

MIKS

real
spaces

Hamburg

Corporate presentation at the EuroShop

in Düsseldorf

16 - 20 February 2020



**LIVING
BRANDS.
CAPTIVATING
BRANDS.**

ABOUT

MIKS real spaces is an office for brand space design from Hamburg. MIKS is active in the following fields: showrooms, training rooms, trade fair stands, event areas, exhibitions, reception or social rooms, promotion areas, trucks or pop-up shops, and even restaurants and retail stores. MIKS provides specialities in this field. What defines specialities is the specific intensity of production and the result. This specialisation is always required when identification and thus clear differentiation are needed. With investigative commitment, expertise and experience, MIKS creates unique real brand spaces that appeal to and inspire people. It is in the nature of things that MIKS takes an innovative approach to tasks instead of showcasing innovations. For example, the task of presenting itself at the Euroshop.

When it comes to the presentation of MIKS, one peculiarity must be taken into account: MIKS does not see itself distinguished by a very specific colour, but always thinks in terms of the customer's brand. Literally speaking, MIKS must always be seen in context. Without the reference point of the customer project, MIKS theoretically has all colours at its disposal. The aim of the appearance is comparable to that of the customer: to differentiate ourselves from the competition, to show ourselves and to make new experiences in direct encounters as well as to spread the brand through all available channels.

GUIDING IDEA & SOLUTION

MIKS sees the best opportunities for this as part of the Designers Village with similar offices in the area, including a forum, in the spirit of a real market. For this Designers Village, the construction and design is initially specified by the organiser. The individual exhibitors in this area are provided with suggested houses using frame constructions.

What is MIKS doing in a house / hut? Working creatively. The interior is reminiscent of the typical garage start-up scenario. In this context, we see ourselves as a creative shed. This metaphor excellently expresses the meticulous nature of our work, our approach to thinking close to the real implementation and our innovative character. Our creative shed therefore cites typical contents of a possible shed and with special details flouts a purely scenographic solution.

This basic idea stems from many details, with which we design the interaction, the personal encounter, the attractiveness for posts, for example, on Instagram, etc. As a place of invention, tinkering, getting lost in ideas, inspiration, but also one of retreat or other moments, the shed serves as a stage for the work of MIKS, yet is not primarily a creative achievement in itself. All details inside the creative shed are painted black – the aim is to convey the idea of a shed rather than to reproduce an actual shed; a nostalgic or romantic replica would have communicated a completely different message. For this reason, the artefacts that one might expect to see in a shed are mostly “recessed” into the wall or emerge from it. They are not entirely here, because they represent the mere idea of something.

GUIDING IDEA & SOLUTION

MIKS theoretically has all colours – the outer wall and roof of the shed are therefore made of a corrugated sheet with an iridescent foil that makes all colours appear. Furthermore, our exterior is transparent and gives a different (coloured) view depending on the perspective. We see this as representing our design causality; the iridescent exterior is symbolic of perspective, insight, recognising the core, while remaining transparent. What elements, activities or feelings do you associate with a creative shed? Using this question, MIKS wants to engage in conversation with all kinds of visitors. We want to record the associated thoughts on the workbench. After the Euroshop, it will go to our office and serve as a basis for a workshop on future motifs of MIKS.

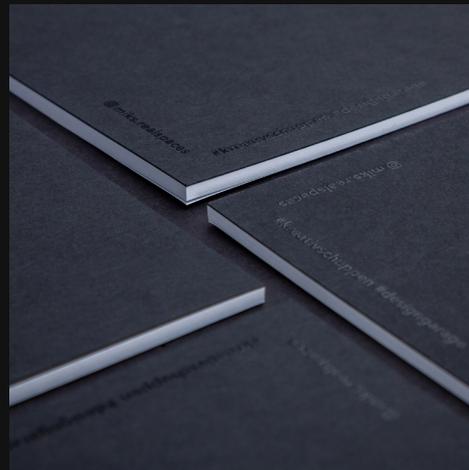
The closed outer wall invites you to take something with you: specifically a notepad. It is a give-away. The independent acts of many reveal content. By taking something away, the visitor leaves the next person more information about MIKS' work, which shimmers through as a word cloud. A great picture: take a bit of us with you and change / leave behind something. It doesn't take more than a pad and pencil to create an idea, so carpenter's pencils and the pads serve as three-dimensional business cards. Those who really only want a small business card are reminded of the contrast in our brand appearance by cardboard and CMYK on one side and black with rainbow colours on the other side. A little wink: All colours in the (digital) print for the (analogue) room consist of CMYK. Wearing lumberjack shirts as their team attire, our stand staff takes up the main idea and can be found tinkering around.

In the workroom / shed, we largely dispense with digital elements – an idea itself is not digital and the communication or dialogue are also special moments of direct live interaction between people. However, the design is such that it can be distributed digitally. An interesting contrast for MIKS! The results are often impermanent, so that they only live on digitally – the production / creation, on the other hand, lives on in people's minds. Hopefully, this will also apply to this installation!

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Pictures of the booth will be provided immediately. We will be happy to keep you up to date.				



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Contact	Josephine Riedewald	Senior Communications Designer	josephine.riedewald@miks.co	+49 40 3575 8445
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