

Shopping Experience

Berti
Showroom display system

Display spaces designed on a case-by-case basis to make the in-store experience increasingly personalized and effective. In this book we collect proposals and inspirations to create or renew the Berti exhibition in showrooms.
Simple and functional solutions where aesthetics become the protagonist, without neglecting the functionality of the components, the usability of the spaces and the technology of the details.



 **BERTI**

www.berti.net





Creating value for people in the physical store is our starting point. For this reason we design evocative environments dedicated to product immersion.









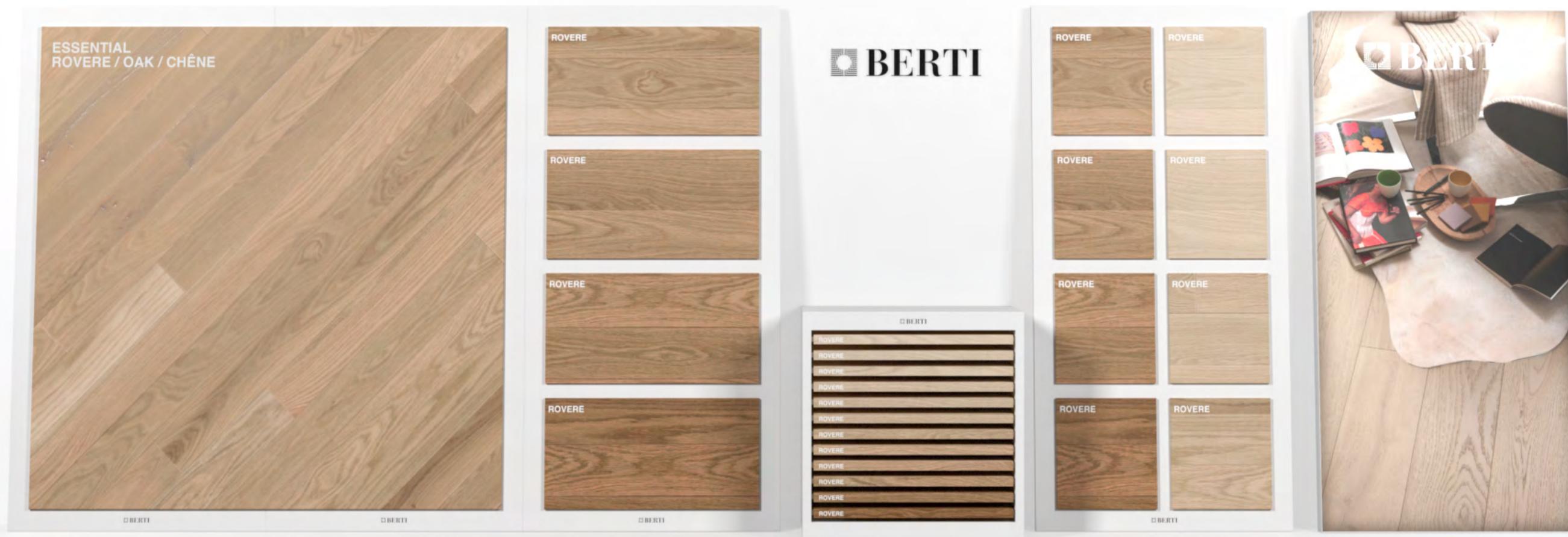






New display system

“Smart system concept” is the new sampling system of Berti, Berti Studio and Diesel Living with Berti wooden floor. The essential design of the furnishings is connected by definition to the perfect simplicity of the nature of wood. Clean design combined with ease of use of the product on the display, to create a practical and relaxing spaces for the mind.





Sampleholder (180x80x150/120x60x237cm)
6-12 samples



Sample holder mini (70x70x129cm)
10 samples



Drawer display (100x60x100)
12 samples



smartdisplaysystem



Display system with wallstand

The right balance between flexible space management and the furnishing proposal which highlights the product's wood material creating breadth and comfort.

Photo: Double wall hang display (240x3x240cm)
6 samples (random dimensions)





composition examples



Display system for single sample

Perfectly versatile, this display system makes it possible to create compositions, even in the window, to highlight the sample.

Photo: Display size 70x35x10cm

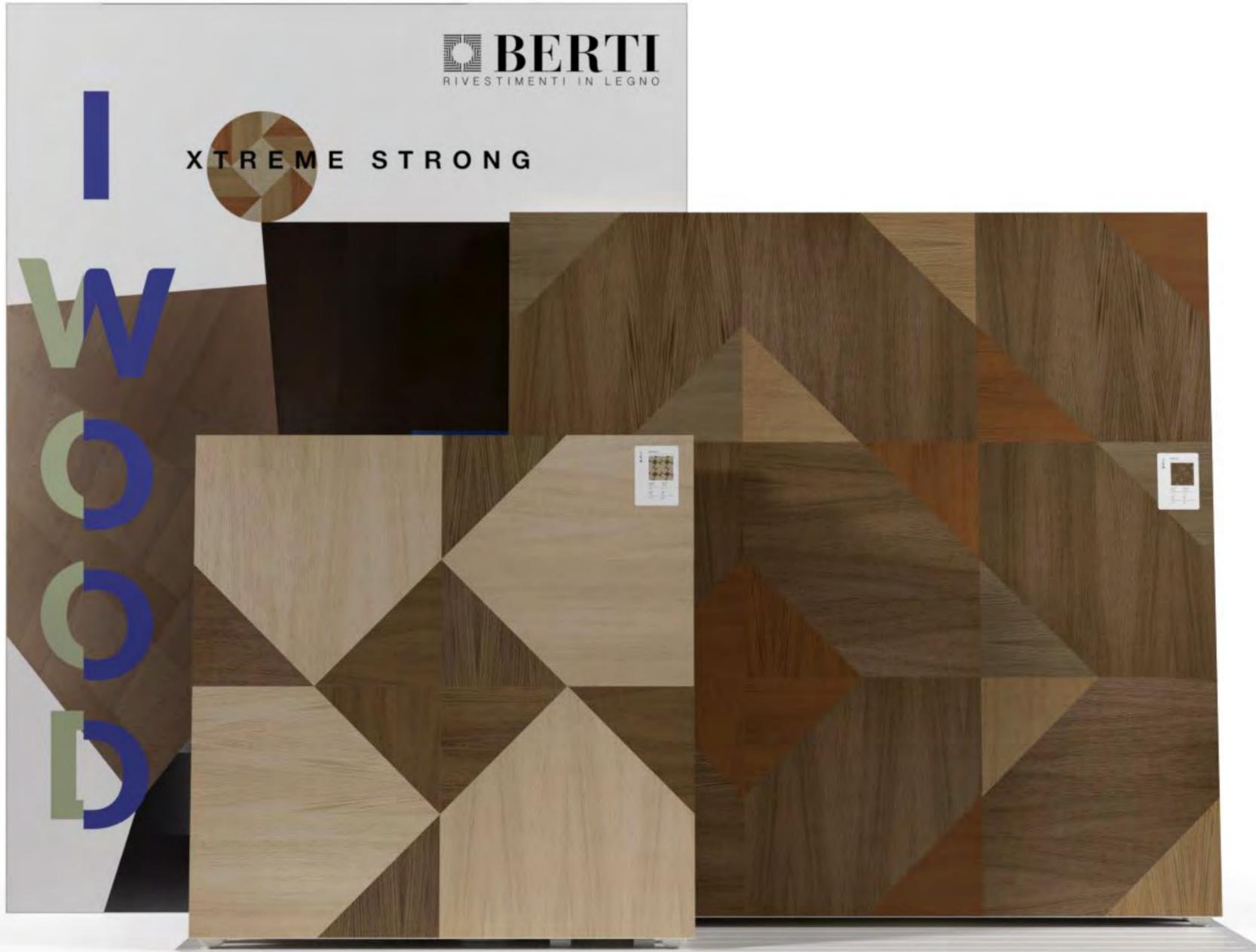




A new wooden floor experience

I-Wood: a design with a strong personality that stands out for the different configuration possibilities, especially with the ICA line. Simply manage the placement of the modules (60x30cm), the color variations and the frequency of the design distributed on the surface.

