ARKING
Studio e Servizi per l Architettura

LG ARTCLIMA

LG Electronics Italia S.p.A.

LG ARTCLIMA

- Name : Art + Clima
- Clima(meaning) : General word of weather condition (Temperature / Humidity etc.)
- Linked with LG ARTCOOL
- Creation of NEW concept of Airconditioner shops

WHY THE LG ARTCLIMA SHOPS CAN BE A GREAT SUCCESSFULLY NETWORK?

- Big growth of turnover for those customers which will become member of this network
- Exclusive business relation
- Tremendous M/S growth inside of our important customers
- The best expression of loyalty with our best customers
- To reinforce the brand image with our best Installer customers

SPECIAL SUPPORT FOR LG ARTCLIMA SHOP

- LG network Connection : CSS(Order input/status, Inventory etc), SVC system, AC technical information
- Leaflets : Every LG ARTCLIMA shop will have their own leaflet to use as reference to attach in every quotation.
- Artclima Shop Dealer convention
- Technical Training in T/C
- Technical Trip (Korea), Incentive Trip (other country)

- Annual Sales program (Dec.)
  Monthly sales program (1st of every month)
- Monthly Sales result analysis
- Monthly Merchandising activities (USP / Display / Cat'g)
- Renewal Every 3 years

INVESTMENT PLAN

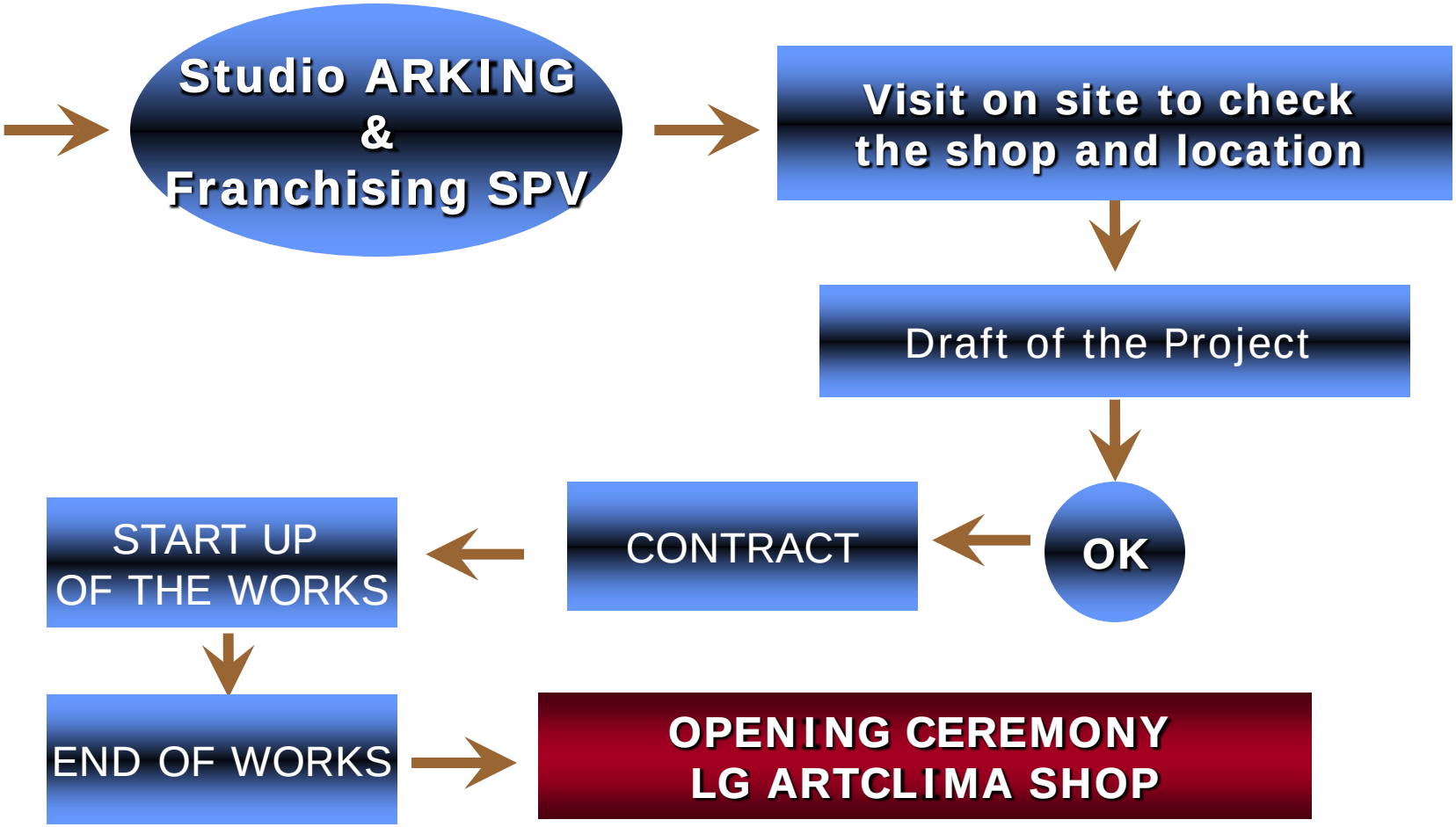
- 8shops(03),15shops(04),30shops(05)

