

RETAIL VENUES

Hummel Village

Hummel Village
Bavaria, Germany

The enchanting world of Goebel's beloved M.I. Hummel figurines comes to life at *Hummel Village*. Conceptualized by ITEC's design team, the themed retail and entertainment complex (located adjacent to the Goebel factory in Bavaria) is inspired by the life and art of Sister Maria Innocentia Hummel.

CLIENT:

W. Goebel Porzellanfabrik

SCOPE:

Facility Planning/Concept Creation
Creative Development
Entertainment Technology,
Media Production

LEVEL OF DEVELOPMENT:

Concept



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