Photo: I-Wood smart display (dimension: 322x240cm)



Shop concept

I-Wood
Showroom display system





The living sample room.

It's a new display concept!

We have created a new concept of product display to express the I-Wood creativity. A living room exhibition easily customized to various commercial and space needs

Corner showroom



Wooden samples at your fingertips

Parquet and parquet samples on hand in a minimally invasive order that lets you see all the features of the products on display.

An essential and dynamic solution, with different I-Wood sample volumes, for a discreet and elegant reorganization.



Living sample room

In-store experience 2023

Simple and essential solution

All you need to choose a wooden floor or wall covering is simplicity and visual pleasure. The new exhibitions are based on this principle, applying the visual balance of wood, which sets the I-Wood collection apart, in a practical aesthetic ready to make the trend.



Possible composition

Shopping
Experience
2023

Store concept design



Living sample room

In-store experience 2023

I-Wood display 12 samples	271x180x43 cm random dimensions
Berti display 12 samples	203x145x29cm 50x80cm
Printed image	250x100cm



I-Wood display
12 samples

271x180x43 cm
random dimensions

Drawer display
12 samples

90x90x60cm
50x80cm

Berti two-sided display
24 samples

211x145x58cm
50x80cm



I-Wood display 12 samples	271x180x43 cm random dimensions
Drawer display 12 samples	90x90x60cm 50x80cm
Berti two-sided display 24 samples	211x145x58cm 50x80cm
Fifth wall 2 samples	150x209cm 174x174cm