- LG Contribution (only Shop display cost)
  - 50%(03), 40%(04), 30%(05)
  - Office rental and managing cost, Employee cost
    -> Shop owner 100% pay

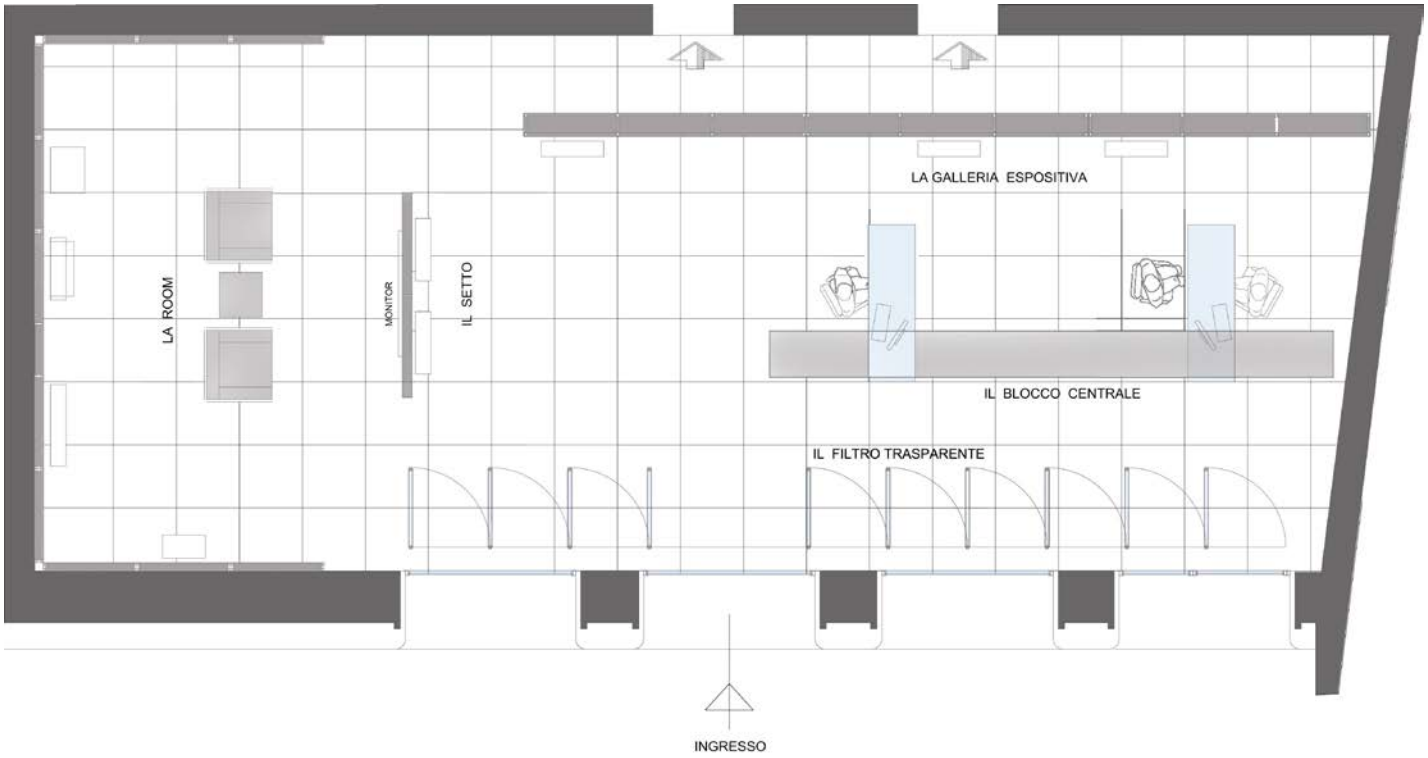
- Cost : 600 € /m2 (100m2 shop)
  03 -> 600 € * 100m2 * 8shops * 50% = 240,000 €
  04 -> 630 € * 100m2 * 15shops * 40% = 378,000 €
  05 -> 660 € * 100m2 * 30shops * 30% = 594,000 €

