

Projects 2019

Foreword



Andreas J. Ludwig,
Chief Executive Officer Umdasch Group

Dear Readers,

How should one begin a foreword in times of SARS-CoV-2? By making use of a catchphrase? By quoting the philosophers? Or perhaps a virologist instead? Should one paint an optimistic picture? Or maybe an apprehensive one? Should one make use of the lessons history has taught us – but apparently fail to attract any followers, as Ingeborg Bachmann so shrewdly pointed out? Or possibly the lessons we ought to learn from the coronavirus crisis?

I am going to try, instead, to begin by looking back to February of this year – to my words which would have appeared here as an introduction to the second Integrated Annual Report of the Umdasch Group 2019. They were: “*Network. The other word for coming together.*” Today, four months and a global shutdown later, it would be hard to think of a less suitable start for my message to you. That alone is a reminder of how much things have changed.

Change is part of the nature of entrepreneurship. *Change as Opportunity* has been a frequently-propagated motto during recent years, and still is. Does that apply to the crisis too? Is the crisis an opportunity? At the moment it is hard to imagine that. With the measures they introduced, those in charge have prescribed an unprecedented shutdown for the national economy; it will take us years to recover.

But does it not correspond to the very nature of entrepreneurship to make the best of even the worst possible situation? I am quite sure that we are not the only ones who have been surprised to discover how well people have been able to work at home – not just the occasional individual, but the entire organisation. For years the Modern Work Movement has been searching for models with which to reconcile family and careers, for ways in which people can work away from their office desks, with the aim of creating for companies away from the main urban centres the means to win over and keep highly qualified staff. Within a matter of just a few hours the crisis has got to the very heart of a situation that organisation development units worldwide have been dreaming up for years, developing, trying out, abandoning and re-inventing: from one day to the next, hundreds of thousands of workers have moved their workplace into their homes – without instructions, with no *ifs* or *buts*, independently, pragmatically and calmly. And it has worked.

I don't mean that we needed a crisis to be able to make the most of our potential. But I am convinced – and that is a lesson that history has proved to us through its major milestones – that pioneering innovations do not take place in the good times; they arise when the going is tough. I think we should take these events as an opportunity to learn and create something new.

Our Sustainability Strategy

In order to take into account all three pillars of sustainability to an equal extent – the economic, environmental and social aspects –, we have chosen the method based on the forms of capital. In more than 150 years of entrepreneurial and family history, sustainability has always been intuitively at the very heart of our thinking and acting. Planning for the long term, a sparing use of resources, constant innovation and related investment in the company, the search for and training of good employees, active stakeholder networks – all that is nothing new as far as we are concerned. What is new is the determination to capture these aspects and to give them a structure. The Integrated Annual Report for 2018, which was published for the first time in 2019, demonstrates this attitude.

In 2019 our focus was entirely on this development. KPIs were developed and implemented in all forms of capital – Intellectual Capital, Manufactured Capital, Financial Capital, Human Capital, Social and Relationship Capital and Nature Capital. Six leading projects were defined and rolled out. For example, the drawing up of a Life-Cycle Analysis for umdasch The Store Makers and the ecological footprint of Doka.

And then along came the coronavirus. And with the virus and its devastating consequences, the question: can we simply present a report in the way we had planned under these circumstances? Can we make an exception for this single area of reporting when all our operative units worldwide are limited to the tasks which are urgently necessary for the fulfilment of customer orders, and important strategic projects have been postponed? In these times when everyone is subject to restrictions and practising restraint, can we really publish an impressive and colourful Annual Report? Can we act as if the world had not changed in the past few weeks?

Basically, yes we can, because our attitude to sustainability is still the same as ever – even in these difficult times. But practically speaking, no we cannot, because above all we want to give the signal internally that the Umdasch Group as the parent company is also subject to a different order of things in times like these, and submits to the same rules as those which apply to its subsidiary companies.

And so we have decided – regretfully on the one hand, but with a clear conscience on the other, to dispense this year with our Integrated Annual Report 2019. As a symbol to our employees around the world who cannot think at the moment in terms of pretty pictures and future scenarios, but who are doing their best on the front line day by day in order to keep the company going. As a sign of recognition for the work which is being carried out here – and will continue to be so in the future. Instead of the Integrated Annual Report 2019, which we shall be producing again next year, we have decided to publish a report describing the finest and most outstanding projects for which our staff are responsible worldwide.

The budget we had earmarked for the Report will be used to support a Caritas project which equips children from disadvantaged families with technological infrastructure – laptops and printers – so that they can carry out their school work at home in the same way as children from families with a better financial basis automatically can. This is how we aim to encourage equal opportunities through education in line with the philosophy of the Umdasch Group Foundation, so that in future these children will have the chance to lead self-determined lives.

I venture to maintain here that there are few other companies within the sector that make as detailed an examination of their macro-environment as our formwork experts. In times of a booming construction industry in particular it would be easy to focus exclusively on the core business and “rake in the profits”. Easy, yes – but sustainable?

The investments which Doka has made with regard to customer orientation, new business models, new processes and improved products in 2019, serve the building sector in that they make the construction site as a whole more economical and thus more cost-efficient. Digitalisation is a major factor in this respect. The bauma 2019 provided impressive evidence of the direction in which things are moving.

In terms of actual business, the Doka markets have demonstrated two different speeds. Europe – especially Central and Eastern Europe – and also North America demonstrated a considerably improved performance during 2019 compared with the previous year. By contrast, demand in the Middle East was very weak; a large number of construction projects were stopped and political and religious conflicts slowed down and hampered the economy. This was directly linked with a reduction of product volumes during the second half of the year. We were able to bridge the ensuing gap with the help of flexible working time accounts, but the result was that revenues remained below our expectations. Compared with 2018, Doka therefore grew moderately to € 1,276.4 million.

Among the highlights of the Doka year during 2019 was the opening of a production facility in Russia – the first production location for formwork systems outside Amstetten and Slovakia. It was a major step forward for Doka, for whom this represents an absolute innovation. And a major step towards more sustainability: reduced transport traffic, regional value creation, market-specific products – all aspects of ecological, economic and social responsibility.

umdasch The Store Makers

2019 was another challenging year for our store makers. Whereby I hereby promise to bury this description once and for all here and now, because umdasch The Store Makers have long been much more than just store makers. During recent years the team surrounding Silvio Kirchmair have become specialists who bridge the gap between online and offline retailing better than any other company. The presentation at this year's EuroShop aroused the enthusiasm of all concerned and truly confirmed to 100 % the not inconsiderable investments in new technologies in 2019. These included, for example, the acquisition of Gundlach Seen Media from Germany, the specialists for digital presentation solutions.

We are convinced that we are on the right path. During last year, success was evident in fantastic projects and implementations. Unfortunately we were not able to translate these into real growth during 2019. A reduction in revenues to € 240.7 million compared with the previous year can be traced back primarily to very cautious investment patterns within the traditional retail business, especially in the food retail sector but also in the fashion and lifestyle sectors, where many customers are still occupied with the dynamic changeover to online retailing. Even the Digital Retail Division was not able to compensate for this decline, although they are already contributing to the total revenues to the tune of almost 10 % after a strong year.

Umdasch Group Ventures

The extent to which the Umdasch Group is focused towards global megatrends can be seen most clearly in our innovation hub, Umdasch Group Ventures. The future of construction and the retail sector will be determined as a result of worldwide developments including, for example, the population explosion in many parts of the globe, the aging society and at the same time the rapidly increasing urbanisation.

Umdasch Group Ventures are developing answers to these challenges. After its two major investments in the 3D construction printers Contour Crafting and the acquisition of the rights to production and sales of the mobile field factory Neulandt 3P, we achieved a further step towards the construction industry of the future in 2019. We acquired 51% of the German company Neo-Twin, a platform which can simulate and represent the complete life cycle of a building by means of a digital twin construction site.

Prospects

We had ambitious plans for 2020 in all areas. We got off to an excellent start and the company grew well during the first quarter.

In February of this year my draft for my foreword contained the following statement: *At the present time we cannot yet assess what a virus that started out from the Chinese province of Wuhan will mean for our operative business and how it will affect our performance.*

Well: now we know. Some weeks later, we can say with all certainty that the coronavirus will have a major influence on our company. Our current forecasts predict a variety of scenarios. The most probable one assumes a reduction in revenues of up to 20 %. After three months in coronavirus mode, during which we have made use of all the crisis tools – including short-time working in Austria and investment stops worldwide – we can assume this will be the likely outcome. But a number of uncertainties remain. For example, what will happen if construction projects are completed, but new projects are postponed or even do not take place at all? Or what will happen if there is the threat of a second wave of infections?