Big Fifth wall
9 samples

320x290cm
random dimensions

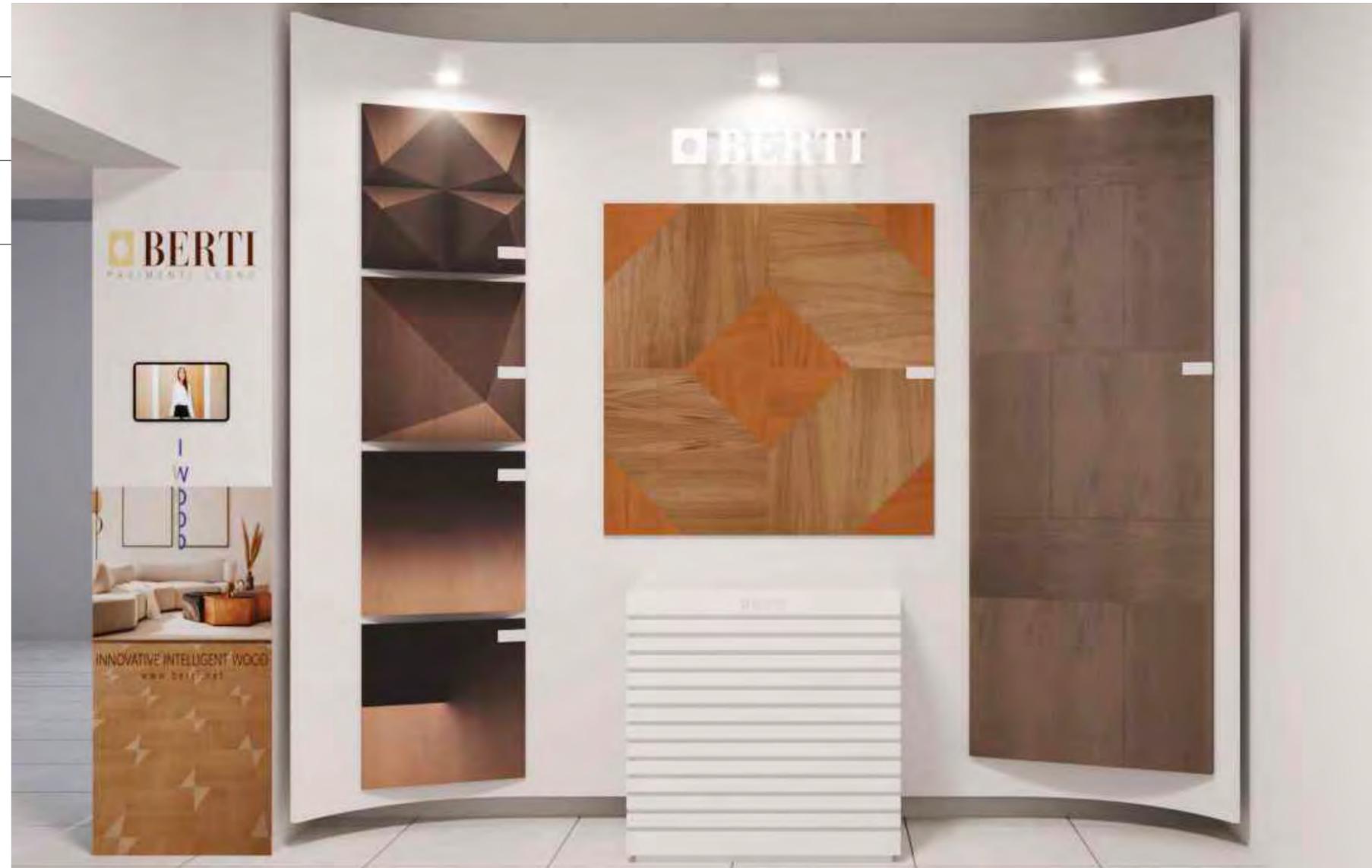
Communication panel
with tablet



Big Fifth wall
8 samples 320x290cm
random dimensions

Drawer display
12 samples 90x90x60cm
50x80cm

Communication panel
with tablet



I-Wood display
12 samples 271x180x43 cm
random dimensions

Communication panel
with tablet

Printed image 250x100



Curved Fifth wall
3 samples
150x290cm
580x580cm

Big Fifth wall
12 samples
470x290cm
random dimensions

2 Drawer display
24 samples
90x90x60cm
50x80cm

Printed image
250x100cm

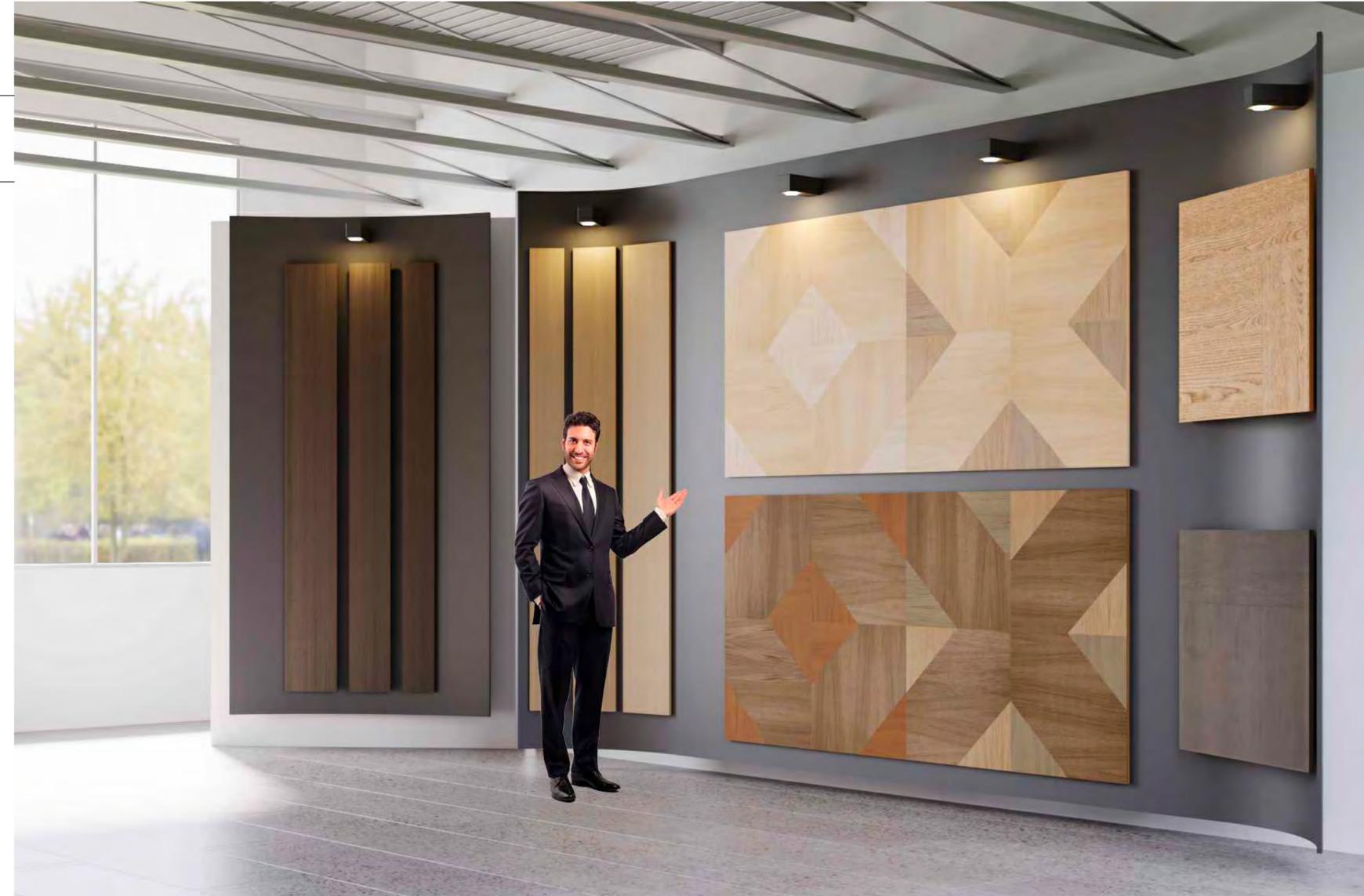


Curved big fifth wall
3 samples

150x290cm
random dimensions

Big Fifth wall
9 samples

470x290cm
random dimensions



Curved fifth wall 150x290cm
2 samples 240x290cm

2 display 60x86cm
24 samples 50x80cm

2 printed images 210x140cm



