

# An Open Road Towards A Shared Future



**ARNEG'S 'SHARING AVENUE' AT EUROSHOP 2017 HIGHLIGHTED THE FIRM'S DEDICATION TO SMART, RESPONSIBLE AND SHARED EVOLUTION.**

**A**t Euroshop 2017, the Arneg Group's Sharing Avenue, an exhibition area of almost 3,000 square metres that was explorable in all directions and in all senses, was enjoyed by thousands of visitors.

All attendees had the chance to share in the experience, enjoy all-Italian finger food, and interact; either through the use of information totems or via their own smartphones. A special app was developed for the event and could be downloaded free of charge.

## Innovation In The Spotlight

As Arneg discovered, the 2017 edition of EuroShop gave rise to numerous projects and solutions for a shared future.

The five days of the exhibition went extremely well, aided by delicious food and

wine, and featuring display areas packed with innovation and advanced technology. Innovation pervaded the Arneg products on display, which included new generation cabinets and future-proof solutions. This includes the new Daytona by Arneg, which combines the typical characteristics of semi-vertical refrigerated cabinets with those of islands to create a new, patented type of display.

In addition, there was Cub@, a refrigerator for on-line shopping, designed by Oscartielle and presented for the first time at Euroshop; IMZ25 the Janus Evo metal shelving from Intrac, with a double sided support panel that can be positioned either in the centre of the uprights or on the outside (in the case of the patent pending wall-site version); and a range of cold rooms and high-tech isothermal doors from Incold.

## Future Store Forum

The theme of technology as a way to improve the quality of life, promote positive change and encourage shifts in behaviour was touched on by all the speakers in the Future Store Forum. A discussion on the future of mass market retail was held in the stand's own conference room and attracted the participation of nine experts from the fields of architecture, mass market retail, food technology, design, buyer psychology and purchasing decisions.

In this way the Arneg Group demonstrated once again how it is helping to develop a new concept of stores as places not only for interaction, information and intelligent purchasing, but also for leisure and culture.

This fits perfectly with Arneg's policy of smart, responsible and shared evolution. ■

For more information, visit [euroshop.arneg.world](http://euroshop.arneg.world)