And the question remains as to how the coronavirus will change our society and the world affairs. The virus shows us limitations where just a short while ago we assumed there would be none. Will we be able to use these in the interests of a new, more efficient ecosystem? That is what we plan to do. At the latest in the Integrated Annual Report 2020 you will see whether, and how, we have been successful.

Until then, it is my most sincere wish that you will:
Stay healthy!



Andreas J. Ludwig,
Chief Executive Officer Umdasch Group

The key data of the Umdasch Group at a glance	2015	2016	2017	2018	2019
Consolidated revenues in EUR million	1,218	1,281	1,440	1,515	1,517
Foreign share	90 %	88 %	88 %	88 %	88 %
Total number of employees (annual average)	7,329	7,641	7,856	8,433	8,960
In Austria	2,613	2,649	2,711	2,913	3,239
In other countries	4,716	4,992	5,145	5,520	5,721
Investments in EUR million	43	39	73	64	99

Projects Doka

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A Superlative Metroproject

Location

Sydney,
Australia

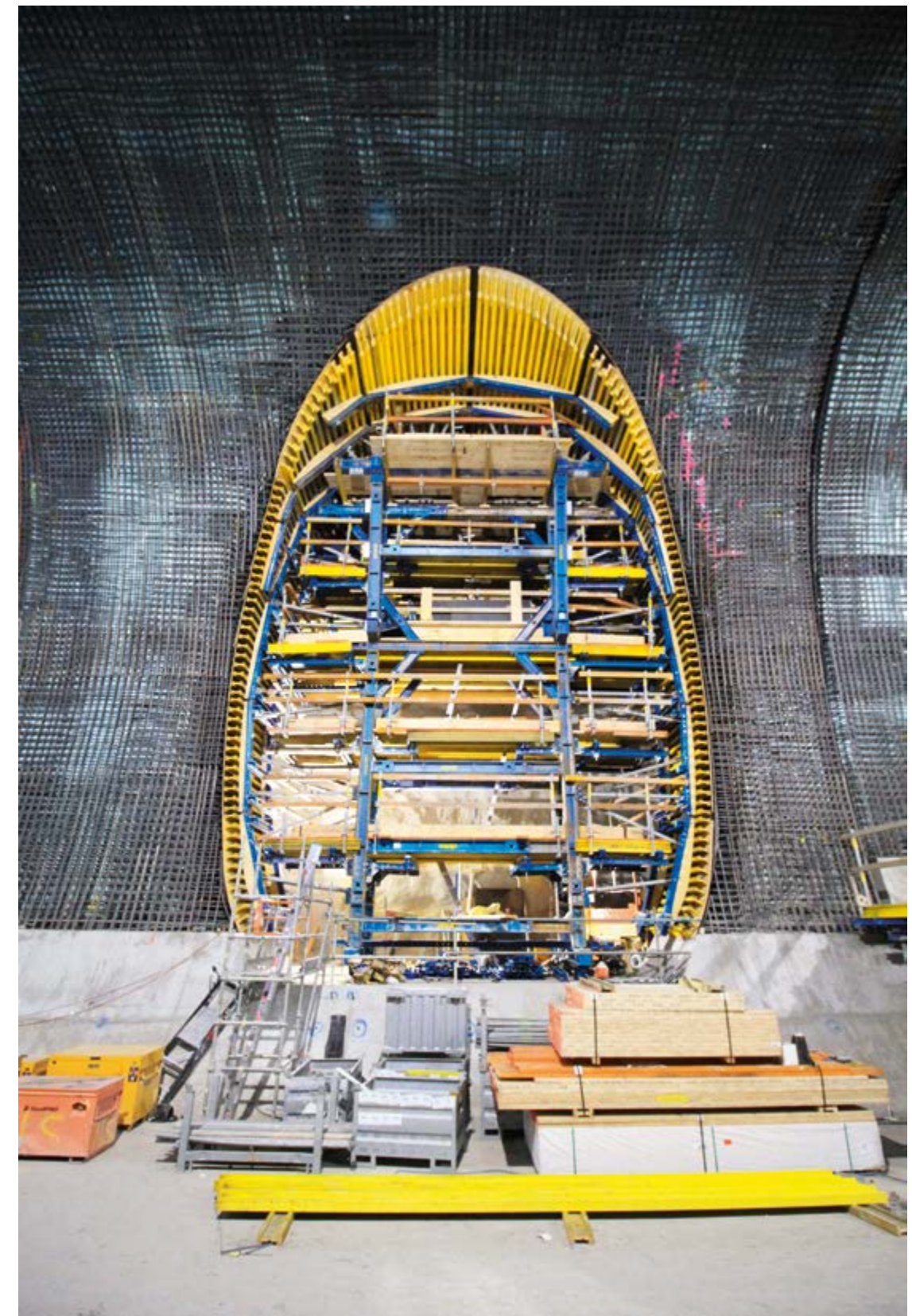
Project

Sydney Metro

Construction period

2018–2024

Australia's biggest city is to have a new rail system which will include 31 underground stations and more than 66 kilometres of new underground tracks. The transport capacity of the new underground system will be almost double that of the current network. It will revolutionise the way passengers travel in Sydney. The order represents Doka's largest involvement to date in major tunnelling civil works and covers engineering services and formwork material. The biggest challenge lay in the construction and application of formwork solutions for the different tunnel sections.



1, 2 The Sydney Metro has become a showcase project for Doka SL-1 falsework. This modular system supplies complete formwork solutions for widely differing tunnel sections, irrespective of their form or load.



The Construction of the Tallest Building in Poland

Location

Warsaw,
Poland

Project

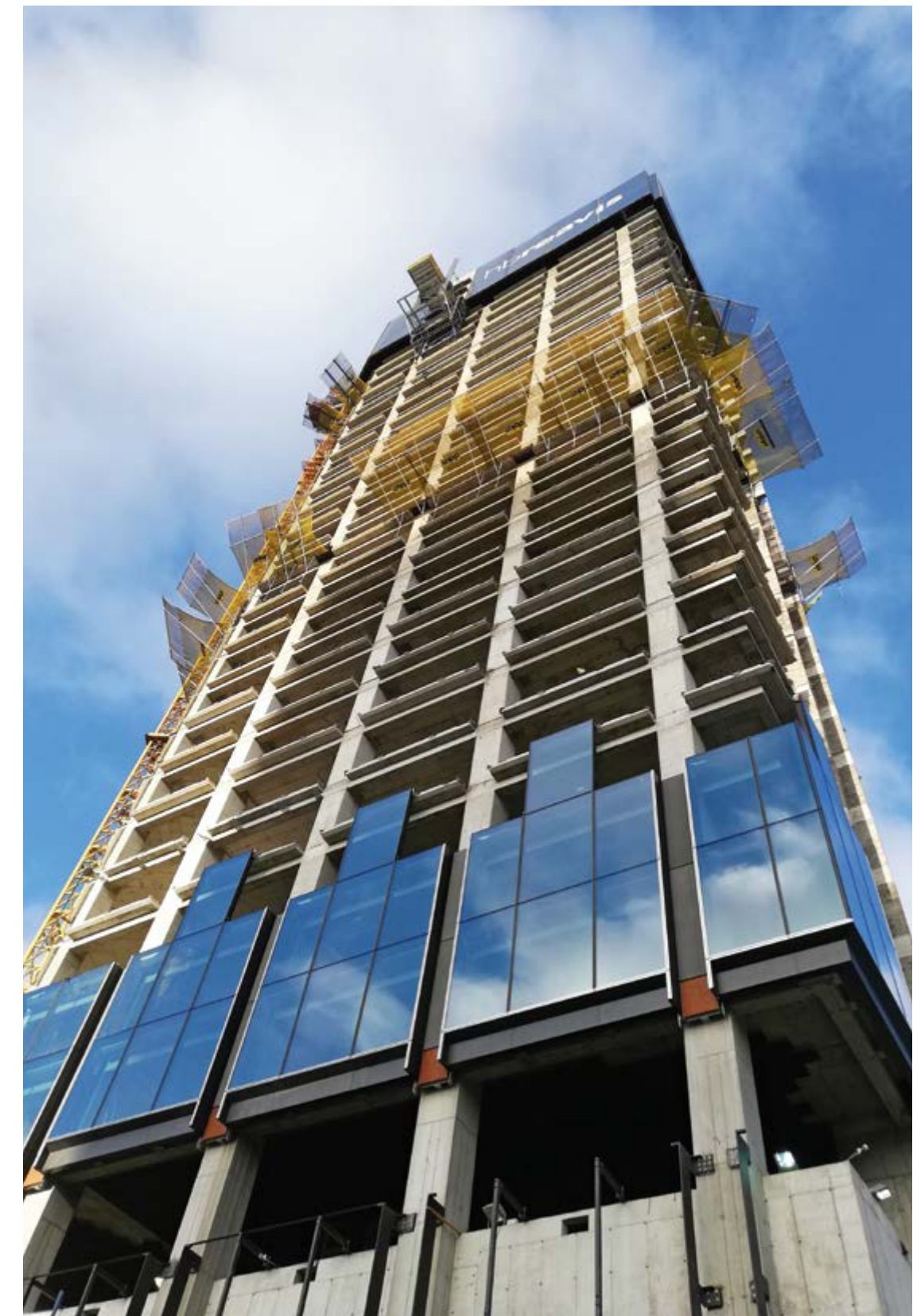
Varso Tower

Features

310 metres height,
53 storeys
above ground,
4 storeys
underground

In addition to office space, the building complex will include various facilities such as a hotel, a fitness club, a medical centre and a number of restaurants and cafés across a total of 144,000 m² floor area. And in particular, it will provide the highest observation platform in Poland, at the height of 230 metres. The geometry of the Varso Tower is reminiscent of a parallelogram, whereby the shafts in the building's core, in particular, represented a challenge for the engineers at Doka because of their triangular form, especially with regard to the statics.

