

## PRESS RELEASE

### Award-winning workplace:

#### BrandTrust Office Nuremberg receives German Design Award

**Nuremberg/ Frankfurt, November 2017: Eliminating spatial boundaries and categories, and still providing a structured and productive work environment. The jury awarded the German Design Award in the category Interior Design to Brand Trusts's idea of "working in a relaxed hotel lobby atmosphere."**

BrandTrust consultants spend most of their time with their clients across the globe. When they return to the company headquarters in Nuremberg to delve further into their strategic brand work, they can choose among several different work spaces tailored to their individual situation: Highly modern and functionally equipped single booths and silent rooms are intended for tasks that require the utmost concentration, and for confidential phone conversations. Teamwork at BrandTrust happens in the atmosphere of a stylish hotel lobby. Removed from the model of classic meeting zones and rooms, consultants use this space to conceptualize and discuss. Only the back office team has its own fixed workplaces.

Clients of the firm enjoy the Living Room, the large meeting room, as a special place that is excellently suited to both unencumbered thought and focused work with the consulting teams. The space is increasingly being used for workshops with clients.

The German Design Award will be bestowed in Frankfurt in February 2018. BrandTrust was supported with the conceptualization and implementation by designfunktion of Nuremberg and by Möbelhaus Wetscher in Fügen/Tyrol.

Photos of the BrandTrust office:

[Lobby](#)

[Library](#)

[Kitchen](#)

### About BrandTrust

BrandTrust is the leading management consultancy for effective brands in the German-speaking Region. In 11 Industry Competence Centers, the teams of consultants advise market-leading clients on the development and implementation of regional and global brand strategies aimed to systematically and sustainably increase the profitability and growth of their brands. Many of our clients are Fortune 500, DAX 30, M-DAX, ATX und SMI companies in Germany, Austria, Switzerland, and Northern Italy. BrandTrust is active across the globe and, in addition to its main locations in Nuremberg and Vienna, operates offices in Zurich and Ljubljana.

<http://www.brand-trust.de>

