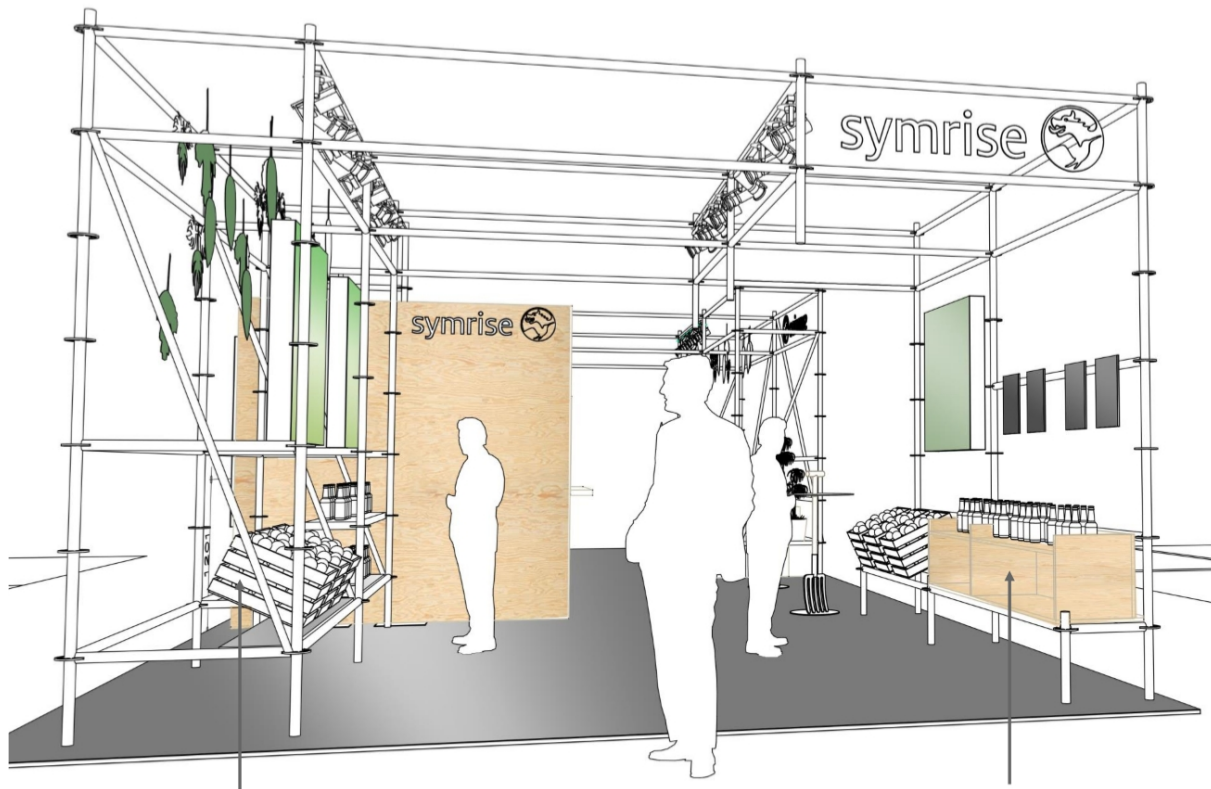
3) Need for plant based alternatives



Erste Assoziationen
Kräutergarten — vertical gardening —
„grüner Faden“

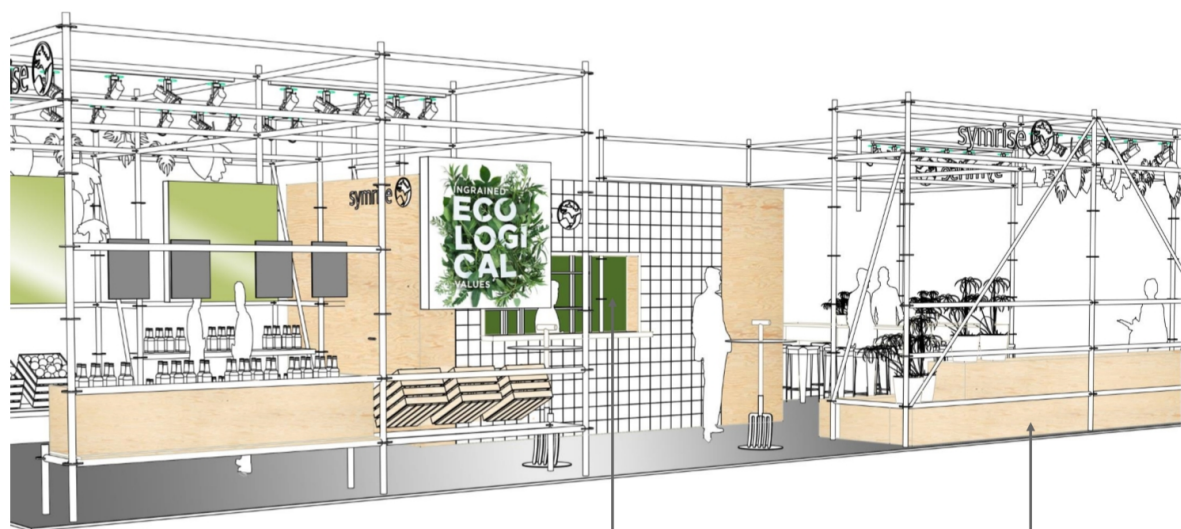


Concept – revised



„Hofladen“
Individuelle Regale
Exponate = Platzhalter

„Hofladen“
Individuelle Regale
Exponate = Platzhalter



Raum innen grün.
Ggf. in Struktur integriert

Sitzpodest

CAD studies

