



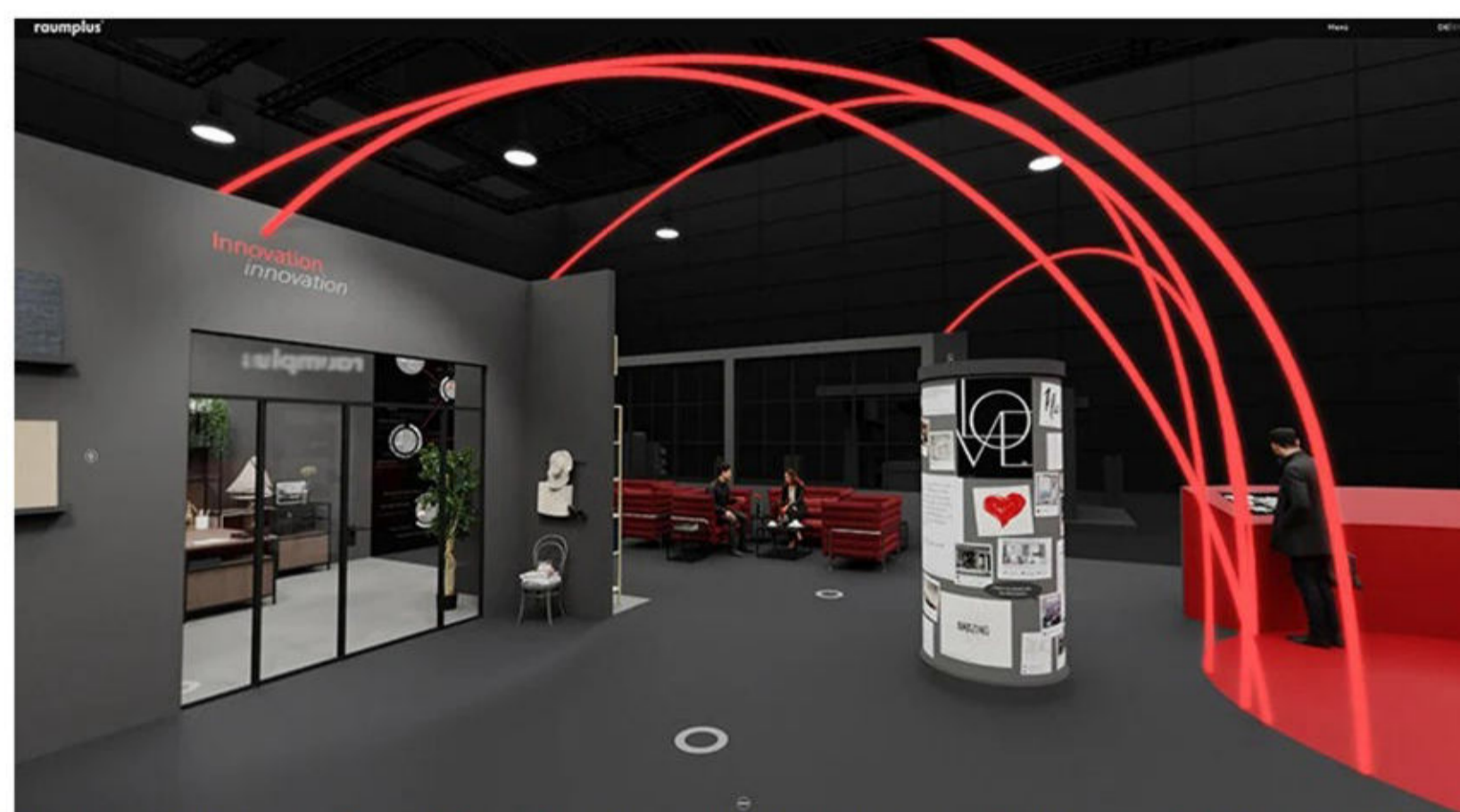
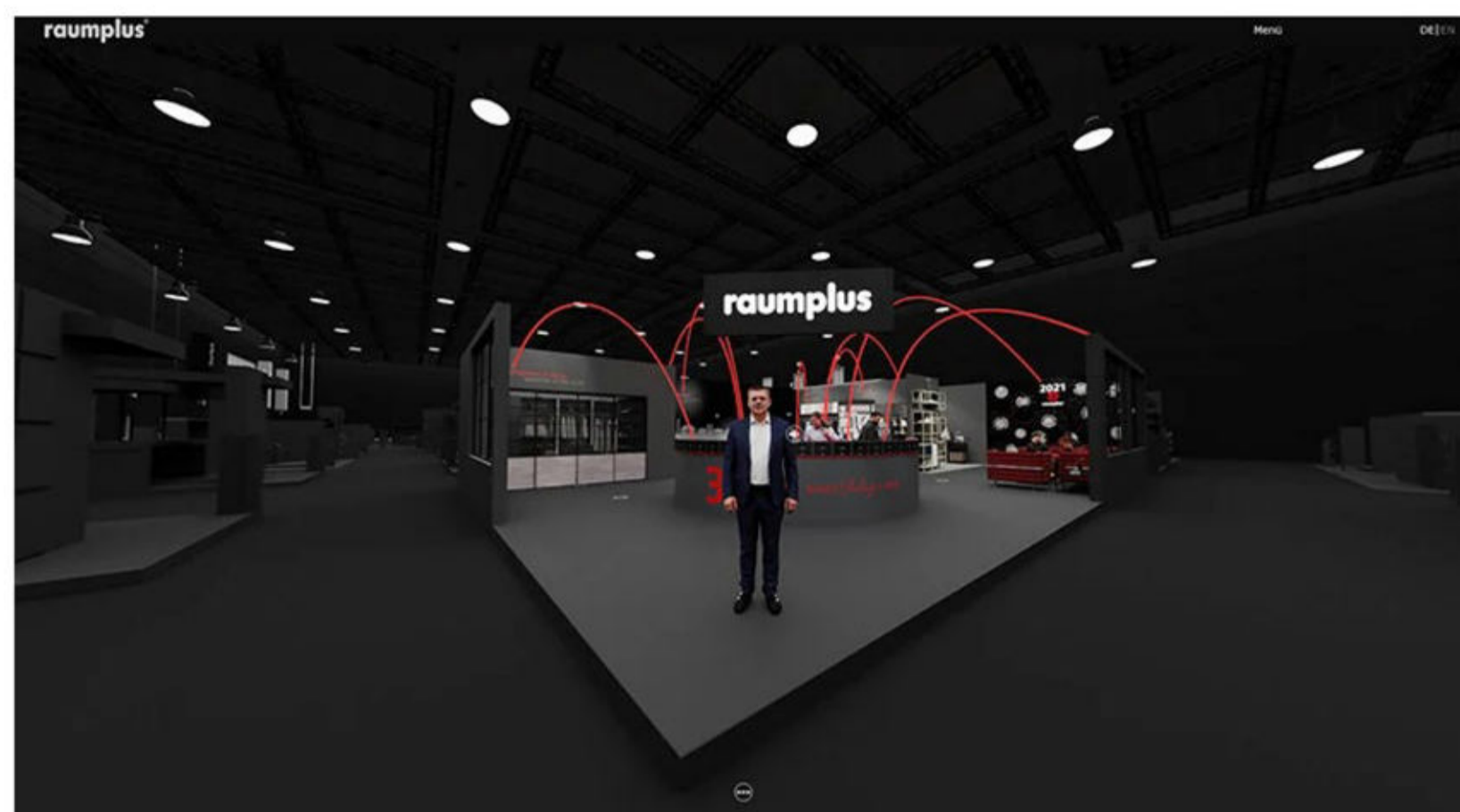
**raumplus open immersive, virtual, 360-degree fair-stand and digital house**

