



5 May 2009

## **O<sub>2</sub> World on tour 2009: Mobile location in creative design**

**MUNICH.** Munich, Cologne and Hamburg are the stations of the O<sub>2</sub> World on tour in 2009. Between May and October, renowned artists will appear in a particularly mobile entertainment arena: Awarded with the ADAM Award in bronze in the category brand worlds in 2008, the O<sub>2</sub> World on tour combines brand design and functionality.

Already last year, famous artists like the Sportfreunde Stiller, Mark Ronson, MIA., HIM, Ich + Ich, Snoop Dogg, Culcha Candela and Sven Väth honoured us with their presence. This year, the following artists have already confirmed their appearance in Munich: Söhne Mannheims, Fedde le Grand, Thomas D, Samantha Ronson and the Quatsch Comedy Club with Oliver Pocher and Ingo Appelt. The motto: Exclusive. Live. Free. Entrance is free for all O<sub>2</sub> events.

### **Strong brand, strong appearance**

The goal of the O<sub>2</sub> World on tour in 2009 is to strengthen the brand O<sub>2</sub> and position the mobile entertainment arena as a magnet for entertainment culture in large cities. But, visiting the arena is not only worthwhile for friends of live entertainment. Those who are interested in design and architecture will also get their money's worth.

The architectural clou is a mobile kit. The idea of the responsible architecture office Schmidhuber & Partner GmbH: Commercially available components are combined with an individually O<sub>2</sub> casing. The core is a standard tent hall for events with containers docking to it for the infrastructure. A blue communication casing covers the components and forms a brand body. The Hall, container and casing are structured in such a way that they enable a spacious entrance. That way, visitors access the event room which is kept neutral for multi-functional use.

A 140 sqm VIP lounge was installed next to the hall room. From here, bevels and high jumps three-dimensionally rise into the room and create benches, the bar and the "shop window" to the event hall.

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## **An inspiring concept**

The jury of the ADAM Award for excellent brand and trade show appearances was also convinced by this concept. The prize is awarded by the FAMAB Verband für Direkte Wirtschaftskommunikation e. V.. The architecture and design are evaluated just as the successful communication of the marketing and corporate goals. The O<sub>2</sub> World on tour was awarded the prize in bronze in the category brand worlds at the awards ceremony in 2008.

The jury of the ADAM Award sums up the opinion of the experts: "The project has made a non-tangible product tangible. The approach of showing citizens in other places a part of the O<sub>2</sub> World in Berlin and sending the new event location 'on tour' in a slimmer form is great. This sponsoring campaign opens up a new field for the brand and consequently, also new target groups."

**More information:** [www.o2worldontour.de](http://www.o2worldontour.de)

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