Framed formwork Framax Xlife was used, permitting high productivity even under difficult working conditions. An important safety feature was the Protection screen Xclimb 60 which was used on the construction site to provide protection against falling and climatic influences, as well as the Safety Net Fan, designed to catch reliably any falling objects or debris.



- 1 The inner-city location of the construction site and the geometry of the core represented particular challenges in this project. © HB Reavis Poland
- 2 The Protection screen Xclimb 60 and the Safety Net Fan were used in order to guarantee safety on the construction site.

One of the World's Longest Road Tunnels

Location

Stockholm,
Sweden

Project

E4 Bypass Stockholm

Features

21 km motorway,
including 18 km tunnel

The 21-km E4 Stockholm Motorway Bypass will be completed by 2030 as a traffic abatement measure for Stockholm. It is one of the biggest infrastructure projects in Sweden; with an 18-km tunnel section, it will also be the world's second-longest underground motorway in an urban area. It is expected that 140,000 vehicles will use the bypass every day, thereby reducing the traffic density in the city centre.

During the construction work, it was necessary to excavate a total of 22 million tonnes of rock. Doka supplied the formwork for four sections of the project: the Kungens Kurva (King's Curve) with a roundabout bridge and ramps, a 350 metre-long concrete trough and two 330 metre-long concrete tubes. The FSE502 Hjulsta Norra (North of Hjulsta) will be one of the most important traffic intersections in Sweden and will include a 200 metre-long concrete tunnel. The FSE61 Akalla will have an elliptical traffic surface above the Stockholm suburban traffic. And the traffic surface for the FSE62 Häggvik will be located in a deep rocky shaft. During construction work traffic access for more than 100,000 vehicles must be maintained.



- 1 King's Curve represents the largest order of the four project sections.
- 2 Two 260 metre-long concrete pipes, four bridges, supporting walls, fire protection and noise prevention are being planned and constructed in Häggvik.

Building Over, Under and Through – Bridge Construction with Complex Technical Details

Location

Linz, Austria

Project

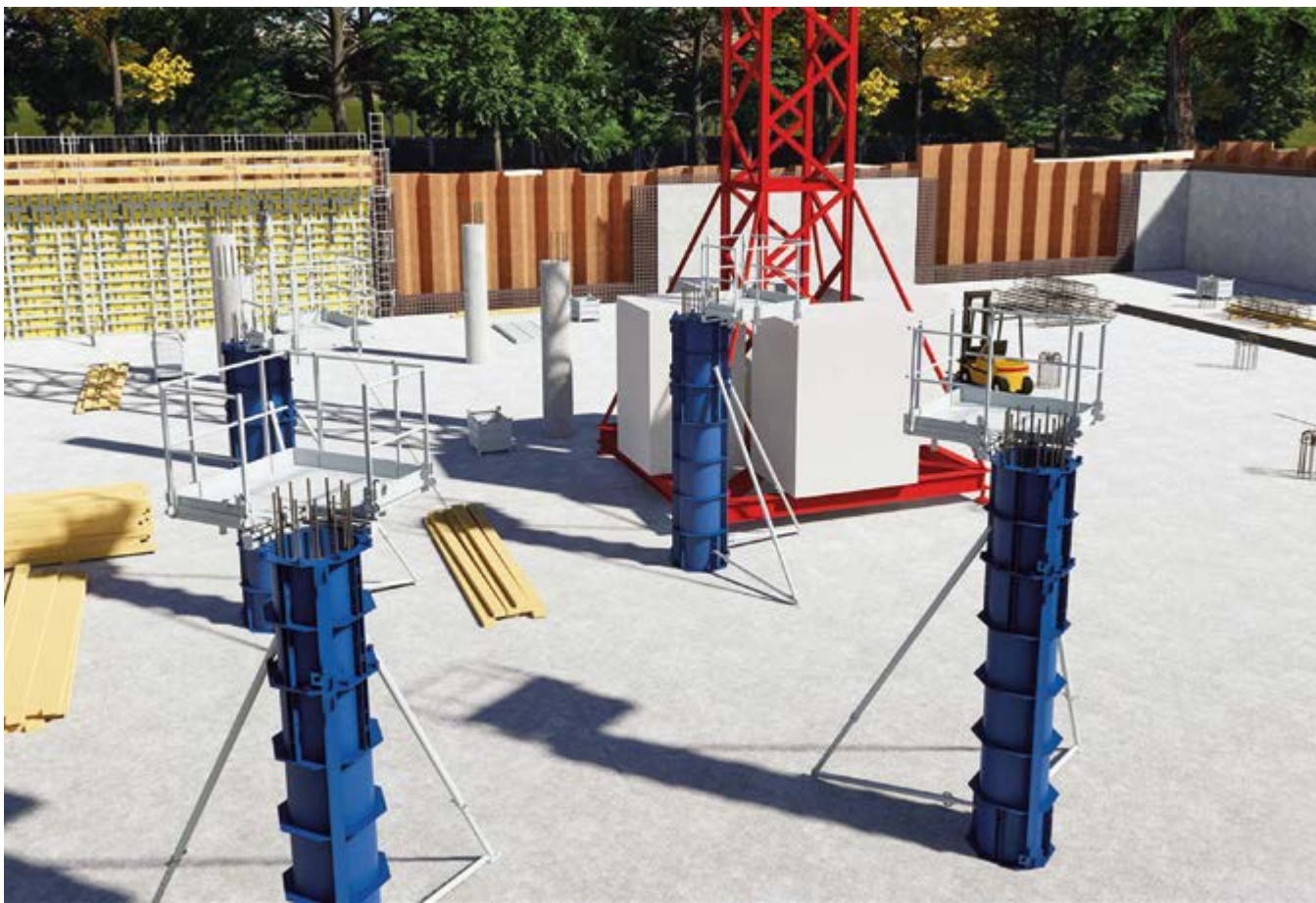
Bypasses for the Voest Bridge

Construction period for the bypasses

2018–2020

The Voest Bridge has been in operation for over 40 years and is used by some 100,000 vehicles crossing the Danube every day. The carriageway shows signs of heavy wear, and now it needs renovation. In order to keep the traffic flowing during the refurbishment and to increase the capacity afterwards, bypass bridges are being added to the cable-stayed bridge. The construction of the four oval piers in the middle of the fast-flowing Danube is a challenge regarding both formwork technology and logistics. Sheet pile boxes are used to create a dry space for the concreting of the base, on which the piers will be built in two sections. These massive pillars with a height of approximately 15 metres are 4.5 metres wide and up to 19.7 metres long. The formwork comprises wooden boxes made of Top 50 elements with exceptionally strong special connection lugs which will deflect the anchor loads longitudinally along the piers. The round piers support the numerous entry and exit ramps and are specially manufactured using RS steel column formwork or prefabricated wooden box formwork made with Top 50 large-area formwork.





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Planned Virtually – For Real Savings

Location

Vienna, Austria

Project

“Gelbe Haide”
storage basin

Feature

Use of the 3D
BIM model for
wall formwork

For the construction of a storage basin for flood protection in the 23rd District of Vienna, the experts at Doka created a virtual model based on the BIM method (Building Information Modeling) to plan the wall formwork and cycle time accurately. By means of the BIM, it was possible to configure the formwork units in advance in such a way that it was not necessary to dismantle them on the construction site to use them for the next concreting section. They were calculated precisely to suit the range and lifting capacity of the crane and could therefore be repositioned in a single move. Amongst other things, this meant that the formwork performance per employee could be doubled and a cycle was completed every three days instead of the usual five days. In addition to this enormous saving of time, very little additional material was needed on-site as a result of the advance planning of the cycle time using the BIM method.