DEALER EVALUATION PROCESS

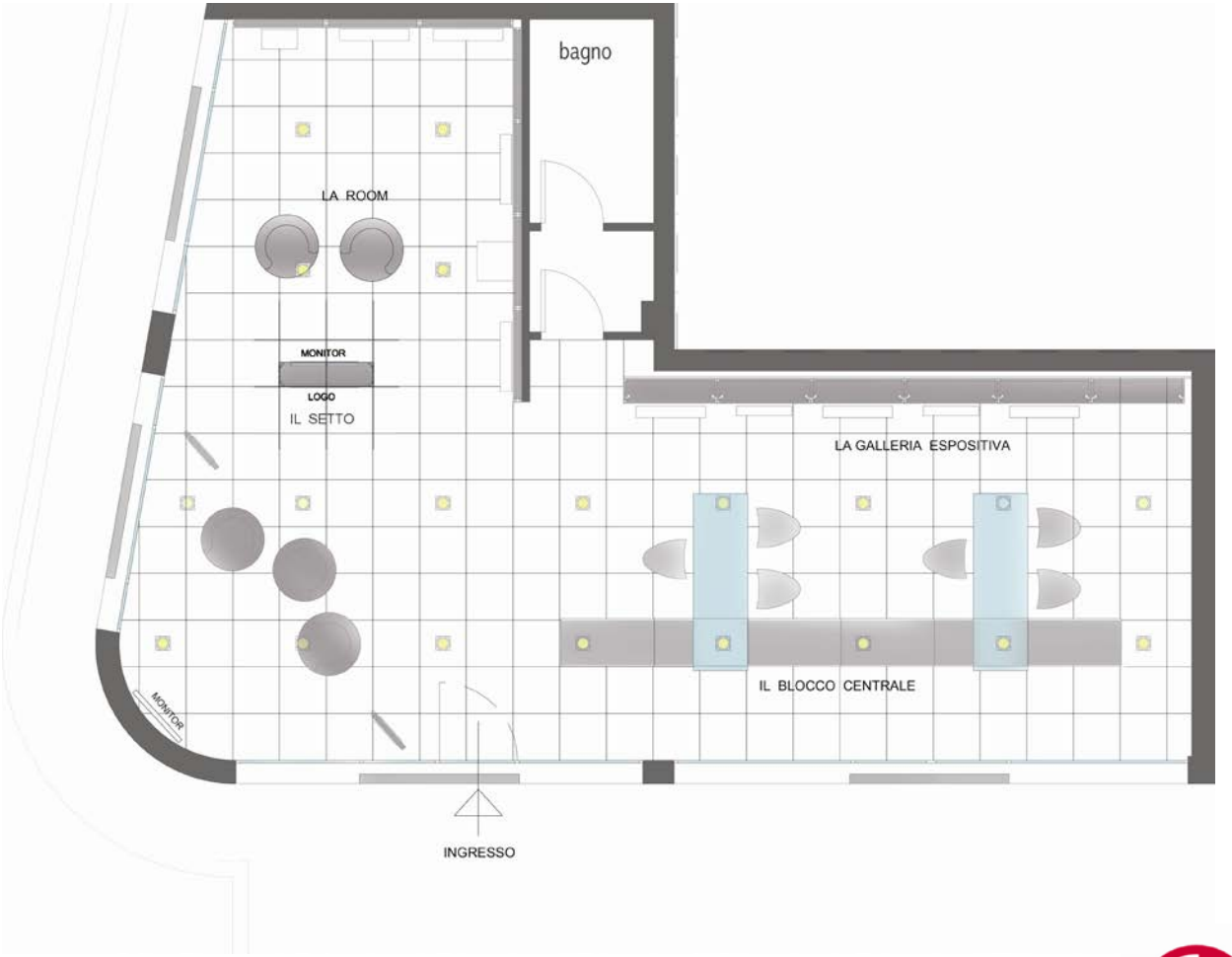
CREATION SHOWROOM PROCESS



100mq. Shop Sample



