



Top left: Bucherer's beautiful boutique inside the Alsterhaus department store in Hamburg, Germany. Left: Jäggi boutique for watches and jewellery in Chur, Switzerland. Honoured with European Property award for best retail architecture in Switzerland. Middle: Ellinas boutique for jewellery in Bucharest, Romania. Right: Dušák boutique for watches and jewellery in Prague.

# Dobas AG

## Interior design and architecture

**The Swiss interior design and architecture firm Dobas designs and builds custom flagship stores, shop in shop boutiques, and exhibition stands around the world. As an experienced partner to the luxury goods industry, they build and deliver world-class Swiss quality.**

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Located in Lucerne, the interdisciplinary design firm is dedicated to visualising flagship stores, elegant and modern corporate cultures, shop in shop, fair booths, and creating upscale retail spaces. "Our design approach goes beyond what is visible. We develop sales-driving, experience-orchestrating environments that are tailored precisely to your company, your deliverables, and your customers," explains CEO Patrick Buchecker.

### Meaningful and beautiful design

Design aims to give meaning to what surrounds us. The form and matter of things reflect a purpose that only good, intuitive and holistic design can communicate. Building on this philosophy, Dobas believes that the conscious design of spaces and atmospheres helps companies or luxury retailers to express their values, culture and goals.

Aesthetics, visual communication and materials are the pillars of their design suc-

cess: "When selecting materials, we factor in aesthetic criteria, as well as functional, timeline, and cost-effectiveness aspects. We place particular emphasis on lighting and choose luminaires and systems that present your products in the best light at all times," says Buchecker.

### Realisation and logistics

Dobas takes pride in accompanying their clients from the preliminary planning phase to realisation and implementation. "We plan the same way as we implement: carefully, down to the last detail. Regardless of the final destination of your shop interior or exhibition stand, we precisely pre-manufacture everything in Switzerland."

The Swiss firm works with state-of-the-art resources and technology: "We emphasise the functionality and durability of our design. We see that attractive, functional and aesthetic interior design presents a stage for the retail spaces; our design communicates with potential customers and creates

a direct relationship with the product, as well as the cultural environment."

References of Dobas' completed projects include the National Museum-Boutique in Zurich, a number of flagship stores for Swiss luxury label Bucherer around the world, as well as fair booths at prominent retail and company fairs. Dobas' outstanding projects have been consistently rewarded with design prizes and nominations. They recently won the prestigious Marketing & Architecture Award 2016 (award winner for best temporary architecture) as well as the European Property Awards 2015-2016 (Best Retail Interior Switzerland award winner).

[www.dobas.ch](http://www.dobas.ch)



Swiss National Museum in Zurich, Switzerland.