1, 2 By means of the detailed digital twin created using BIM it was possible to optimise the quantities of formwork required, thereby avoiding conversion work. This resulted in a considerable saving of both working time and effort.

3D-Printed Formwork Shell for Ambitious Architecture

Location

Leipzig,
Germany

Project

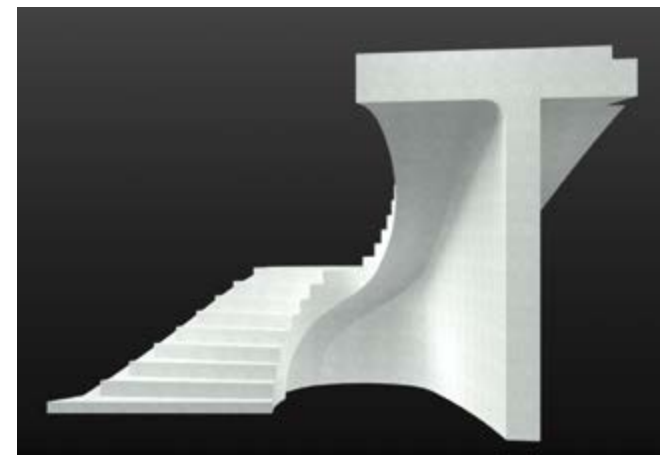
New construction
of the Sächsische
Aufbaubank (SAB)

Formwork operations

2017–2019

Highly elaborate customised formwork can be manufactured much more efficiently by making use of new technologies. This was demonstrated very effectively in a pilot project during the construction of the headquarters of the Sächsische Aufbaubank (SAB) in Leipzig. In cooperation with voxeljet AG, a supplier of 3D printing systems for industrial use, Doka realised a 3D-printed formwork shell for a fair-faced concrete staircase with unusual geometry: a semi-spiral staircase with an intermediate landing. Some 40 % of the staircase leans against a wall and the rest is self-supporting. Moreover, the surface of the interior was to be executed in fair-faced concrete. Conventional production of the customised formwork required would have been very time-consuming. So Doka followed an innovative approach: first of all the seven formwork sections were planned virtually. Based on this specification, voxeljet manufactured highly accurate high-quality formwork shell sections with a wall thickness of only 21 mm, including drilling and plug connectors for the combination with Doka standard formwork. The result: considerable time savings and a flawless concrete surface.

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Virtual Reality and Digital Twin

Location

Munich,
Germany

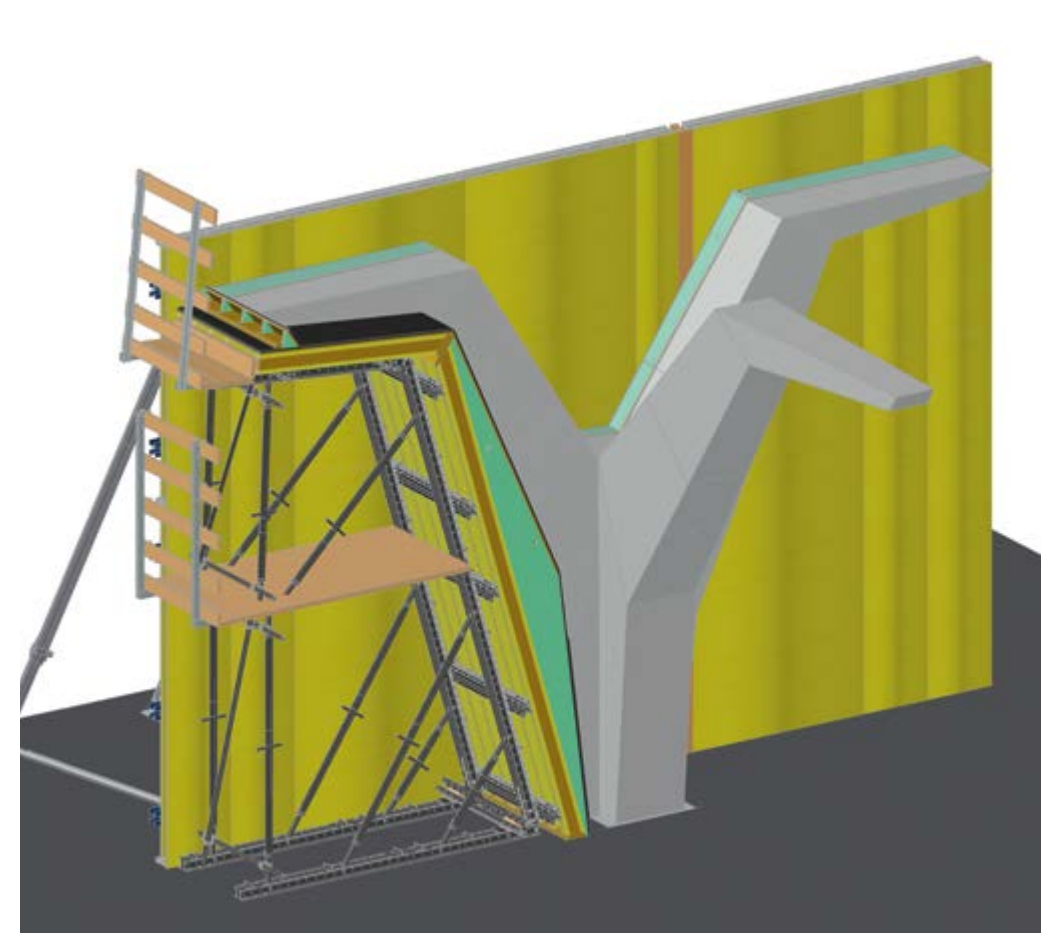
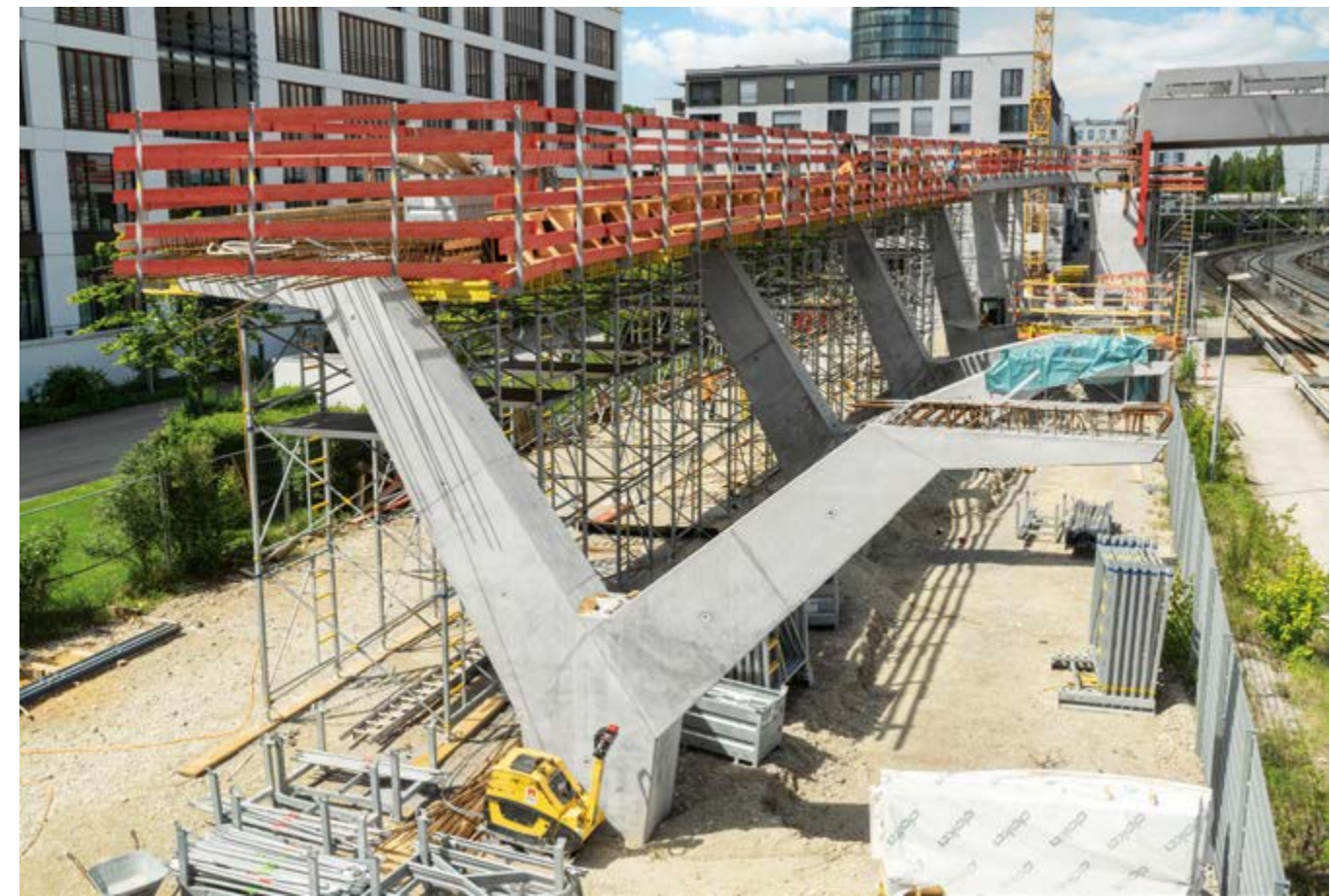
Project