75mq. Shop Sample



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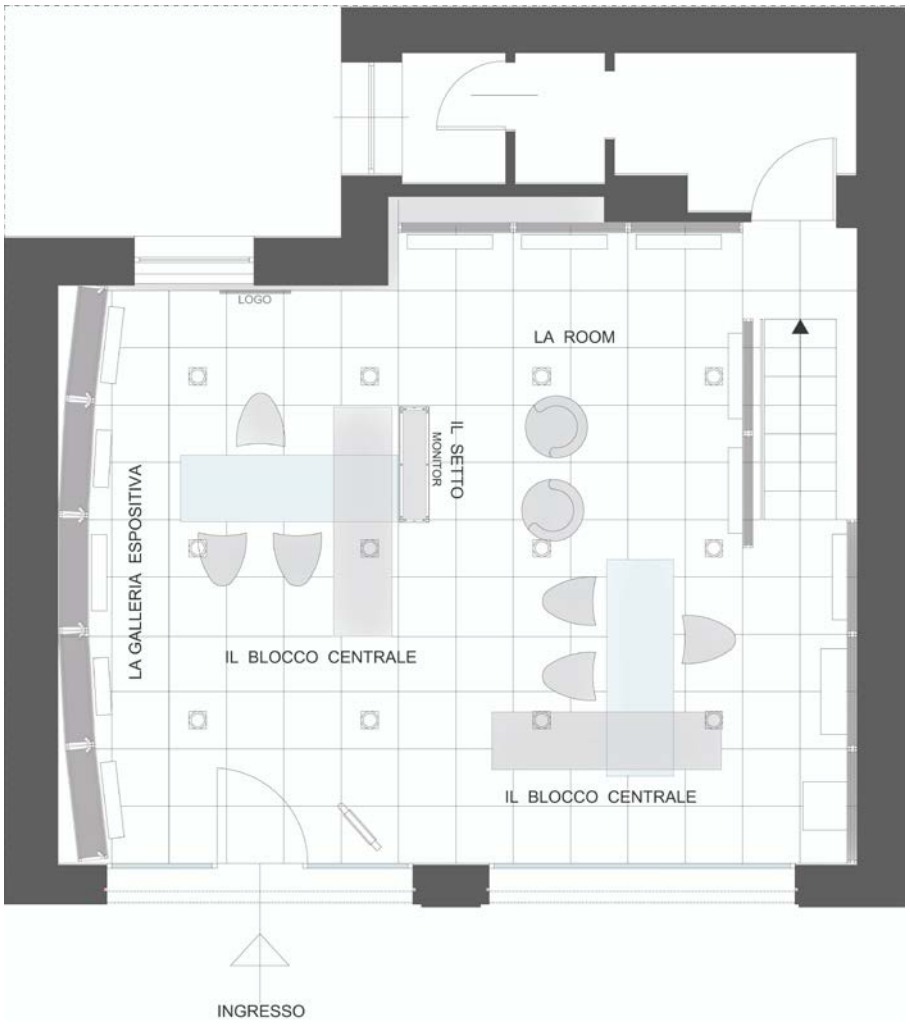
50mq. Shop Sample



