



BMW branch Frankfurter Ring

➤ Munich, Germany

➤ Year / 2024

Category / Retail

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Artemide played a key role in the transformation of the **BMW branch on Frankfurter Ring in Munich**, part of the new Retail.Next concept. This project, designed as a model for future BMW locations, redefines the customer experience, shifting from a simple product display to a more personalized and immersive approach. Artemide's products are central to this vision: carefully designed islands of light shape the space and guide visitors from one touchpoint to another, standing out from the general areas. The different versions of Alphabet of Light help create unique atmospheres in each area, while maintaining a coherent and harmonious identity throughout the environment.





AoL Linear | Circular - BIG Bjarke Ingels Group



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