Bridge for pedestrians
and cyclists, Arnulfpark

Construction period for both ramps

2018–2020

The Arnulfsteg is a steel bridge that is 242 metres long and 3.5 metres high and is designed to span 37 railway tracks. When constructing the two access ramps for the bridge, it was not only necessary to realise a highly complex geometry for the pillars; the geometric requirements of the ramp platform itself were also extremely high, especially in the curved sections. The technicians at Doka prepared VR-capable 3D models with which it was possible to achieve completely new levels of planning technology. By working through the construction process using the digital twin, it was possible to recognise and avoid errors at an early stage which would not have necessarily been evident during conventional planning. Amongst other things, it was possible to optimise formwork variants which had originally been considered, and to plan wooden box formwork in 3D, as well as milling it and manufacturing it for accurate assembly on existing material.



- 1 Each pillar is one of a kind, and so each column formwork section had to look different – thanks to a high degree of prefabrication, however, the components were quickly assembled.
- 2 3D models of the formwork for the three-armed ramp support – the customised wooden box formwork is marked in green.

A Tunnel for Science

Location

Meyrin, Switzerland

Project

CERN: Mining tunnel for technical equipment of the HL-LHC

Construction period

2018–2022

The Large Hadron Collider (LHC) at CERN is the world's largest particle accelerator. In order to increase its potential for future experiments during the next decade still further, the LHC is currently undergoing an upgrading. Doka supplied the crown-arch formwork for four 50 – 70 metre-long crossways, for which three formwork carriages and a large amount of customised formwork were used.

2



1

- 1 In addition to the 10 metre-long SL-1 tunnel formwork carriages, Doka developed and manufactured ready-to-use the formwork for the rear shutoff wall, the staircase shafts (Frami), the kicker formwork and the customised formwork made of spikes (on the right in the picture) for the branches.
- 2 The smaller of the two SL-1 tunnel formwork carriages was fitted with a wooden formwork shell, while the larger formwork carriage was equipped with a steel formwork shell.



Historical Sports Facility – Modern Interior

Location

Helsinki,
Finland

Project

Olympic Stadium
Helsinki

Construction period

2016–2020

The Olympic Stadium in Helsinki, the largest stadium in Finland, was the site of the Olympic Summer Games in 1952. It is currently being modernised for the third time (1994–1998, 2005). The historical design from the 1930s is to be retained during the process and it is primarily the interior of the stadium that is being refurbished. Amongst other things all the stands are being roofed over, the competition track is being renewed and the safety standards are being adapted to meet modern requirements. A particular feature and landmark of the stadium is a 72.71 metre-high tower which was built in honour of the former Finnish Olympic winner in javelin, Matti Järvinen. It is used as an observation tower. The current renovations and rebuilding of the Olympic stadium in Helsinki is the largest project ever undertaken by Doka Finland. In order to make clear the dimensions of the task: placed end to end, the formwork girders which are in use would extend over 100 kilometres, and the wall formwork in use would completely cover two football pitches. 13,000 frames of the shoring system Staxo 100 are in use.

Doka Projects



1, 2 The renovation and rebuilding of the Olympic stadium in Helsinki is the largest project undertaken to date by Doka Finland.

Istanbul on its Way to Becoming a Financial Capital

Location

Istanbul,
Turkey

Project

VakifBank

Construction period

2017–2020

With the new headquarters of VakifBank, Istanbul is now on its way to becoming a financial capital. With a total floor area of 690,000 m² and effective floor space of 257,464 m², the office building will be one of the most spectacular buildings in Istanbul's financial district. The search for a suitable formwork solution for this project presented an enormous challenge because the form of the towers varied between rectangles and hexagons, which also changed from storey to storey.



2



1

Top Engineering Behind Hospital Walls

Location

Mubarak Al-Kabeer,
Kuwait

Project

Al Adan Hospital

Projected completion

2023

Doka Kuwait is participating in the construction of one of the largest and most modern hospitals in the Middle East. The Al Adan Hospital in the Mubarak Al-Kabeer region was originally built in 1981 to cater to the need for medical care of an estimated 600,000 inhabitants in the Al Ahmadi region. In 2016 the facility was granted an additional 20,000 m² of land, on which an extension with 632 beds is currently being built. In addition, sufficient space will be created across 14 floors and a total of 280,000 m² for a number of care facilities including general surgery, a day unit, a gynaecological and paediatric clinic, rooms for physiotherapy and rehabilitation, and administrative areas. One of the principal achievements of Doka Kuwait was the simultaneous construction of 25 load-bearing walls for the gynaecological and paediatric clinic. This was necessary to keep to the project schedule.



A Bridge Enthroned on a Single Pylon

Location

Malatya-Elazığ,
Turkey

Project

Kömürhan Bridge

Features

Length: 660 metres
Main span: 360 metres
Pylon height: 165 metres

The Kömürhan Bridge is under construction some 700 kilometres east of the Turkish capital Ankara and 400 kilometres north of the Syrian border. It is 660 metres long and consists of a cable-stayed bridge with a single pylon with a height of 165 metres. The pylon, and especially its unusual form, represented the main challenge in the search for a practical formwork solution. Automatic climbing formwork SKE50 was used for the upper single-core pillar of the pylon, while for the lower half a specially adapted double set with customised solutions at the intersections was used to guarantee top quality and safety.

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3

A Symbol of Hospitality in the Form of Architecture

Location

Lusail, Qatar

Project

Katara Tower

Projected completion

2021

The crescent-shaped Katara Tower has been described as a “Symbol of Hospitality in Qatar” and aims to transform the national identity of the country into an architectural landmark. The design is of symbolic importance and is closely linked with the national culture of Qatar. It integrates the traditional swords from the national seal to create two prominent, symmetrically arched towers rising 36 storeys from the platform to reach a height of 211 metres. Doka’s extensive experience in high-rise construction provided the necessary expertise as well as the ideal products for this unusual architecture. Automatic climbing formwork SKE50 was the most efficient solution for the construction of the three shaft cores in each tower.



1, 2 The Katara Tower is a new luxury hotel complex on the coast of Qatar and is being built in time for the football world championships in 2022. In addition to hotel rooms the towers, which are just over 200 metres in height, will also house apartments, offices, leisure facilities, luxury shops and top restaurants.

A Sign for Independence

Location

Kuala Lumpur,
Malaysia

Project

PNB 118

Features

Height: 635 metres
Storeys: 118

The Merdeka PNB 118 Tower is a new high-rise building currently under construction in Kuala Lumpur. Its name aims to recall the independence of Malaysia because 'Merdeka' means Independence Day. As if that were not enough: at 635 metres the building will be one of the tallest in the world after completion. In addition to offices and hotel rooms, numerous shopping facilities will be provided across 118 floors. Doka not only contributed various formwork products to the project, including the Protection screen Xclimb 60; it also supplied the digital service Concremote for the testing of concrete strength.

1



1 After its completion the tower, at 635 metres, will be the tallest building in Malaysia and in the whole of Southeast Asia, and also one of the tallest buildings in the world.

Swimming on the 50th Floor

Location

Kuala Lumpur,
Malaysia

Project

Eaton Residences

Features

Storeys: 52

Residential Units: 632

Eaton Residences is one of the most luxurious residential buildings currently rising skywards in the vicinity of the city centre of Kuala Lumpur. The residential tower will house 632 exclusive rental units with panoramic views of the skyline of Kuala Lumpur. A special highlight for residents will be the swimming pool on the 50th floor. It will be the highest and longest freely suspended pool in the city.

