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### **FOTOBODEN™ & Aerial Artiste Meike Silja to Cast a Spell on EuroShop: The Power of Visual Communication in the Air and on the Floor**

**Kaarst.** FOTOBODEN™ will also be present at this year's EuroShop to be held at the Düsseldorf Exhibition Centre from 16 to 20 February 2020. This time the company will demonstrate its expertise in store fitting and exhibition architecture on 2,000 square metres. And those familiar with the Kaarst-based company know that this creative team always comes up with surprises. What normally applies to the company's custom-printed and ever new floor designs this year also and especially holds true for a very special highlight at their trade fair stand. Aerial artist Meike Silja hailing from Berlin and known from Roncalli's Apollo Varieté, will perform diverse breath-taking trapeze and vertical silk acts. So visitors will be in for a fascinating symbiosis of air and floor. While the FOTOBODEN™ floor artists demonstrate how the power of visual communication can be perfectly harnessed by custom designs on the floor, the artist will perform in the aerial space. All artists will frame the trade fair appearance in a versatile creative and artistic setting. "Meike Silja will present her art for several hours at our stand," delights Timo Michalik, board member at visuals united ag and inventor of FOTOBODEN™. "Her art perfectly fits our conviction that a good floor covering not only thrives on purely technical parameters such as R10 and Bfl-s1 but also on the art of design."

Look forward to great new designs as well as exciting performances. Visit us in Hall 11/E23 and let us cast a spell on you. We look forward to seeing you!

#### **About FOTOBODEN™:**

FOTOBODEN™ is a product from visuals united ag headquartered in Kaarst. The vinyl flooring is protected by a European patent and custom printable. As an advertising and decoration element it makes for higher footfall at the place of use thereby boosting retail sales. It can be used in visual merchandising at the POS and for trade fairs. Museums, TV productions as well as store design and stage building firms also use the material boasting multiple ISO and DIN (German International Norm) certifications. FOTOBODEN™ is 100% recyclable and available with a warranty up to 15 years. As a leading specialist in printed flooring visuals united ag offers design, printing and product development.

Further details at [www.FOTOBODEN.de](http://www.FOTOBODEN.de)

#### **PRESS CONTACT:**

Eva-Maria Geef & Silke Hüsgen  
Fon: +49 (0) 2131 53 213 – 47  
Mail: [presse@fotoboden.de](mailto:presse@fotoboden.de) / [www.fotoboden.de](http://www.fotoboden.de)

visuals united ag  
An der Gumpgesbrücke 26  
41564 Kaarst - Germany