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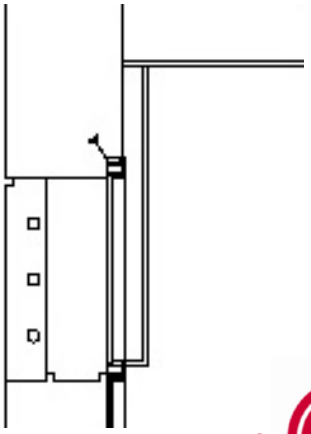
Standard Elements

The SIGN

Realized in azaled Steel and with a white light inside in order to guarantee the best result in terms of visibility. On the Sign, as you can see, there are our official logo with the official red colour and the ARTCLIMA brand which is the name of the Shop Network



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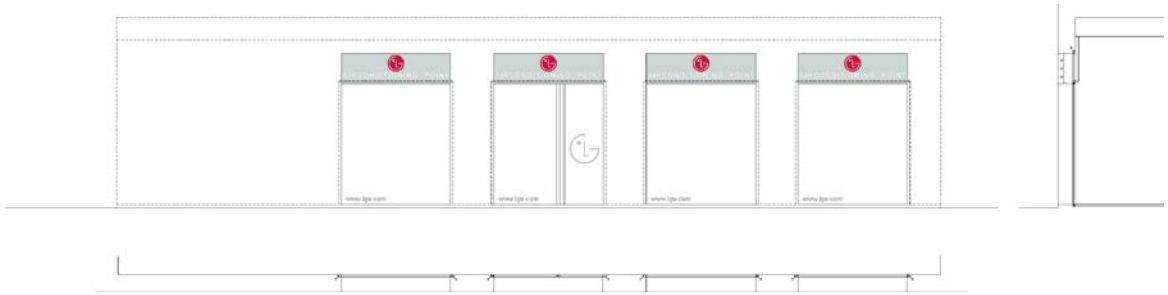
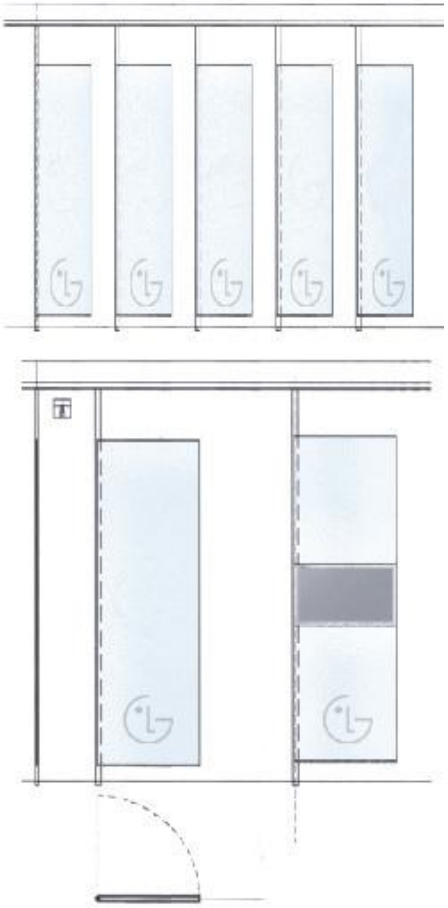
The Windows:Frontal View



STANDARD ELEMENTS



Pannello “B” e “A”

The Art Cool Panel Display

A surface exhibition composed of **modular elements**, to value the display of **LG** products.

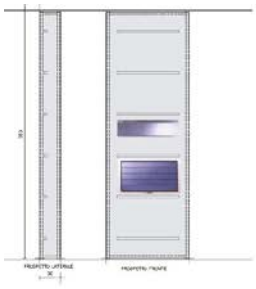
It’s realized with **plexiglass panel**, with an affect of **glazed glass.**