1





The Longest Cable-Stayed Bridge in the United States

Location

Corpus Christi,
Texas, USA

Project

US 181 Harbor
Bridge Replacement

Features

Span: 506 metres
Length: 10.36 km
Height of the pylons:
164 metres

A new bridge is under construction in the town of Corpus Christi, Texas, to cater to the increased traffic volume. After completion the Harbor Bridge and its connecting roads will amount to 10.36 kilometres, making it the longest cable-stayed bridge in the United States and the third-longest bridge of this type in the world. The span will be 506 metres, which represents the length of five and a half football pitches. The pylons will soar to a height of 164 metres. Doka convinced by means of its reliable ability to deliver the products as well as a coherent overall solution for all phases of the infrastructure project. Because of the complexity of the structure, some of the planning was carried out in 3D to arrive at a satisfactory solution.



1, 2 SKE50 plus and SKE100 plus automatic climbing formwork systems were used for the construction of the 164 metre-high pylons.

Tradition and Modernity in a Unique Concrete Construction

Location

Znojmo,
Czech Republic

Project

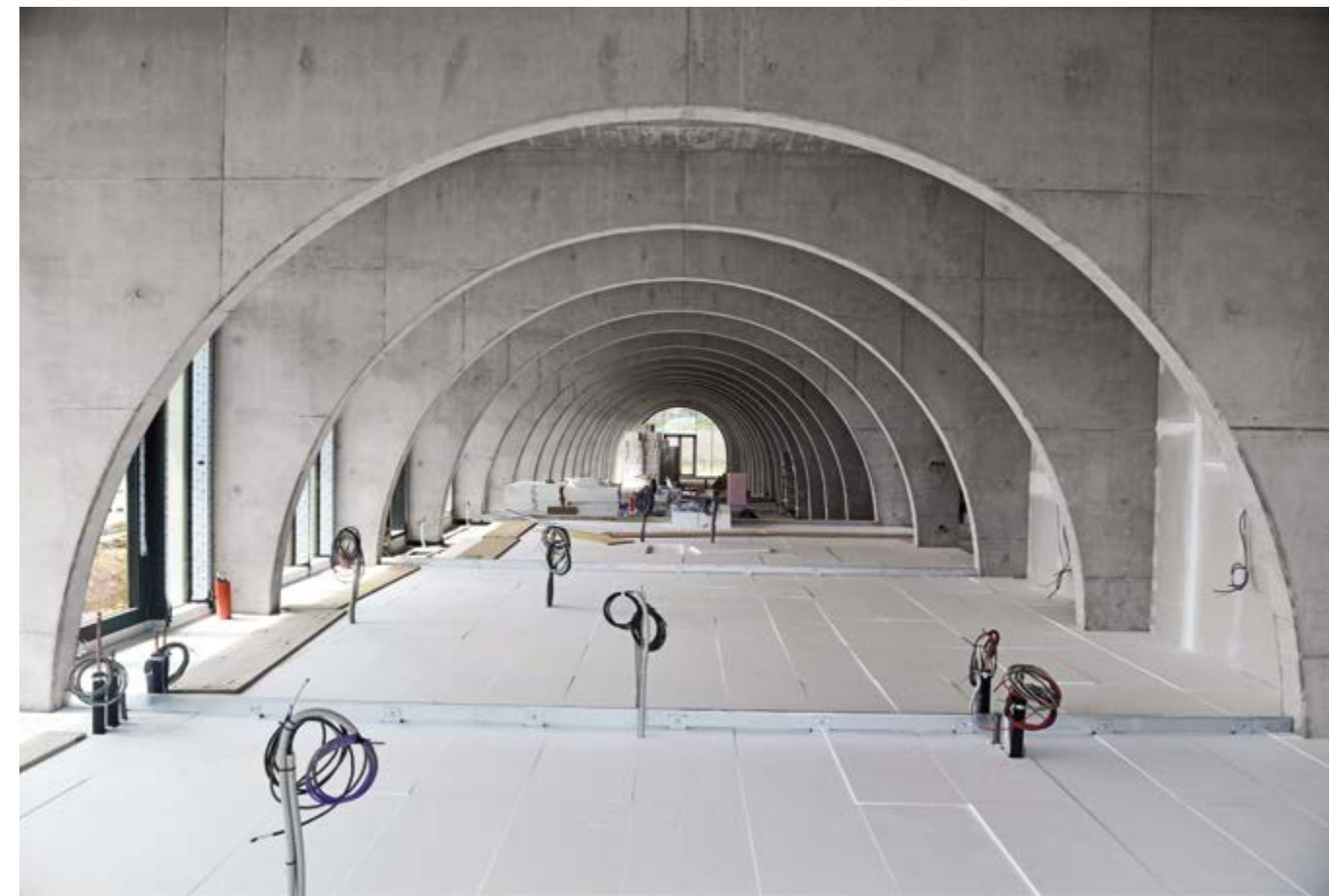
Lahofer Winery

Construction period

2018–2019

In 2012, following the acquisition of new vineyards, the Lahofer Winery became one of the biggest wineries in the Czech Republic. This was the reason why it became necessary to construct a new administrative, customer and production centre. The owners set great store by the structure and the use of fair-faced concrete. The wave-shaped surface of the production building and the interior design of the customer centre are particularly eye-catching and recall the traditional wineries of Moravia. The combination of glass, wood and fair-faced concrete shows the modern appearance of the building and points the way into the future.

1



2



Projects umdasch The Store Makers

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50	Fold up Your Pop-Up
52	Shop & Collect at the Airport
54	Design and Craftsmanship in Listed Architecture
58	When Women's Sport Displays Largesse
60	A Stage for Young Designers and Models
62	Digitalisation and Bricks-and-Mortar Retail Stores are Deeply Rooted
64	Regional Industrial Charm and Sustainable Energy Supply
66	Patented and Sells Like Hot Cakes
67	Polished up for a New Lease of Life
68	A Neat Solution – Fill Up and Save Plastic
70	More Service and Advice Thanks to Digitalisation

The Interaction of Shopfitting and Digital Elements

Location

Berlin,
Germany

Project

11teamsports

Size

340 m²

11teamsports operates according to a clear strategy across 340 m²: an innovative shopping campaign! The store is designed to look like a football stadium, in which amusing product tests and thoughtful details make the fans' hearts leap for joy. Visitors are offered an integral shopping experience: huge screens at the entrance show the players' tunnel from various stadiums; in the "Cage" you can shoot virtual goals; and electronic price labels are integrated into the sports shoes in the form of shoe trees. umdasch was responsible for the entire project, from the design to the implementation, integrated several digital solutions and acted as General Contractor.



2



1, 2 The rooms at 11teamsports take up the subject of the different areas of a football stadium, such as the grandstand and the players' changing rooms. They even recreate a cooling basin for professional footballers with tiles and a stainless-steel handrail.

Fold up Your Pop-Up

Location

Amstetten,
Austria

Project

Fold-up!

umdasch shows its innovative talents and the company's own developments play an active role in making use of the empty spaces in inner-city locations. With its modular system Fold-up! the Store Makers provide an item of furniture which operators of pop-up stores can make optimal use of in a variety of sectors and for displays of all kinds – and with minimal investment costs. Fold-up! can be adapted to suit products from all ranges of goods and is designed for self-assembly – an added advantage for city marketing, property owners and those who enjoy experimentation and who want to try out new ideas in bricks-and-mortar stores. The Sunshine Gallery in Amstetten, not far from the umdasch headquarters, is a successful example of the way the system has been used for the first time: a fantastic project has been initiated with Fold-up! which enables the Sunshine Gallery to present local craft products.

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Shop & Collect at the Airport

Project Retail Cart

With the Retail Cart umdasch is banking on sustainable electromobility as well as providing a number of advantages for consumers and retailers. The mobile sales stand for airports can drive directly to travellers – thereby saving them time and nerves, since they can relax while they wait for their flight directly at the gate. The retailer can adjust his products and currencies to suit the terminal and gate concerned, thereby reaching customers in a targeted manner.



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- 1 The Retail Cart is not only eye-catching – it is also a profitable measure in the duty-free area.
- 2 The product range and currencies can be individually adjusted to suit the terminal or the gate in question.

