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CAMPAIGN: DACOR AT KBIS 2018
CLIENT: DACOR
EXHIBIT BUILDER: ASV

THE PROJECT

Dacor approached us to build a brand new display for KBIS 2018. We were immediately integrated into the design and planning process, and worked hand in hand with the Samsung and Dacor design and product teams, to develop a display that would personify Dacor's luxury line-up and product debuts. This was an enormous collaboration that we are proud to have been a part of.

THE CONCEPT

For the 60'x70' space, the overall concept of the booth was designed to inspire creativity in the modern kitchen through the showcase of 4 lifestyle personas, represented in the booth by 4 unique exhibition zones. Each zone reveals a unique kitchen style giving builders and designers inspiration on how the products can be tailored to fit a variety of consumer lifestyles.

The 4 personas and exhibition zones included:

1. The Playground a.k.a. The Super Host Kitchen: The main highlight of the booth, this space featured a very modern, contemporary style with elements inspiring conversation. Cooking shows were held in this area to provide visitors an opportunity to fully immerse themselves in the lifestyle experience.
2. The Social Hub or Maestro Kitchen: This area provided a showpiece perfect for parties and events. In this zone, Dacor highlighted the introduction of their Porcelain refrigerator – prototypes designed in collaboration with a renowned porcelain artist, who also made an appearance at the show.
3. The Creative Studio: This kitchen was designed for the Soloist personality, showcasing what luxury means for a compact kitchen space.
4. The Open Invitation: Also known as The Nurturer Kitchen, this space illuminated a warm and cozy, family-oriented kitchen environment.

Other highlights included 1) a refrigerator wall made up of a panoramic display of Dacor's acclaimed panel ready 18", 24", 30" and 36" column refrigerators, 2) an art wall with 188 of Dacor's visionary illuminated knobs that would light up in ambient lighting, and 3) a CMF (Color, Material, Finish) wall which displayed key material art pieces from each of the four kitchens.



THE COLLABORATION

ASV played a pivotal role in bringing together this multi-layered collaboration. From the vision of the display through the CEO of Dacor, and the Korean and US based design teams, to working with show services, individual cabinet makers, agency partners and Dacor's product installation teams, we made sure to manage every detail and aspect of this project to ensure the build out and installation of the booth came together successfully.



THE RESULT

A showcase of Dacor's award winning product line and brand positioning were brought to life!

The Dacor booth proved to be a show stopper at KBIS 2018, drawing the attention of over 42,000 attendees made up of kitchen & bath dealers, builders, architects, interior designers and many more industry representatives. From Dacor's full suite of high-end, luxury products and prototypes, to the craftsmanship and detail put into building this display – every aspect of this exhibit reinforced Dacor's positioning as a brand that continues to push the boundaries of the modern kitchen.