4 Fifth walls
11 samples

150x290cm
240x290cm

2 Drawers
24 samples

90x90x60cm
50x80cm

Printend image

210x140cm



Fifth wall

Fifth wall display
9 samples

470x290cm
random dimension

2 Drawers
24 samples

90x90x60cm
50x80cm



Berti display
12 samples

203x145x29cm
50x80cm



Fifth wall display
7 samples

150x290cm
random dimensions

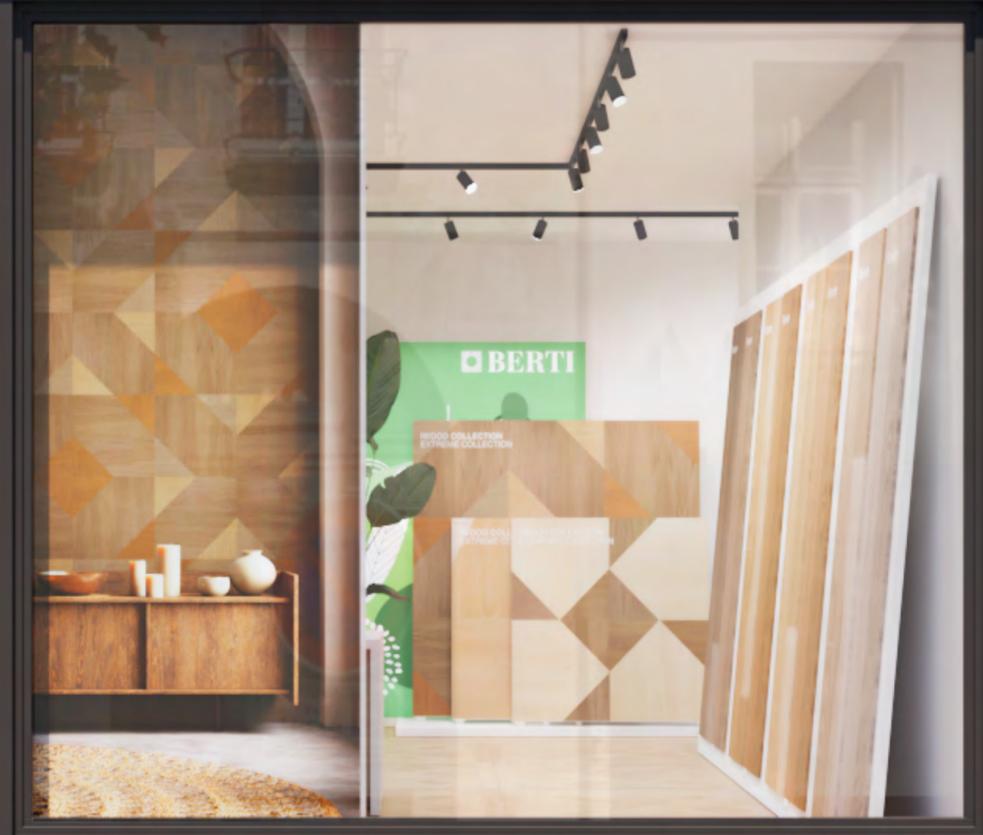


Fifth-wall display
6 samples 150x290cm
random dimensions

Fifth-wall display
10 samples 320x290cm
random dimensions

2 printed images 210x140cm





Shopping Experience

around the world

Shopping Experience around the world

BRAND AND MONOBRAND STORES



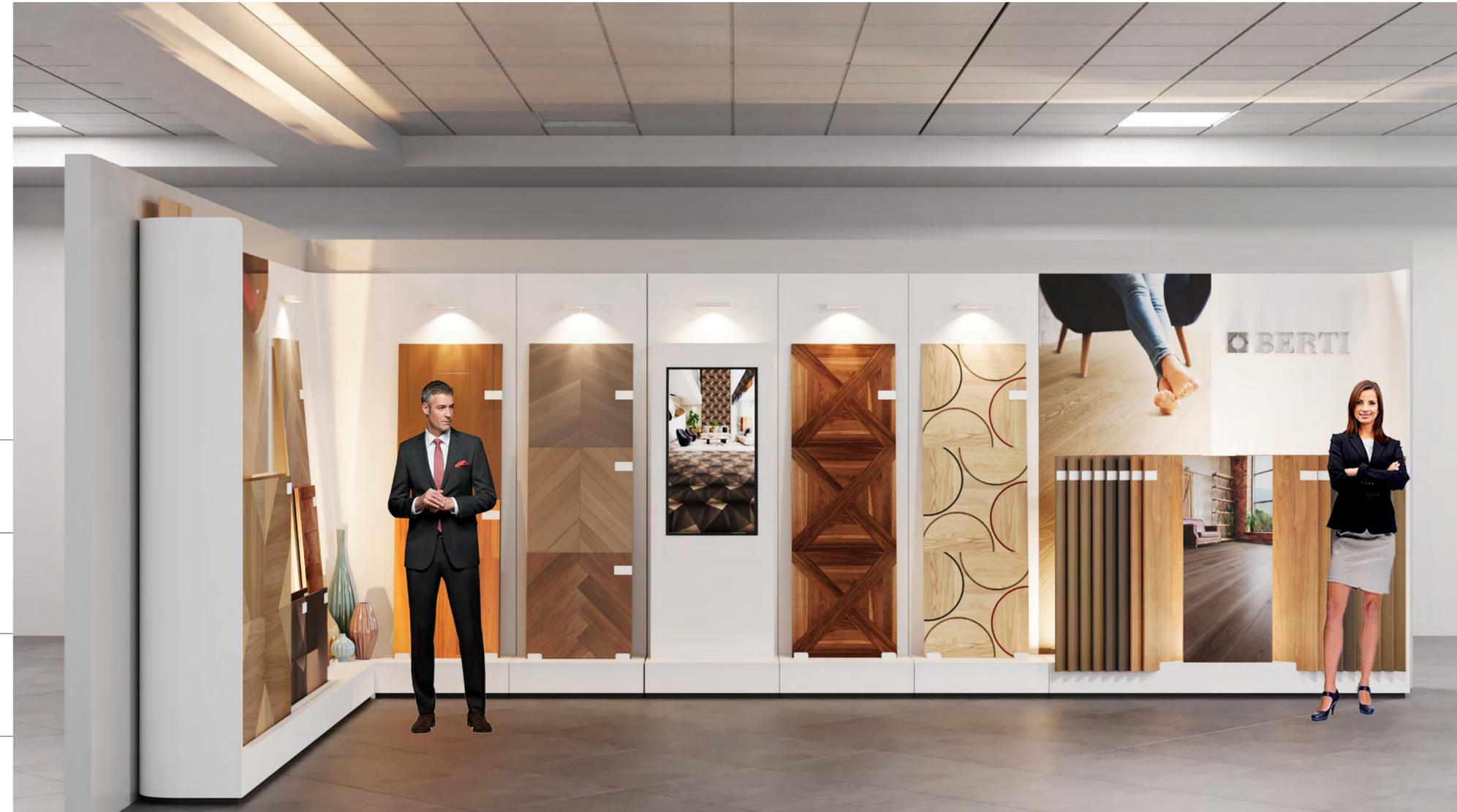
FRANCE.FRANCIA
P. 3 Project 01 | Paris monobrand store

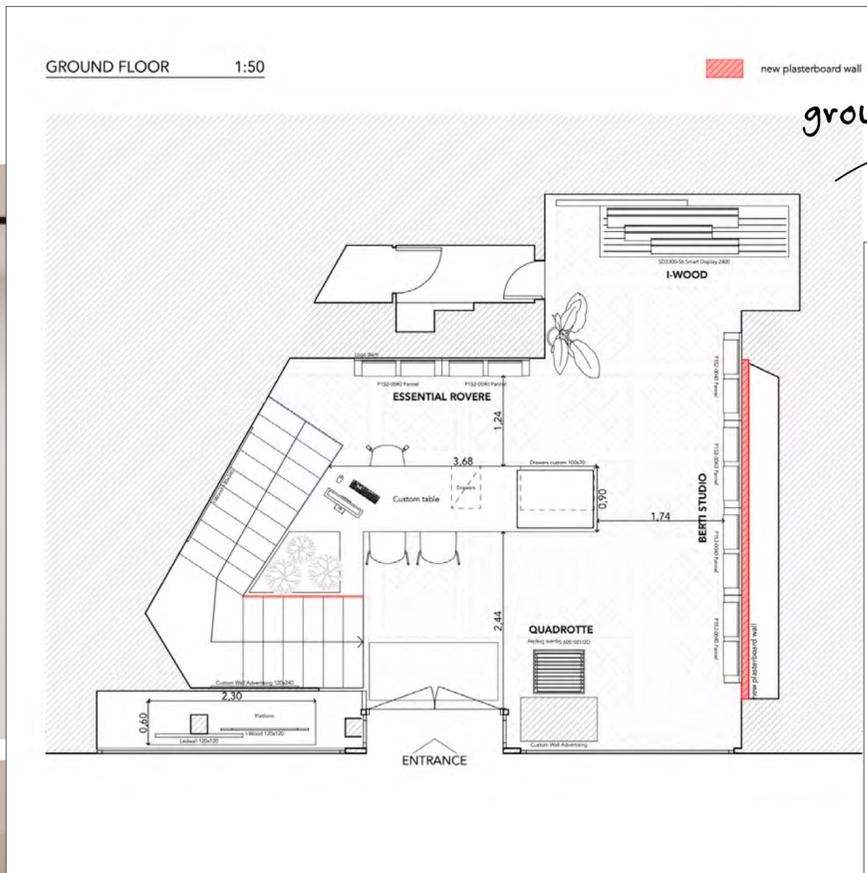
ROMANIA
P. 7 Project 02 | Bucarest brand store

