

Category: **Products and Services**

Project: **Russmedia Besucherführung Druckerei**



What was the challenge?

The international media company Russmedia also has its own printing centre at the Schwarzach site. Guided tours of the plant provide an insight into the creation of the daily newspaper "Vorarlberger Nachrichten" and inform about the processes in the printing plant. The aim was to enhance the tour with designed stops.

What was the solution?

The striking "Russmedia red" and graphic print screen elements reflect the company core at all stations. Memorable icons, interactive stations with descriptive illustrations complement the visitor tour. Multiple hands-on station make the tour's topics come alive. The tour provides insights of the entire process of a print shop: Starting with topics such as exposure and printing the tour then leads to the paper warehouse and the shipping department. A movable

photo point in the shape of a real sized paper roll at the end of the tour rounds off the experience.

What was the effect?

The combination of interactive stations and interestingly prepared facts resulted in an entertaining tour through the Russmedia print company. A positive side effect is the created appreciative atmosphere for Russmedia's employees.

Photography: look! design

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