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raumplus launch an immersive, virtual fair-stand and digital house for architects, planners and private customers.

explore the raumplus virtual, 360-degree fair-stand and digital house [here!](#)

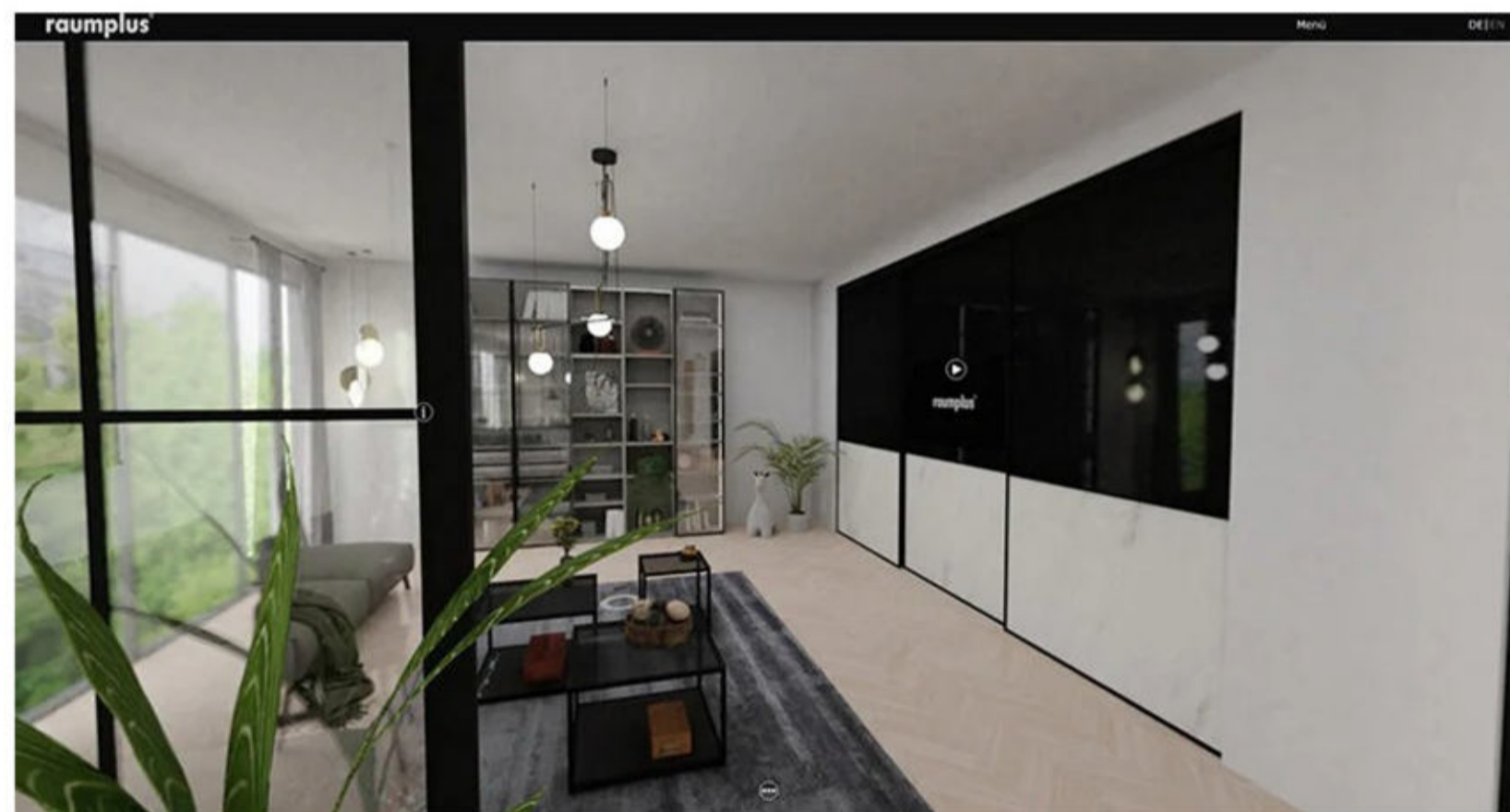


the raumplus team welcomes architects, planners and other specifiers to their 360-degree, fully immersive, virtual fair stand, where their room solutions can be explored on demand

it's in the name with raumplus, the go-to german room-solutions manufacturer and planning partner.

translating into english as 'room plus', or 'space plus', they're all about adding value to interiors via problem-solving, made-to-measure closet systems, sliding doors and room dividers. these guys love a tricky space.