FRANCE.FRANCIA
P. 12 Project 03 | Paris monobrand store

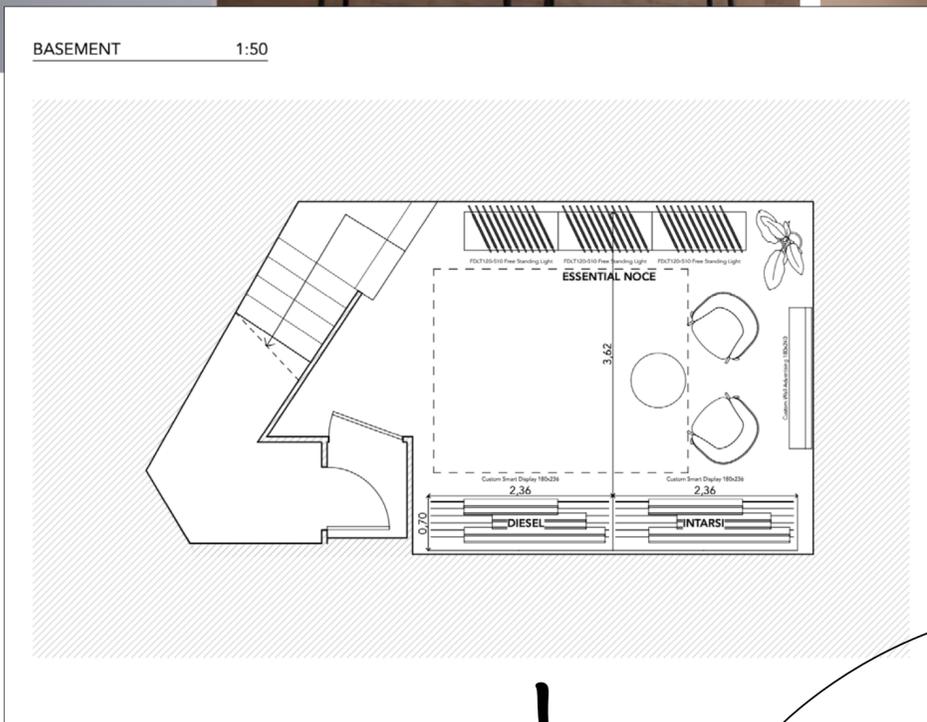
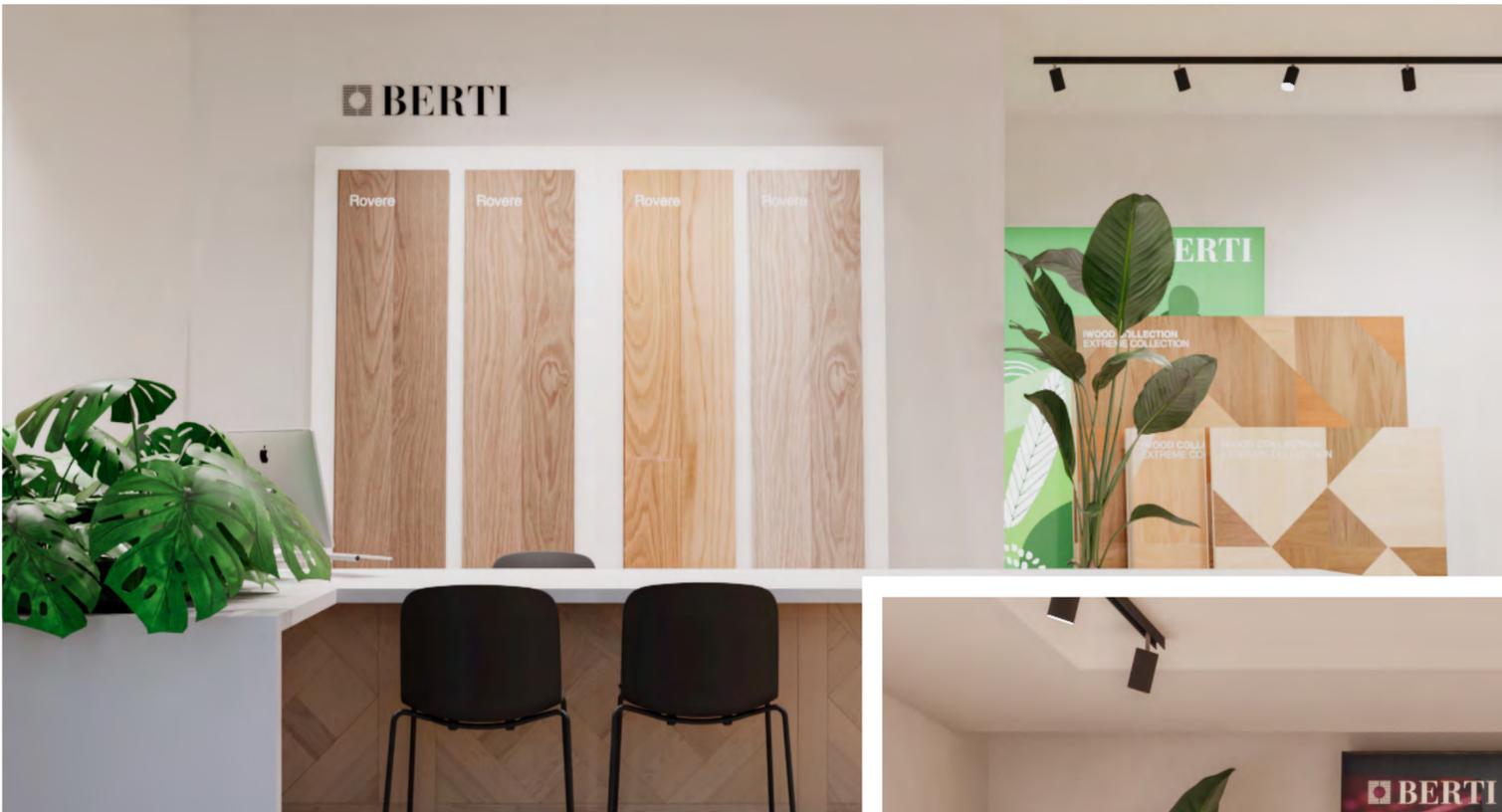
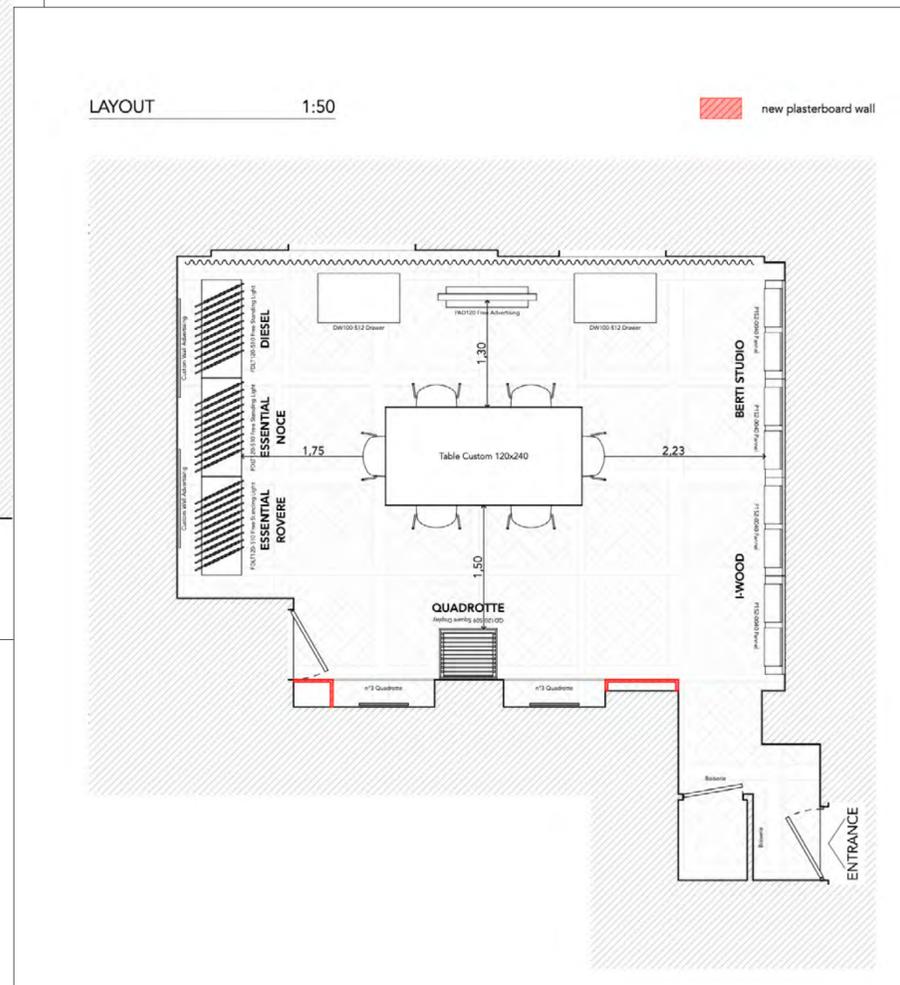
AZERBAIJAN
P. 15 Project 3 | Baku brand store

