

DATUM

Where designs come to life

Case Studies

ASTON MARTIN



When Aston Martin planned its first dedicated merchandising outlet — the "Aston Martin Store Nürburgring" — they approached Datum with the challenging task of developing the concept design through to manufacturing a range of merchandise fittings and display cases

The store is located in the heart of the "Grand Ring Boulevard" where there are more than 20 retail outlets dedicated to car brands and motor sport.

The first official Aston Martin outlet is quite diverse, from fashion items for men, women or children to accessories, luxury gifts, the Aston Martin 007 range and even the Aston Martin Racing team wear.

The showroom finishes include a white resin floor, travertine-clad brand wall with feature ceilings and specialist lighting. The merchandise is displayed in an impressive range of bespoke display fixtures that are all finished in a highly polished white gloss lacquer, finished in Datum's own spray shop to achieve the same high gloss finish as polyester lacquer. The range of units includes glass vitrines on timber bases, display bases with concealed storage, display plinths and three 4-metre long cantilevered display's for the exclusive Aston Martin clothing range.

The collaboration between Aston Martin and Datum resulted in the successful delivery of a very challenging project and has led to Datum supplying joinery display fixtures for Aston Martin's showrooms from London to Beijing, Prague to Taipei.