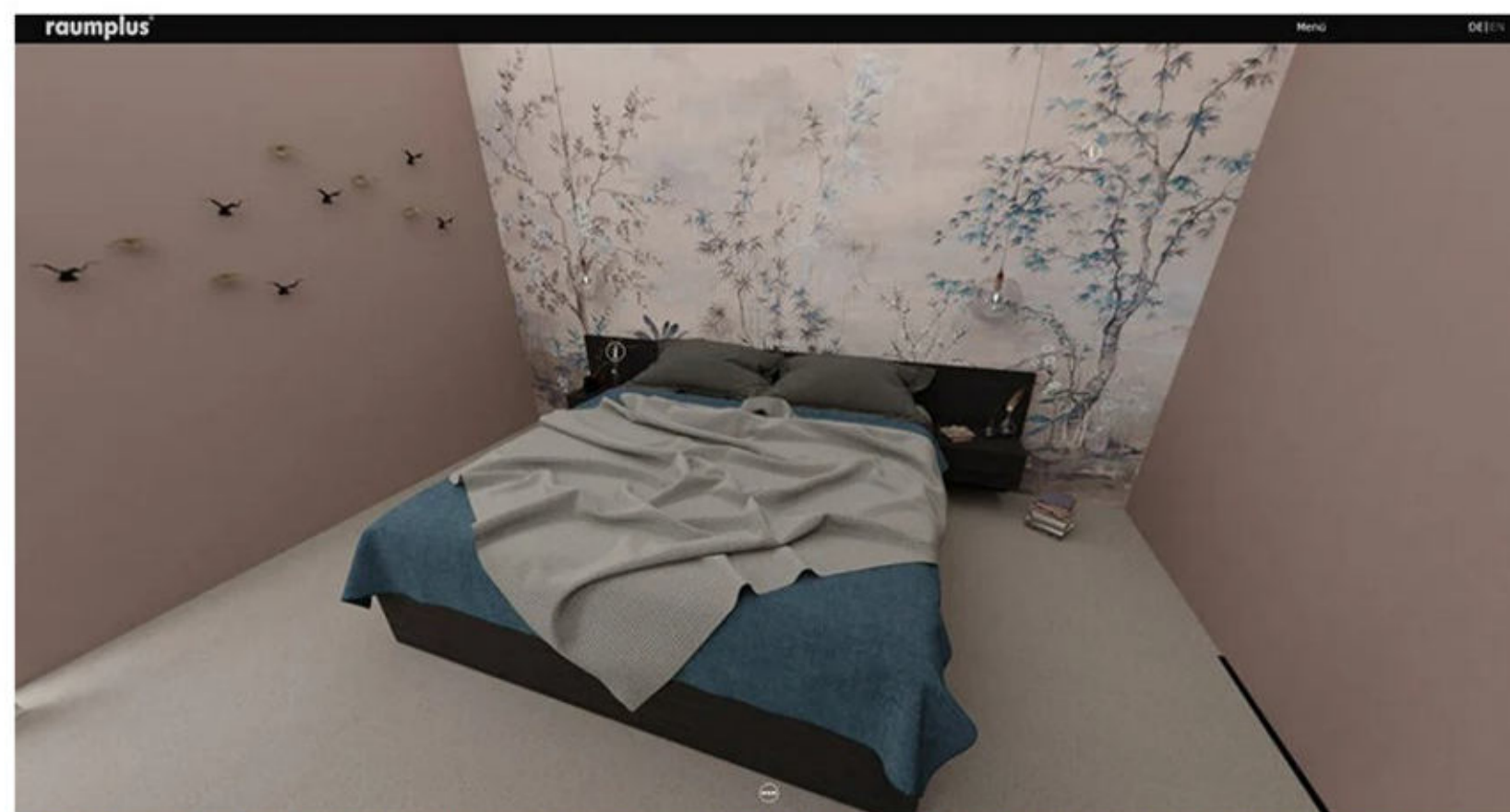
but their solutions-driven attitude doesn't stop with their stock-in-trade. faced with the retreat of the international design-fair circuit for the next while, in its physical manifestation at least, the bremen-based company has been quick to develop a meaningful response – one which allows dealers, as well as architects, planners and private customers, the opportunity to experience the wealth of discovery that the exhibition environment allows, but in a virtual, information-rich way.



the raumplus digital house: visitors can discover the raumplus offering in rich detail, either navigating their own way through the space or guided by the brand's expert team

raumplus have launched an immersive digital environment, where professionals can explore, on-demand, not only specially developed, 360-degree raumplus virtual fair-stand, but also a complete raumplus digital house – both theory and application, as it were.

users can discover these spaces by taking charge themselves of their own navigation, or by allowing themselves to be guided. raumplus managing director carsten bergmann and his team are on hand for the latter. 'of course, it's not about replacing meeting up in real time, face-to-face,' explains carsten. 'rather, the virtual trade fair functions as a complementary point of reference, inspiration and a platform for exchange.'



'we've got more in the pipeline,' says raumplus MD carsten bergmann, 'including an exciting augmented-reality project that will create real value for planners.'

beyond one's journey through rooms where doors, cabinets and drawers can be opened, the visitor experience is augmented with animations of product functions, allowing a first-rate grasp of a product's planning potential and inspiration at its fullest.

but all this is just the start of the raumplus digital journey. 'we've got more in the pipeline,' says carsten, 'including an exciting augmented-reality project that will create real value for planners.' watch this space for the next plus!

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guest feature by [simon keane-cowell](#) / [architonic](#)