ROMANIA
P. 20 Project 05 | Bucarest brand store

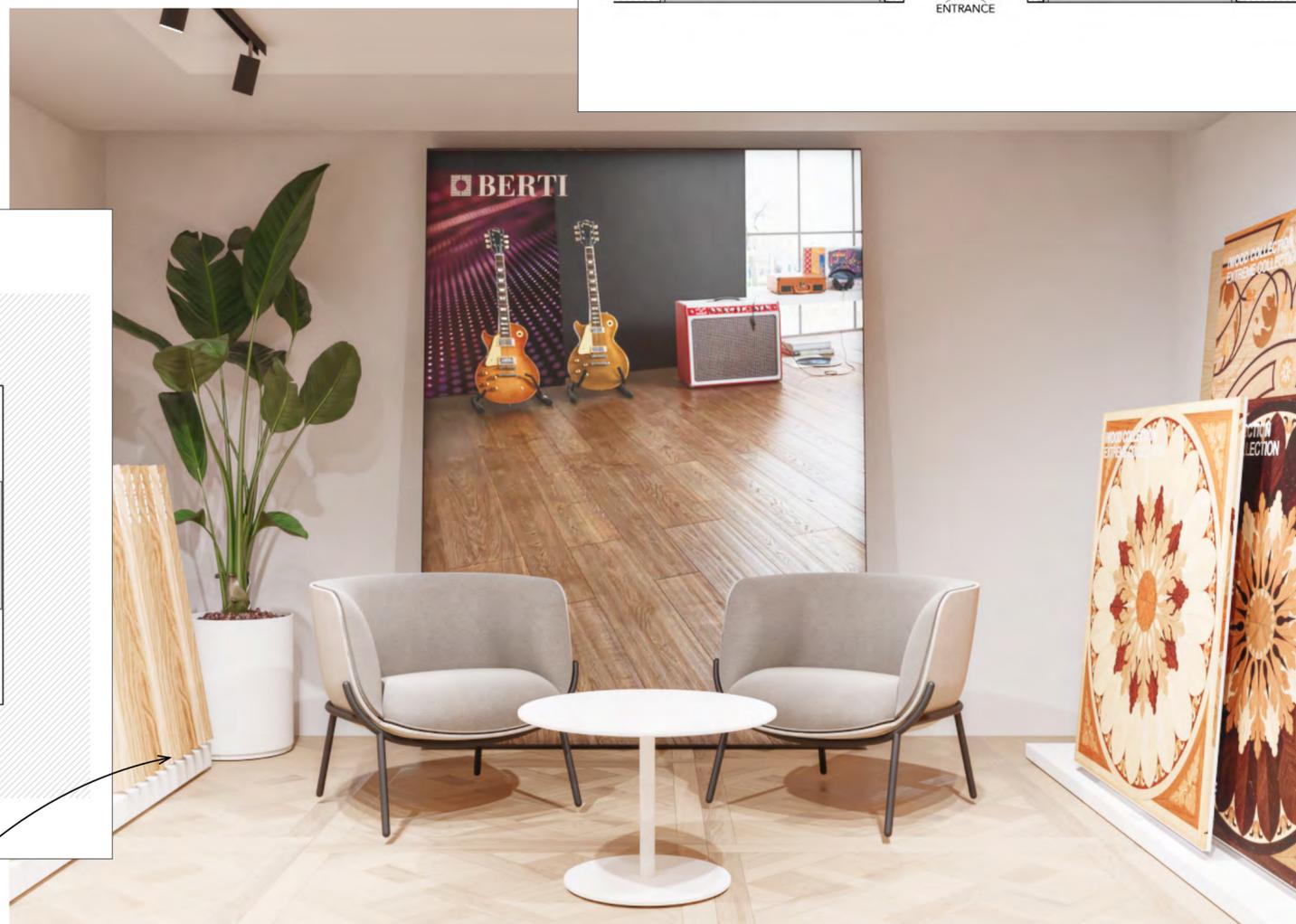




ground floor



basement









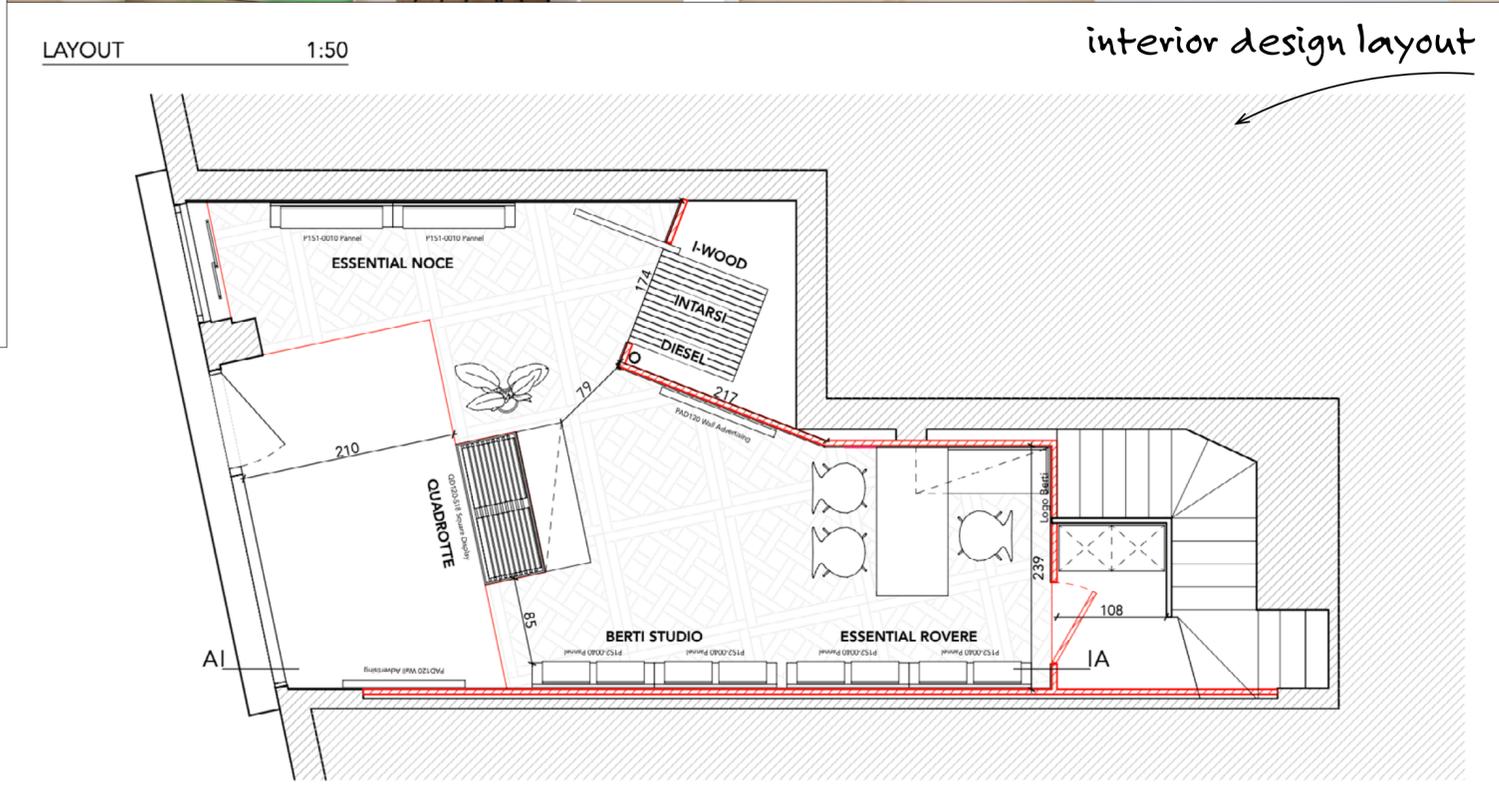
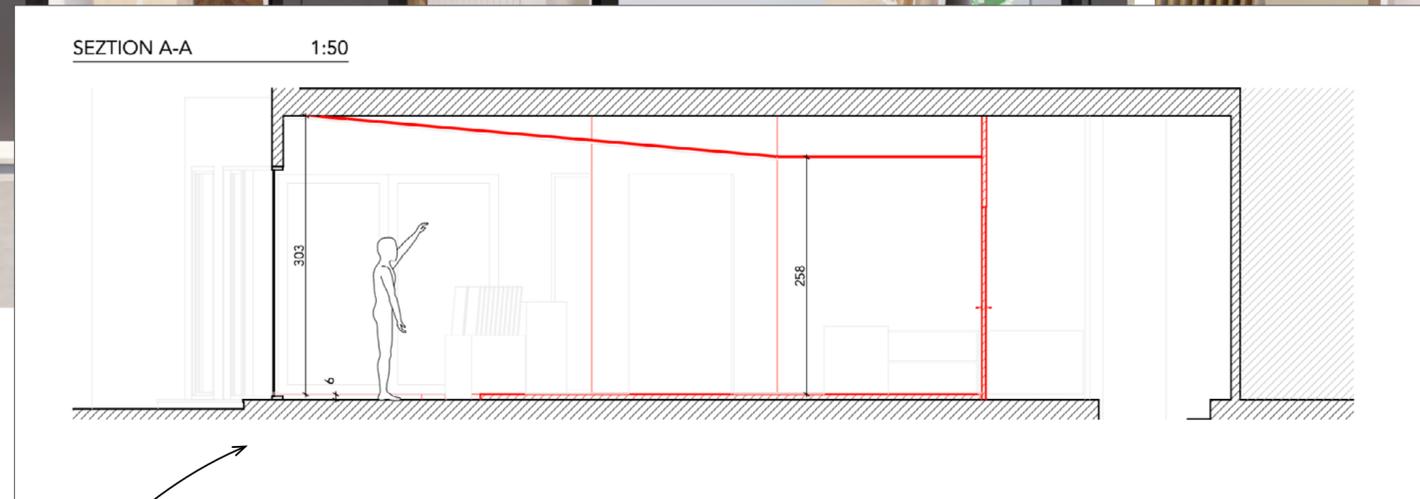