Design and Craftsmanship in Listed Architecture

Location

London,
United Kingdom

Project

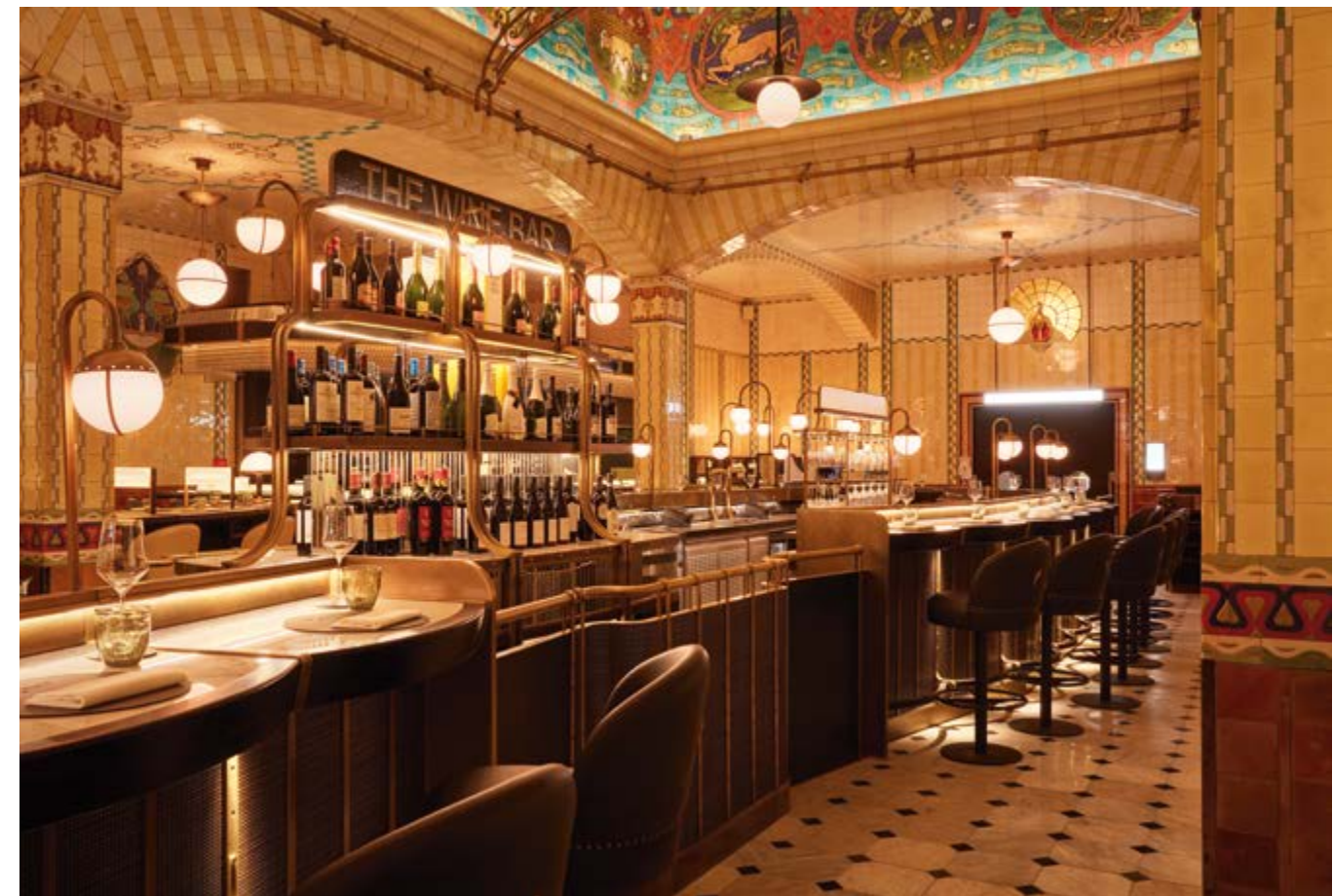
Harrods Dining Hall

Size

500 m²

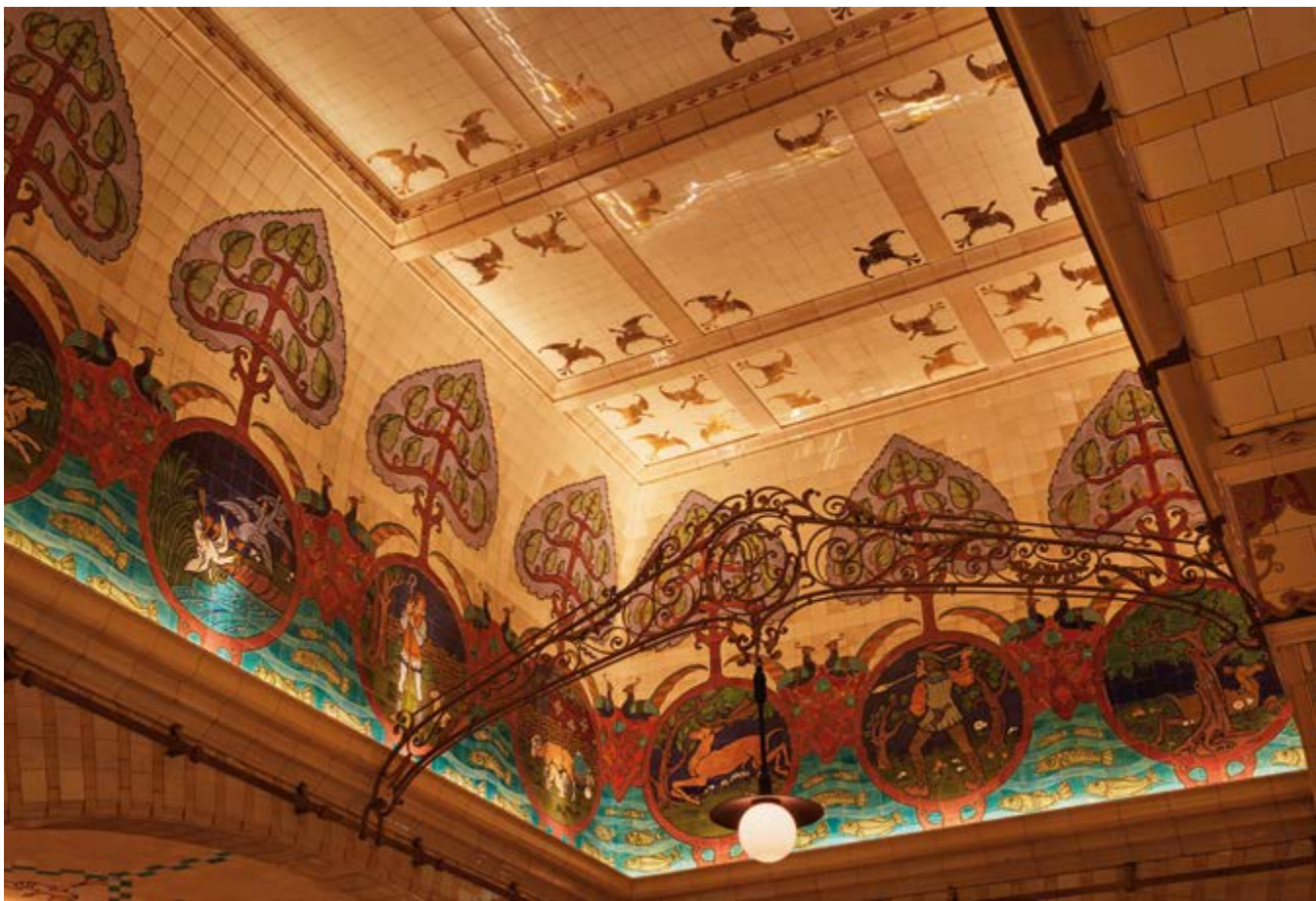
Within the framework of a considerable investment programme for the restoration of the entire building, the Store Makers at umdasch have already shown great discernment and a fine eye for detail in their realisation of several thousand square metres of space at Harrods, Knightsbridge, the legendary exclusive department store. The craftsmanship of umdasch has made its mark in the venerable building, preserving the cultural heritage from one of the numerous luxury fashion departments to the gastronomic areas like the Dining Hall.

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When Women's Sport Displays Largesse

Location
London,
United Kingdom

Project
Nike Town London

Size
1,000 m²

The Store Makers at umdasch created the new "Women's Department" for Nike Town London. It is a place which will encourage all women to taking up some sporting activity. Outsized mannequins and quotations by iconic women will dispel any doubts the customer may have about herself. Together with the unique design of the store, Nike Town London offers an inspiring experience setting for all those who wish to take up the subject of sport. A special focus is also dedicated to the Women's World Cup 2019. A showcase example of inclusion!

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- 1 The main focus of the Women's Department lies on the subject of diversity.
- 2 Outsized mannequins encourage customers to have more self-confidence in sports.
- 3 Stylish colour gradients and gloss effects provide a sophisticated setting for the products. © Tom D Morgan (1-3)

A Stage for Young Designers and Models

Location

Dubai, United Arab Emirates

Project

1422 Store

Size

1,000 m²

The attractive 1422 Store in the Citywalk Dubai pays tribute to the individuality and elegance of Arab women. The store is celebrated as the world's first Ready Couture Store and as the permanent headquarters of the Arab Fashion Council. "1422 is a unique springboard for young designers and models and presents a range of Ready Couture which cannot be found elsewhere in Dubai – or indeed elsewhere in the world", observes Patrick Fallmann, General Manager at umdasch The Store Makers, Middle East. The vision of the Arab Fashion Council is to support Arab business on the basis of creativity, talent, development and expertise. One of the essential values is the "respect for the cultures, religions and laws of all concerned and improved quality for all".