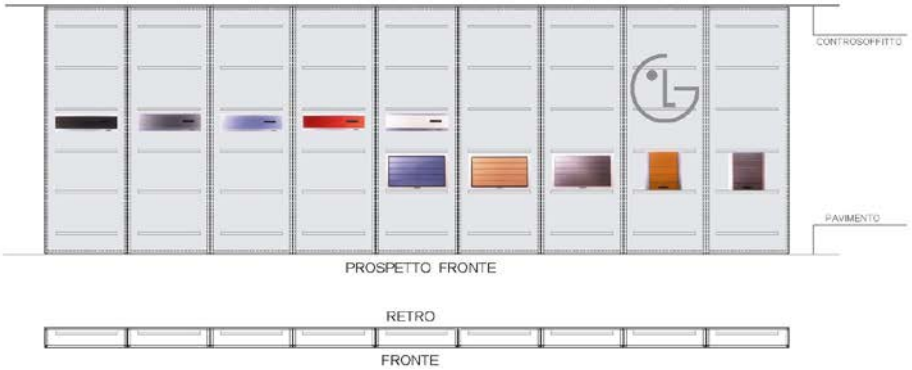
Every element is **retro illuminated** and can be used **linear** or **curved** compositions.

The single element can be utilized as a corner display.

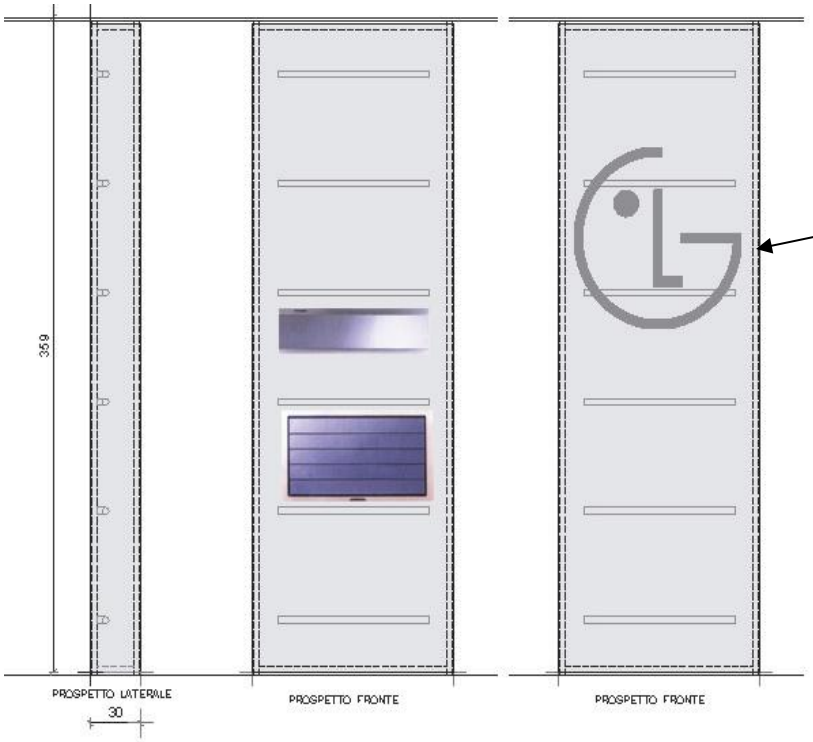
STANDARD ELEMENTS

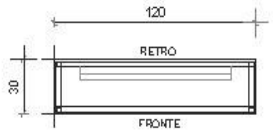
The **Gallery View**





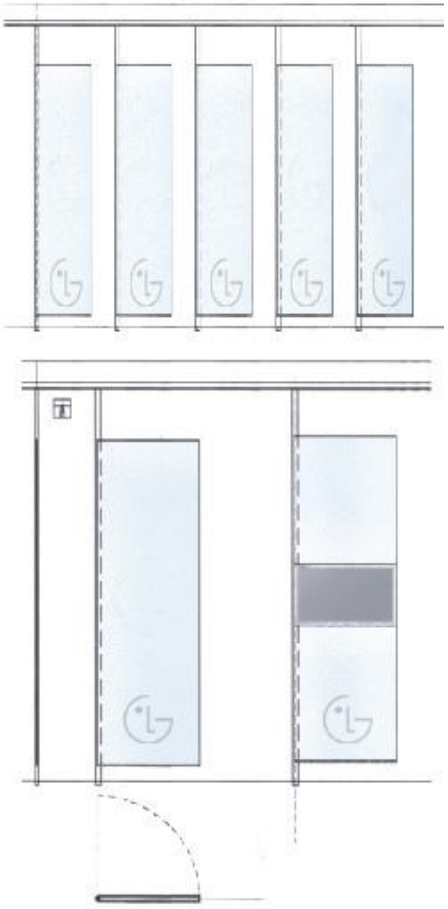
STANDARD ELEMENTS





The **LG LOGO**

It is realized in stainless Steel with a thichness of 10 mm, cutted with Laser process and fixed to the panel with special supports.

