

Vitra - The world is just enough!

The Swiss manufacturer Vitra is unique like its furniture and objects. In every respect.

www.vitra.com

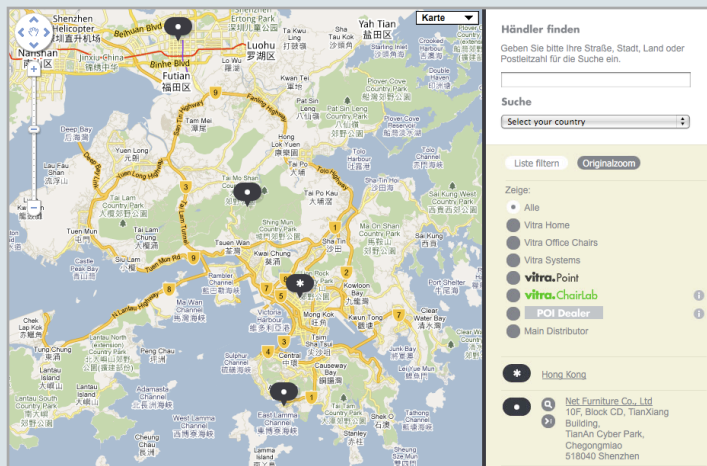
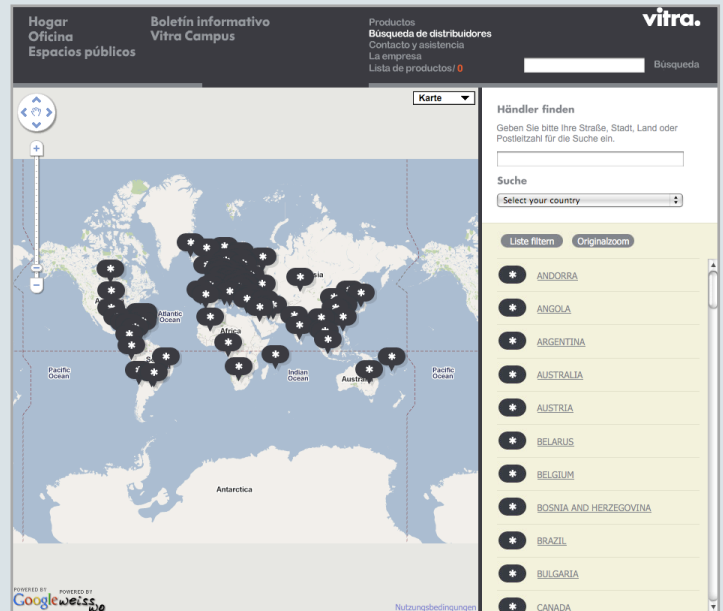
Vitra is very ambitious. This applies for themselves and all its partner from designers to suppliers and service providers.

The London-based agency de-construct which meanwhile merged with Glue Isobar, is in charge of the web-design. They consistently realized the pursuit of convenience in the redesign of the new website.

Vitra's maxim

„We make products that avoid the superfluous and last for a very long time.“

Rolf Fehlbaum, Chairman Vitra



Less is more

It is a challenge to create a website that meets the needs of all visitors around the world. Vitra managed this feat.

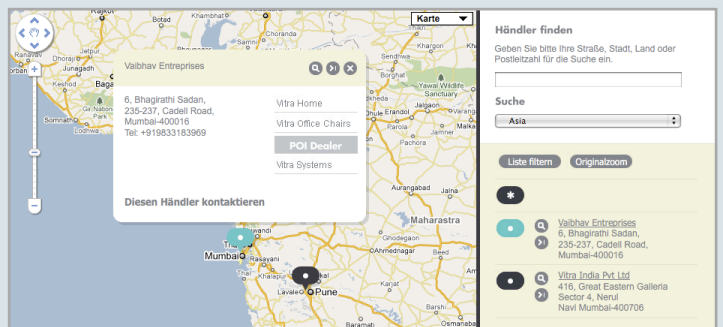
- Global dealer network
How important locating a dealer on a website is can be measured by the fact that PinPoint is used for the country selection in the first menu. Thus the complexity was reduced and the site was simplified.
- Corporate Design
PinPoint blends harmoniously into the site. List, map, the design of the symbols and icons act as a unified whole.