Digitalisation and Bricks-and-Mortar Retail Stores are Deeply Rooted

Project

OmniStore 4.0

The Store Makers have developed an innovative shopfitting and logistics concept for the food retail sector in cooperation with the intralogistic specialists TGW: OmniStore 4.0. Behind it lies an omnichannel model which also includes the logistics processes in an optimal manner. It links the strengths of bricks-and-mortar retailing with the convenience of e-commerce – making use of the existing branch network. The previous ratio of warehouses and sales areas is reversed and a partially automated commissioning area is included, in which the goods are efficiently stored and assembled to meet each customer order – ideal for online orders which the customer can pick up at the so-called pick-up desks at a convenient time, including outside opening hours. In the slightly smaller sales space there is a targeted focus on quality, and the staff will also have more time to provide customer advice.



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Regional Industrial Charm and Sustainable Energy Supply

Location

Saarwellingen,
Germany

Project

Edeka Kunzler

Size

1,400 m²

Regional produce is the order of the day in the food retail sector. In their concept for Edeka Kunzler in Saarland the designers at umdasch chose local flair as the most appropriate style. The links to the surroundings are provided by the artistic framework, which recall the brick buildings which are typical for the region. In the fruit and vegetable section photos show subjects relating to the work in the fields in Saarland in former times. The building technology at Edeka Kunzler makes the store a showcase for sustainability. Thanks to the energy-efficient heat-recovery systems the supermarket is able to dispense entirely with fossil fuels. The system also includes a refrigeration installation with natural cooling agents and high-quality LED lighting, which presents the products in an emotional manner.



- 1 The fresh food department forms a quiet zone and allows customers to experience the foods on display.
- 2 The brick buildings typical of the Saarland are quoted in the store design with elements such as bricks.



Patented and Sells Like Hot Cakes

Project
Bake Off Hot

In order to give consumers a similar feeling to that at the “baker’s round the corner”, umdasch has developed a system which enables self-service baked goods to be kept warm. The Store Makers have even applied for a patent for this innovation: a warming tray is supplied with power via the contact fields. It can be removed and is dishwasher-proof. The customers benefit from fresh warm rolls etc. at all times, and retailers can look forward to additional sales of baked goods.

Bake Off Hot offers customers the unusual experience of fresh baked goods in the supermarket.

Polished up for a New Lease of Life

Project
Refurbishment

umdasch extends the life of worn-out shelving with the sustainable refurbishment concept “umdasch refresh your shelf”. Within the framework of this service the Store Makers dismantle the supermarket shelving which has seen better days, inspect it and clean the usable elements. If necessary the components are given a new surface finish. These parts are then used again in new markets. Depending on the scope of the project, this procedure can save the customer up to one-third of the regular price and can thus help to save valuable resources.



Refurbishment is a sustainable alternative when several branches are being renovated.

A Neat Solution – Fill Up and Save Plastic

Location

Vienna, Austria

Project

Sonnengrün

Size

30 m²

With the Liquid Dispenser developed by umdasch, the Store Makers have definitely hit the green bull's-eye right on target. One of these appliances has been installed, for example, at Sonnengrün, a plastic-free shop for packaging-free goods selling cosmetics and household articles in Vienna. When selecting products sold by Sonnengrün the focus lies on sustainable packaging and natural ingredients. As far as possible the store sells only plastic-free cosmetics and household articles. With the Liquid Dispenser by umdasch it is easy to fill washing-up liquid and cleaning agents into containers which customers have brought with them.

The Liquid Dispenser is also being installed in branches of major retail chains: pilot tests are currently under way for an international food retail concern and in some stores of a health and beauty specialist concern in the Czech Republic.



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More Service and Advice Thanks to Digitalisation

Location

Germany,
Austria

Project

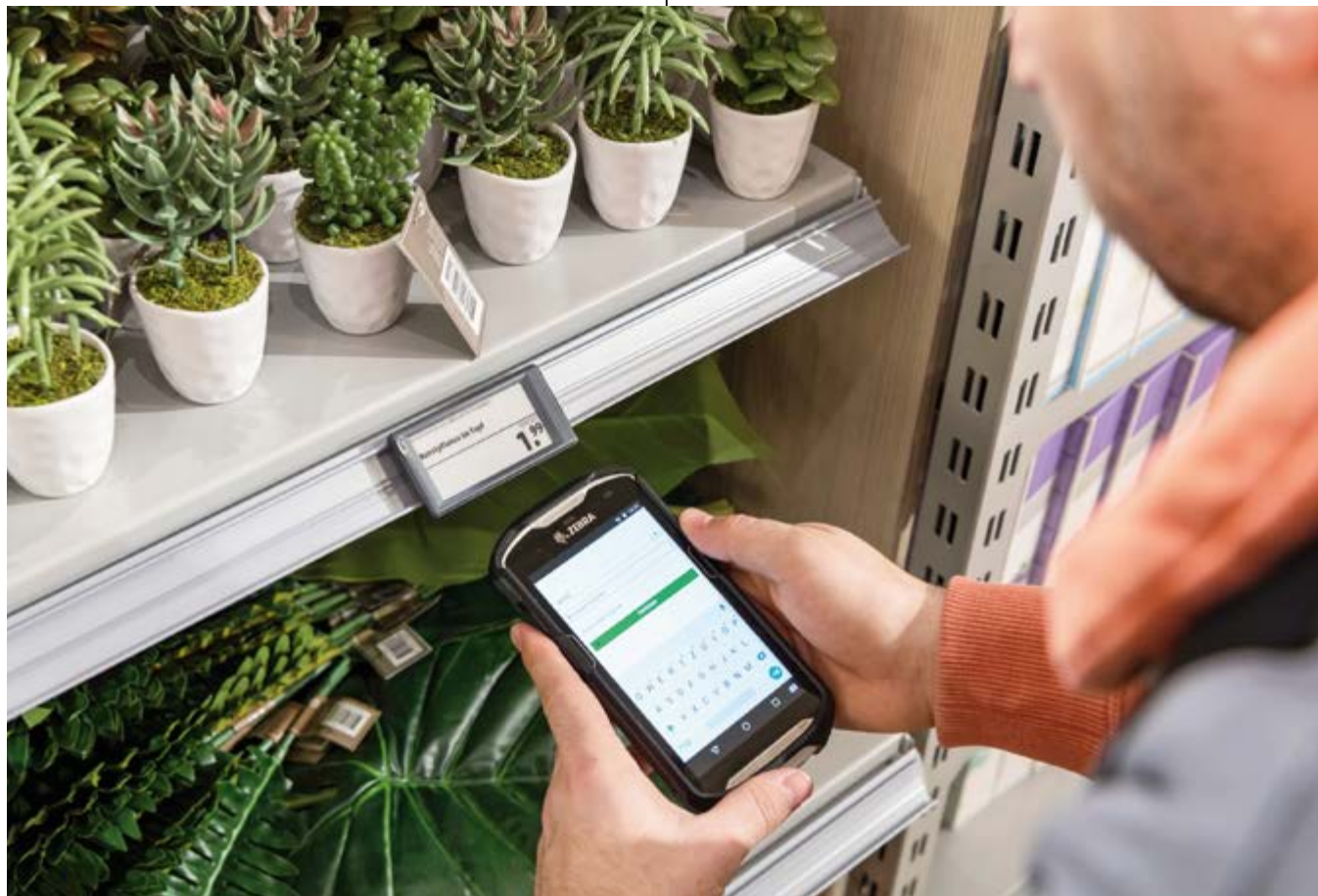
Dänisches Bettenlager

Size

1,300 Stores

Since 2019 Dänisches Bettenlager has been gradually carrying out the changeover to Electronic Shelf Labeling (ESL) in cooperation with umdasch. Over 1,300 stores have been equipped with electronic price labels. This changeover to price labelling that is controlled from headquarters has enabled each branch to achieve a time saving of 1.5 days of working time per week. "In accordance with our aim of providing a specialist store for living and sleeping we shall not reduce the staffing in our branches, but will make the time saved available in full so that our staff can provide more and better advice and service. We are also reducing the burden on the environment because by dispensing with printed price labels in future we can also dispense with vast quantities of paper, printer ink and transport logistics", is the customer feedback.

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