



**HOMAPAL**

 HOMAPAL GmbH

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 [www.homapal.com](http://www.homapal.com)

## At a glance

### THE PROJECT

- Decor 8207 Magnetic Board White matt
- Colour concept black, white and warm pleasant feeling of wood
- The aim was to give the expansive magnetic wall panel the perfect setting - despite its white surface which, at first sight, may look somewhat uninteresting. This is achieved by painting the wall black. The old oak floor of the historic building harmoniously complements the spatial concept

Decor 8207 Magnetic Board White matt

## EXCITING CONTRASTS

### ■ DESIGN AGENCY MODULR MAKES STATEMENTS IN THE CONFERENCE ROOM

modulr describes itself as a design studio for digital solutions. The agency helps start-ups, well-established companies and corporations to create brand experiences that provide real cohesion between the brand and the individual. The 17-strong team focuses on designing your customers' brand, while developing content strategies and creating stories about products and services that evoke emotions, touch hearts and make them something to experience.

Whether interaction design, UI applications, information architecture or desktop solutions: this is where digital natives reign, ones who have grown up with the new media since their childhood years and have developed expertise from deep-rooted training.

## ■ WHITE MAGNETIC BOARDS PERFECTLY STAGED

Branding, interaction, development, digital consulting and start-up accelerator – these are the five pillars on which the design studio's content concept is based.

Bound by no particular technology and entirely focused on the needs of its customers, the modur team brings together its customers' expertise with design excellence - for creative solutions that work and stand apart.

Exceptional achievements demand an exceptional location. The design studio's open-plan, modern office facility is located in a beautiful, historic brick building in Hamburg's Ottensen district. Extending over two floors, the workspace exudes a genuine start-up feeling.

The third floor hosts a spacious conference room, providing inspiration and scope galore for new ideas. This is where the team has presented the Homapal magnetic boards - decor 8207 - in an unassuming yet expressive way. Magnetic boards from Homapal have proven invaluable in conference rooms, design and architecture studios, educational establishments, in shop-fitting applications and in the kitchen. An iron foil embedded in the laminate even makes it possible to attach heavy utensils. Besides providing high magnetic holding power, they can also be written on with standard board markers; everything can be erased without a trace.

The decor 8207 surface in matt white finish reflects less light, which also makes it suitable as a projection screen. The product complements the room's outfit, this being one that is nothing short of impressive. Perfectly furnished and equipped with everything anyone could wish for in an environment of creative and inspiring interior design. The black wall provides the right setting for the plain white and practical magnetic boards, making them an absolute eye-catcher that is nothing short of impressive. Contrasts create an exciting look. It's not only the contrast between light and dark on the walls that makes this conference room so particularly unique, but also the contrast between the design of the wall and the magnificent, dark-stained historic floor. modur also rents out the conference room. Further information is available by going to: [www.rain.haus](http://www.rain.haus)

Engaging Wendt joinery and cabinet-making, modur has found a fabricator that specialises in creating furniture, making bespoke pieces and designing interiors, a company that has planned and implemented this. The family-run company's expertise embraces customer projects in which tremendous importance is attached to competence and many years of experience ranging from planning to precision-crafted workmanship.



## ■ LOCATION modur Digital Design Studio

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