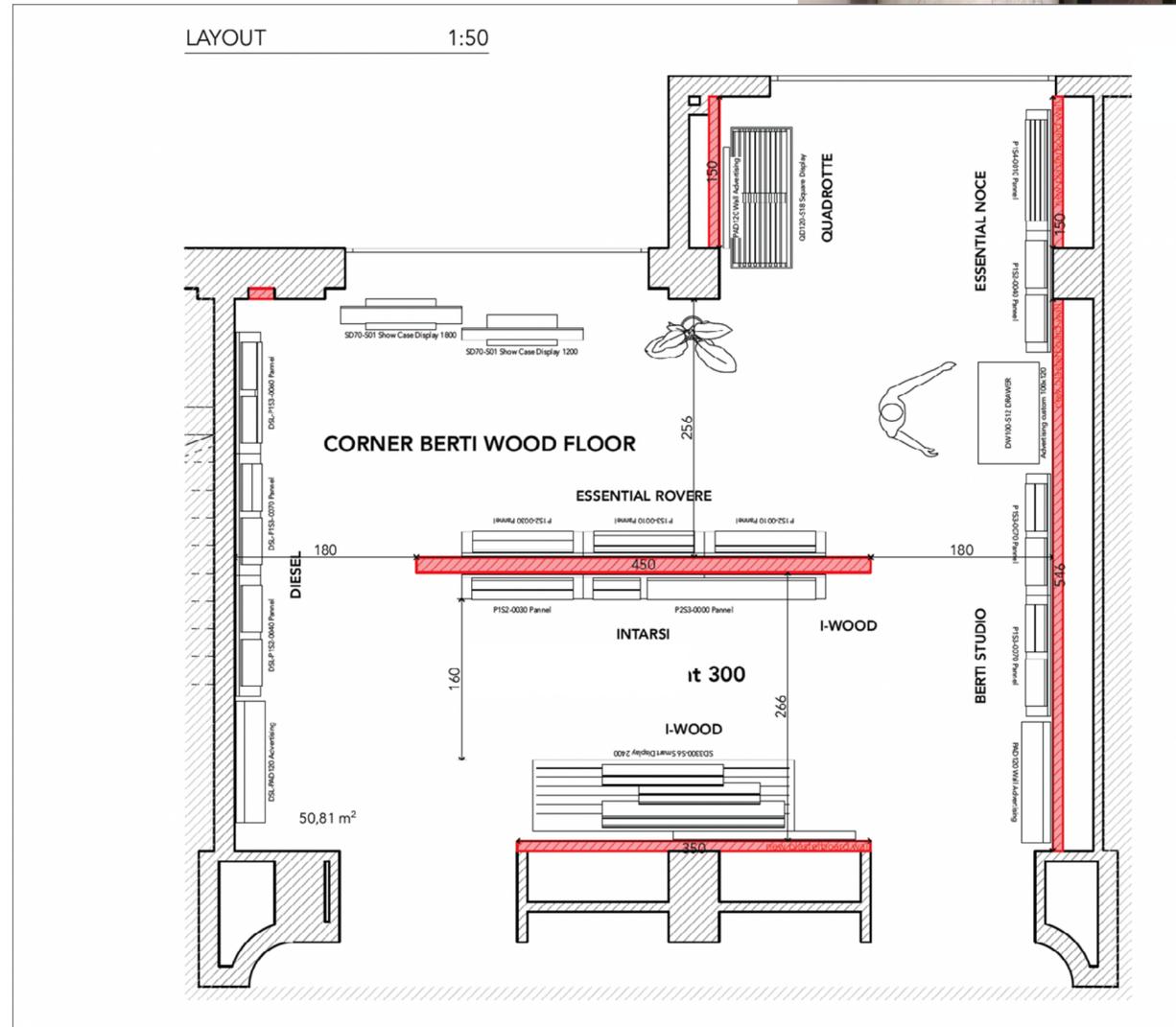
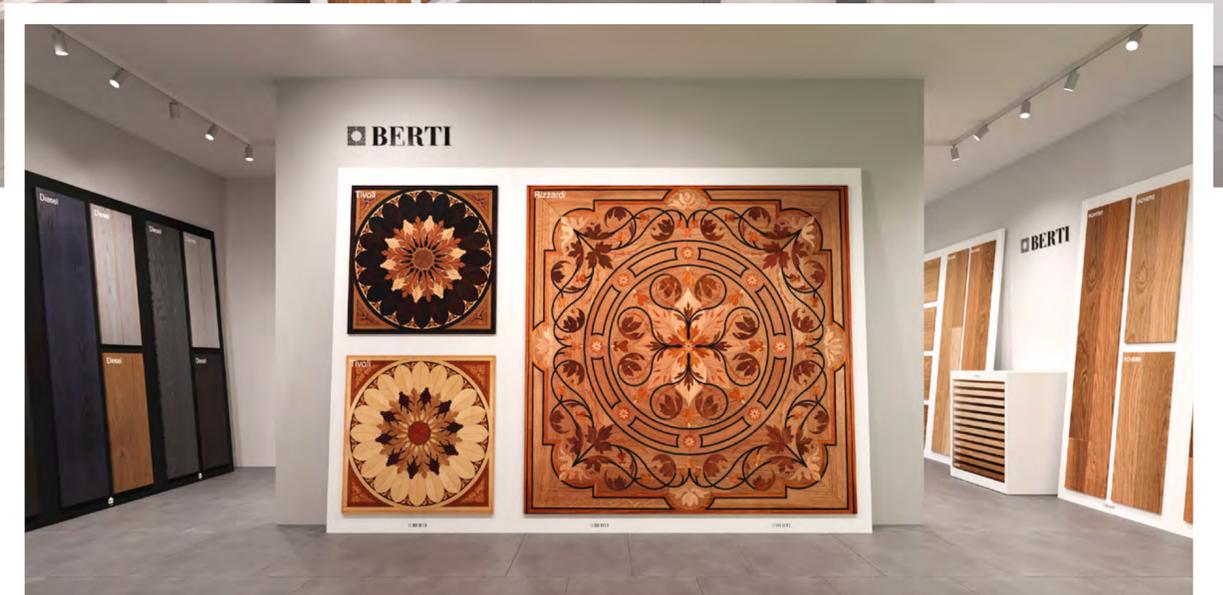
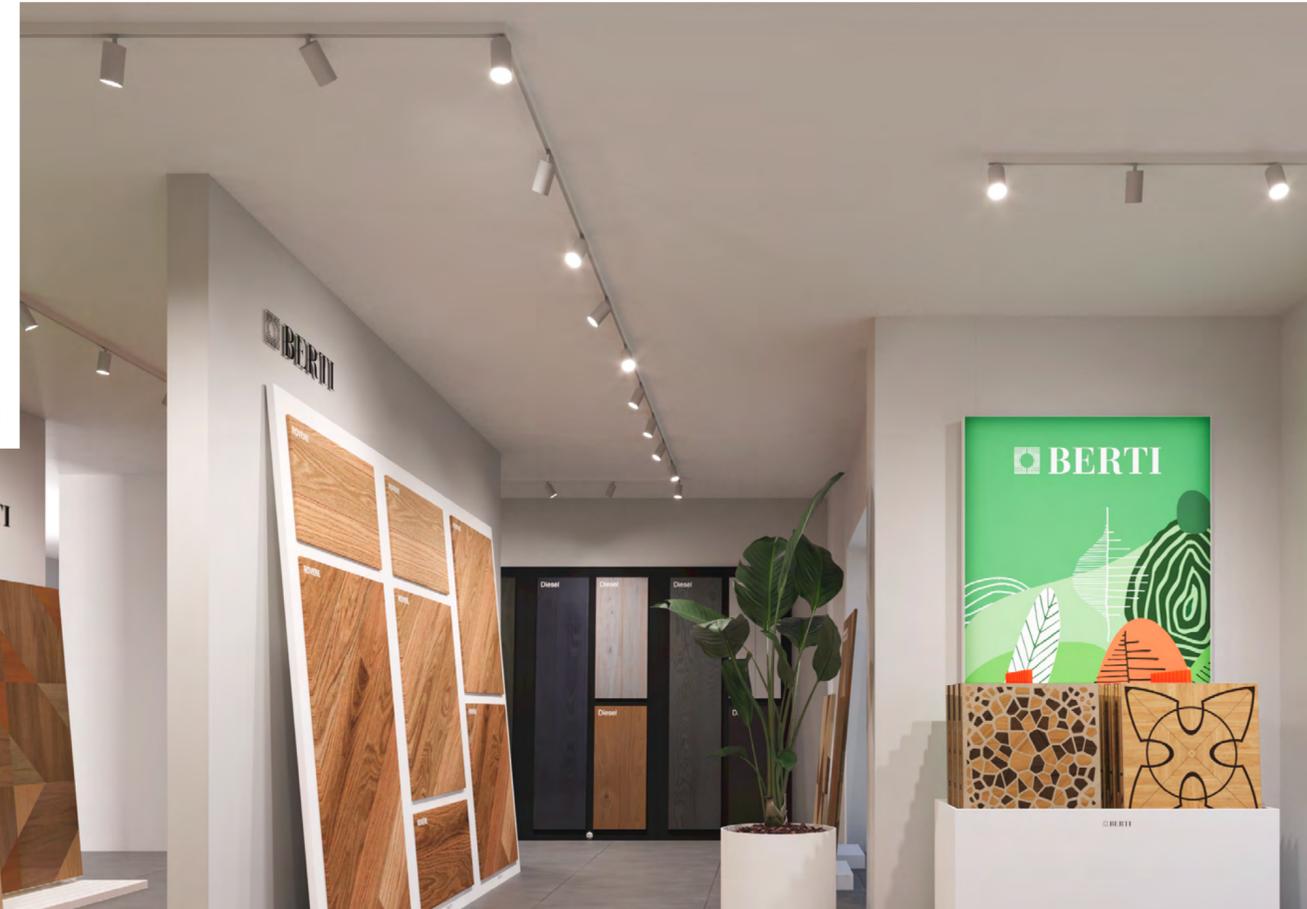
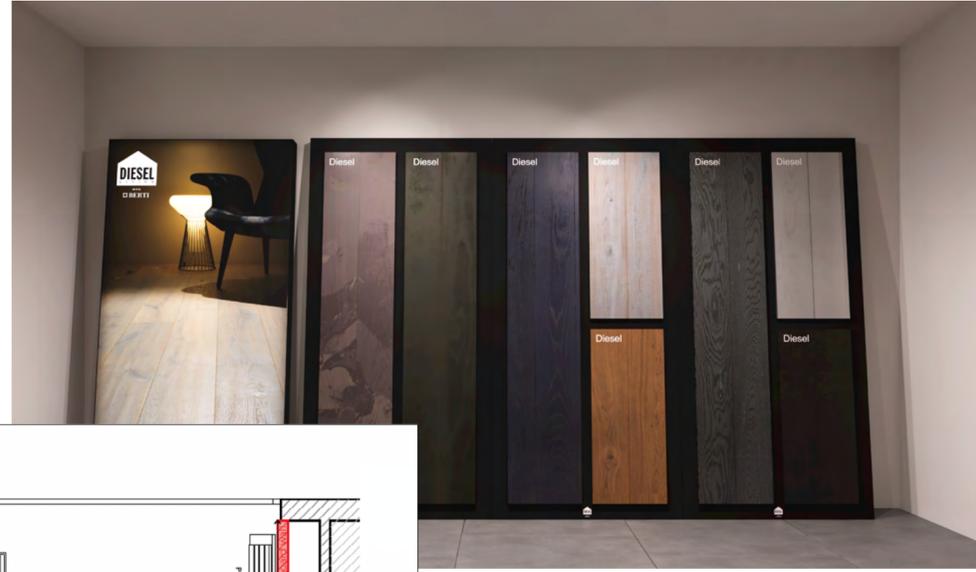




shop window









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In-store experience 2023

Project 04 | Baku brand store







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