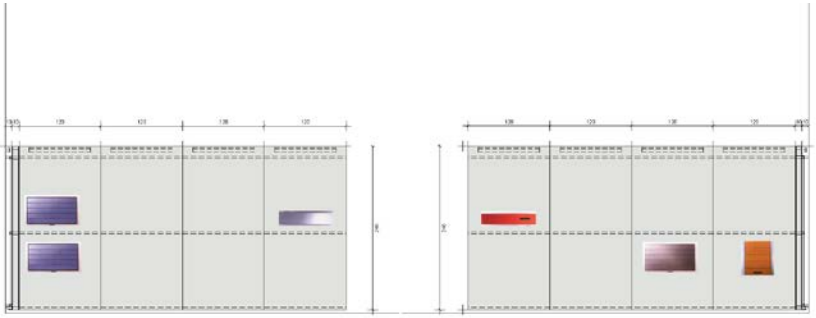


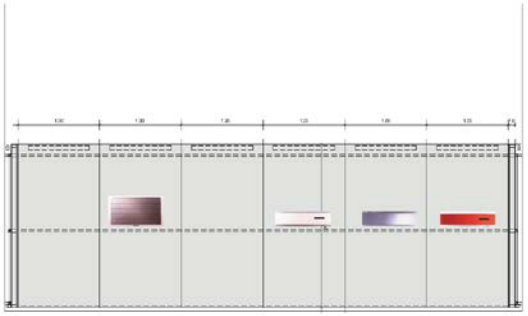
Panels “B” e “A”

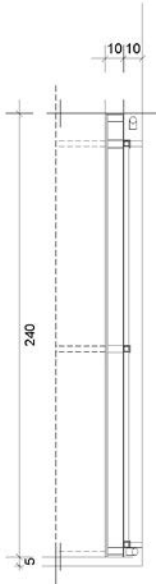
The TRANSPARENT DISPLAY

Constructed on one or more stations with a **steel base** and **crystal top**, with serigraphed **LG** logo, which is attached to the **central block**.

STANDARD ELEMENTS



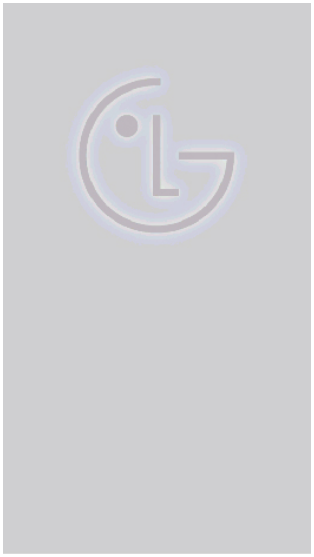




THE WALL **ROOM**

It is realized in a special material to support our standard RAC and Art Cool products.

STANDARD ELEMENTS



The **PARTITION**

It's a "wall" to separate the exhibition gallery and the room.

The partition is constructed in steel.

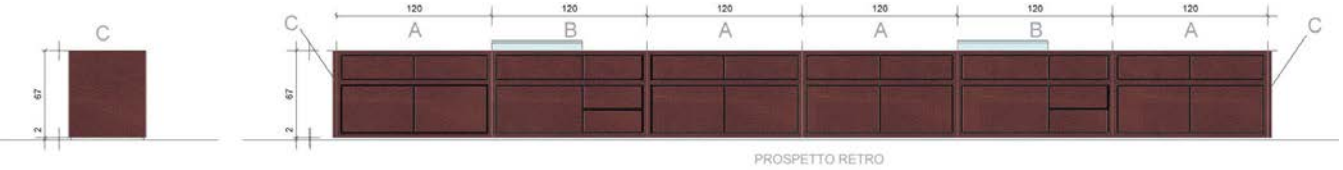
The **partition facing** the exhibition gallery has the logo **LG.**

