Press Release

**Adam Hall Experience Center Wins ADC Award in Spatial Experience, Corporate Interiors Category**

**Neu-Anspach – 26 June 2019 – The Adam hall Group Experience Center has won the ADC (Art Directors Club) Competition 2019 award in the category “Spatial Experience > Corporate Interior”. The ADC Competition is the largest creative competition in the German-speaking arena. It annually presents awards for pioneering projects in the areas of digital, advertising, editorial, film, design, event and spatial design. The award for the Experience Center is presented to the Adam Hall Group as the building owner as well as to interior design agency Stilbruch United Designers as the and the building architects at M&P Architects.**

“Our goal for the Experience Center is centered around offering people the opportunity to not only be inspired but also to implement their creative ideas in a modern environment with state-of-the-art technology,” says Alexander Pietschmann, CEO of the Adam Hall Group. “Since the grand opening now a year ago, the Experience Center is valued as a place for sharing great emotions and moments together – connecting business customers, partners, associations and our employees in an integrated manner. We are delighted to be presented with this honorable award by the ADC Jury.”

**Sharing Experiences Together**

Opening its doors in June of 2018, the Experience Center serves as a modern working and meeting place. Among other features, 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 ADC Award, the Experience Center has also received the coveted Architecture MasterPrize™ (AMP) and the German Design Award 2019 within only a year of its opening. It is also currently featured in the Day of Architecture 2019, which recognizes examples of good everyday architecture throughout Germany.

**ADC Jury & Award**

The ADC Jury consists of 27 specialist juries assembled from a total of 405 jury members who assess the submitted works from studios, editorial offices, companies and agencies against fundamental criteria such as originality, clarity, strength and joy. Under the direction of Jury Chairman Mirko Borsche (Bureau Borsche, Creative Director of Time Magazine), the ADC jury met on 21 and 22 May 2019 in Volkspark Stadium, Hamburg, to determine the winners.

**Further information:**[adc.de](https://www.adc.de/2018/11/06/der-adc-wettbewerb-2019-ist-eroeffnet/)

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

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

[adamhall.com](http://www.adamhall.com/) / [Blog:](http://blog.adamhall.com/) [event.tech](https://www.adamhall.com/)

**About the Art Directors Club (ADC) for Germany e.V.**

The Art Directors Club for Germany (ADC) (registered organisation) comprises over 700 leading heads of creative communication. Club members are renowned designers, journalists, architects, scenographers, photographers, illustrators, directors, composers, producers, digital media specialists and advertisers. The ADC considers itself a benchmark of creative excellence and awards outstanding communication. It also organises competitions, conferences, seminars, lectures, events and B2B events, and publishes a range of publications. Further information about the ADC can be found online at [www.adc.de](http://www.adc.de).

**About Adam Hall Group**

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, the 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, the 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 Award. 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. Further information about the Adam Hall Group can be found online at [www.adamhall.com](http://www.adamhall.com/).

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