- Filter

All locations use the same icon. Thus a traditional legend is superfluous. A filter was included in the list to show the special services. It opens by pressing the button "Filter List" and shows filter options to reduce the retailer selection.

- Business card

The hover text as well as the business card were adapted to the corporate design consistently. The benefits provided by a location are listed in the business card.



Subject

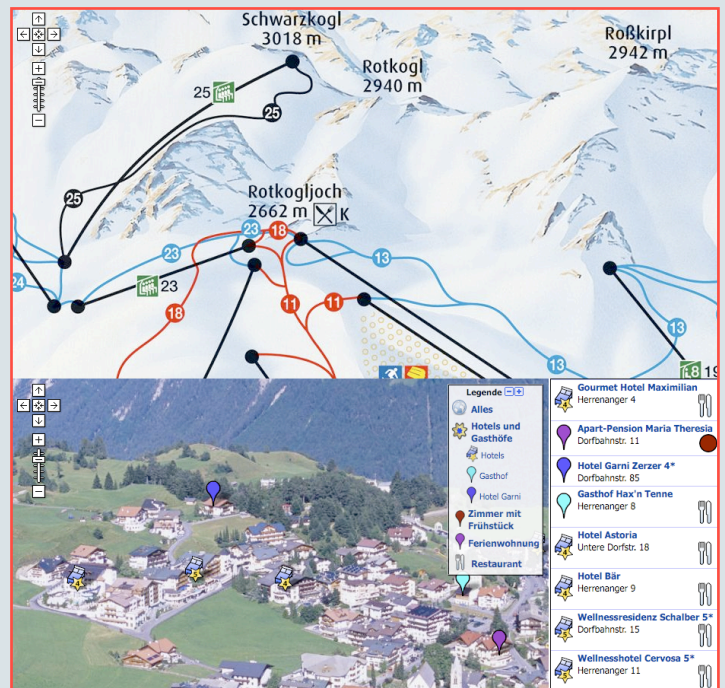
Corporate Operation ©

Intuitive operation of all contents

With the increasing bandwidth of the Internet also pictures, panoramas, videos, etc. and their size on websites grow. Unfortunately, the number of tools to visualize them too. Visitors have to deal with different operating concepts. The speed to display images leaves a lot to be desired.

PinPoint shows all pictures with the same technology. The contents are divided into tiles, and are operated with the intuitive Google Maps technology. Even pictures with some 100MB can be moved and zoomed instantly depending on the browser. PinPoint brings the ordeals to an end.

[Try it...](#)



Forum

Search pattern

People are looking for things following a personal logic. PinPoint covers 95% of the search patterns.

Map search

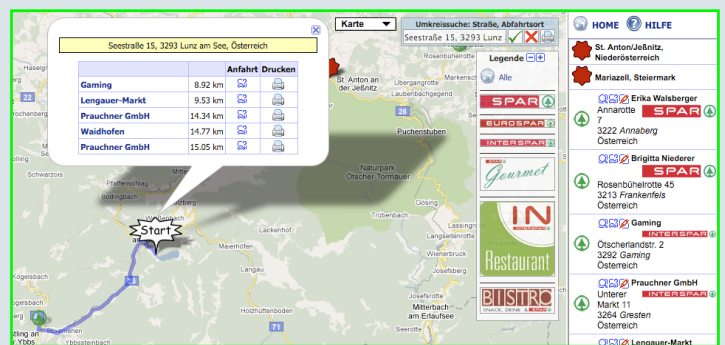
Most people prefer to search in maps than in lists. Especially in unfamiliar regions, where one knows neither toponym, street name nor postal code.

List search

Mathematically structured thinkers prefer to search in lists. All locations on the map are displayed synchronously in the list. If the map is changed, the list will be updated accordingly.

Vicinity search

Some know where they are or want to go. After entering the starting position, the nearest sites are displayed and listed by distance. The start position can be moved on the map by drag and drop. The route description can be printed with the map.



Quick search

The quick search for names or postal codes is a good choice for some applications. The input of 3 letters starts the search for matching results, which are all listed, even if they are outside of the displayed map area.

„My Location“

The vicinity search can also be started via the function „My Location“. The approximate position of the IP address is located and marked. The closest locations are listed by distance.