Press Release

**Adam Hall Experience Center Receives**

**ICONIC AWARD: Innovative Architecture 2019**   
**in ARCHITECTURE Category**

**Neu-Anspach – August 7, 2019 – The Design Council has presented the Adam Hall Group's Experience Center with an ICONIC AWARD: Innovative Architecture 2019 in the category "Architecture". The internationally renowned Design and Architecture competition annually awards integrated projects from the architecture, interior design, product design and brand communication sectors and recognises visionary architects, interior designers, engineers, specialist planners, agencies and design studios who set new standards. The ICONIC AWARD: Innovative Architecture 2019 for the Experience Center is for the Adam Hall Group as a client and for the responsible design agency Stilbruch United Designers and the architects M&P Architects.**

**The ICONIC AWARDS: Innovative Architecture**

The Design Council has been championing an integrated design approach for the past 65 years and promotes design as a success factor in international industry and business. The ICONIC AWARDS: Innovative Architecture competition is an independent competition in which the Design Council awards prizes for the interplay between all disciplines: outstanding construction projects, innovative interior and product design, and convincing communications in the context of architecture. The ICONIC AWARDS are awarded in five categories: Architecture, Interior, Product, Communication and Concept.

“Our goal for the Experience Center is to give more people the opportunity to implement their creative ideas in a modern environment with state-of-the-art technology,” says Alexander Pietschmann, CEO and Managing Director of the Adam Hall Group. “Since its opening, the Experience Center has been a place for connection and sharing great moments – connecting business customers, partners, associations and our employees in an integrated manner. We are delighted and honored to be presented with this award given by the ICONIC AWARDS Jury for the overall concept.”

**The Experience Center: Experience Together**

Opened in 2018, the Experience Center serves as a modern working and meeting place. Among other things, it is home to a fully equipped showroom, a large auditorium for live shows and product demonstrations, the company restaurant "Come Together", the Adam Hall Academy, and various measuring rooms, test rigs and development laboratories and 3D prototyping facilities. In addition to receiving the ICONIC AWARD, the Experience Center has also received the coveted Architecture MasterPrize™ (AMP), the German Design Award 2019 and the Art Directors Club (ADC) Award in just 12 months. It is also currently featured in the Day of Architecture 2019, which recognises examples of good everyday architecture throughout Germany.

**ICONIC AWARDS Jury & Award Ceremony**

About the presentation of the ICONIC AWARDS 2019: Innovative Architecture is decided by an independent jury of eight members. It is comprised of representatives from the sectors of architecture, interior design, design and brand communication.

The ICONIC AWARDS 2019 award ceremony: Innovative Architecture takes place at the media-savvy and architecturally prominent location of the Pinakothek der Moderne modern art gallery in Munich on 7 October 2019.

#AdamHallGroup #eventtech #ExperienceEventTech #InnovativeArchitecture #IconicAwards

**Further information:**  
[innovative-architecture.de](https://www.innovative-architecture.de/)

[stilbruch-united-designers.de](http://www.stilbruch-united-designers.de/noflash.html)

[architekten-mp.de](https://architekten-mp.de/)

event.tech

adamhall.com

blog.adamhall.com

**About the Adam Hall Group**

The Adam Hall Group is a leading German manufacturer and distributor, providing event technology solutions to business customers worldwide. The target groups include retailers, B2B dealers, event and rental companies, broadcast studios, AV and system integrators, private and public companies and manufacturers of industrial flightcases. The company offers a wide range of professional audio and lighting technology as well as stage equipment and flightcase hardware under its own brands **LD Systems®, Cameo®, Gravity®, Defender®, Palmer® and Adam Hall®**. Founded in 1975, Adam Hall Group has developed into a collection of modern, innovative event technology companies. The logistics park at their company headquarters near Frankfurt am Main has over 14,000 m² of warehouse space. Thanks to its focus on value creation and service, Adam Hall Group already has a whole range of international awards for their innovative product developments and future-oriented product design from renowned institutions such as "Red Dot", "German Design Award" and "iF Industrie Forum Design”. In collaboration with the design agency F. A. Porsche, LD Systems® shows the future of pro audio design with its iconic MAUI® P900 column speakers and was recently honoured with the coveted German Design Award. More information at www.adamhall.com

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