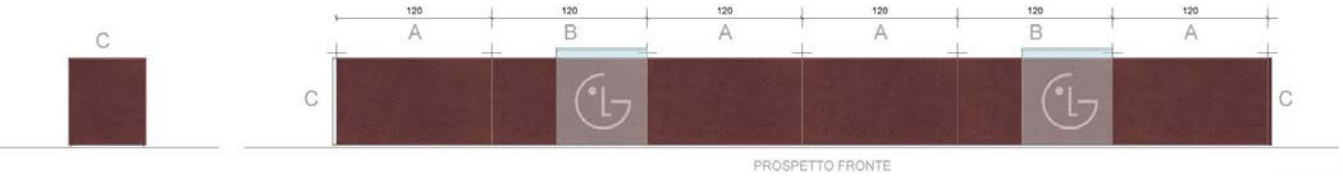
The **partition facing** the **room**, has a **LG plasma monitor.**

ELEMENTI DI ARREDO STANDARDS

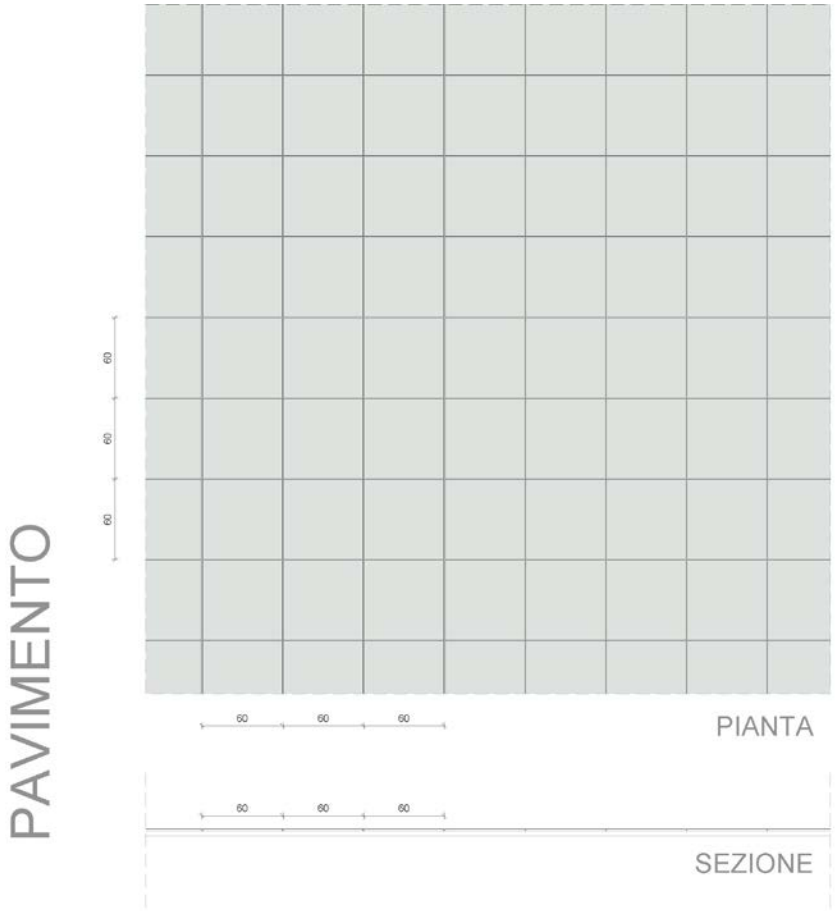
THE **CENTRAL BLOCK**

ElementS “A” + “B” + “C”





ELEMENTI DI ARREDO STANDARDS



THE **FLOOR**

Will be realized in in GRES PORCELLANATO, a very special material which is very similar to the marm. Grey colour with a special treatment inn order to maintain a lighty effect

Ambience

TOP VIEW OF THE LOCAL

Ambience

PERSPECTIVE VIEW

Ambience

PARTITION - ROOM

PERSPECTIVE VIEW

Ambience

The *GALLERY*

PERSPECTIVE VIEW OF THE ROOM

Ambience

WORKING STATIONS

PERSPECTIVE VIEW

Ambience

WORKING STATIONS

PERSPECTIVE VIEW

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FRONT VIEW FROM THE STREET

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