

CASE STUDY

Spazio Lenovo

LENOVO PROFILE

Lenovo is a \$50 billion multi-national business with 63,000 employees

Lenovo has people across 180 global markets. With the ambitious vision of making innovative technology accessible to everybody, Lenovo develops solutions for a more inclusive, reliable and sustainable digital society. By designing, building and creating a portfolio of pioneering devices, Lenovo drives the Intelligent Transformation process to create better experiences and opportunities for millions of clients all over the world.

M-Cube's digital technology at Spazio Lenovo brings out the emotional side of innovation



An experiential, cultural and social ecosystem dedicated to technological and digital innovation. This is how Lenovo defines its first European concept store, recently inaugurated in Milan, just a short distance from the famous Cathedral. Spazio Lenovo is the perfect example of a new store philosophy where the main aim of the space is to stimulate visitors emotionally, as opposed to achieving purely commercial goals. With this objective in mind, Lenovo created a design that ensured every single corner of the space would intensely stimulate the senses.

Spazio Lenovo is (also) a technology store but more than anything, it is a place where visitors can see and touch innovation, immerse themselves in the sounds and colours of technology, take part in inspirational workshops and network. Spread across 800 m² and two floors, Spazio Lenovo presents the complete Lenovo and Motorola range on the ground floor, as well as upcoming products and some store exclusives. On the upper floor, in addition to the Lenovo Garden and Lenovo Legion areas, visitors will find the Dove bistro and a Business Centre.

The entire portfolio of smartphones, tablets, laptops and accessories, as well as VR and AR headsets, are available to visitors who can rely on knowledgeable staff for advice or assistance.

Visitors can also simply enjoy the space, whether alone or in company, making the most of soundproofed spaces for smart working or the second-floor bistro or perhaps taking some time out in the Legion gaming area.

Creating Spazio Lenovo required contributions from the very best in-store installation experts and M-Cube was able to provide its renowned expertise in creating unique digital experiences in diverse global contexts.

The client had presented a clear challenge: to create a high-impact visual experience that not only "communicated" the product but also conveyed the brand's highly innovative personality.



After a careful assessment of the space, the different light sources and the client brief, M-Cube installed a first 4,000 x 4,000 mm LED wall overlooking the large ground-floor exhibition area and clearly visible from outside.

"Thanks to an independent audio & video rack and the customised M-Cube content management platform, we can independently create the ideal environment for communicating our products and hosting marketing events", explains Giulia Lupidi, Spazio Lenovo Manager. "We select the most suitable video playlists and emotional content, including 3D content, depending on what the space will be used for."



A vertical journey guided by LED lighting

Following on from the ground floor installation, M-Cube fitted an LED Column (4,000 x 500 mm) between the stairs and the lift to represent the first entry portal to the upper floor.

“ The idea behind the LED column is to intrigue our visitors”, continues Lupidi, “and give them a taste of what awaits on the second floor. ”



The vast second floor is home to the Lenovo Garden, where Lenovo and Motorola products are displayed, the Dove bistro, the Lenovo Legion gaming area and the large Business Centre.

Maintaining the same style as the majestic LED wall on the ground floor, the second LED Wall (4,000 x 2,500 mm) is accompanied by two 98-inch screens situated either side of the area designed to showcase Lenovo and Motorola products and to host virtual reality simulations.

The mood for the Business Centre is set by a second LED wall which introduces events and displays visual elements in keeping with the professional context.

Inside the Business Centre is a 3 x 3 Video Wall composed of nine 55-inch monitors used for presentations, with another supporting 55-inch monitor situated on the side wall.



Last but not least, each of the two meeting rooms is equipped with a 75-inch monitor to aid with meetings and the entire floor is managed from a second independent audio & video rack.



"It was immediately clear during the design phase that working with M-Cube was the right decision," concludes Lupidi, "from their careful study of the correct distance between the LEDs so as to provide maximum visibility to selecting the locations for installations. The result provides exactly the impact that we envisioned when working on the design as well as guaranteeing the most appropriate technology for a space that has a primarily social purpose". "

Overall, the M-Cube installation, which was completed to a tight schedule, fully meets the client's aspirations and provides the optimum engagement for visitors to Spazio Lenovo, embracing the canons of the modern in-store experience and customer journey.

"The project developed by M-Cube for Spazio Lenovo shows once again how perfect our digital solutions (such as LED Walls) are for contexts that require a warm, dynamic and welcoming atmosphere that provides the impulses needed to create that emotional bond between consumer and brand, which is the heart of all modern marketing objectives" explains Leonardo Comelli, M-Cube Chief Marketing Officer "



ABOUT US

Our mission is to create increasingly emotional digital experiences for stores, providing technology and content for innovative and interactive retail in the 105 countries in which we operate.

We handle in-store communication for more than 400 brands, from designing solutions to the creation and development of content, from system integration to in-store installation and managing the entire service.

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