

A System That Grows With You: Visplay Launches Modular Structural System

Weil am Rhein, October 15, 2025 – Spaces are changing. Brands and retailers increasingly demand flexible solutions that can evolve with them. With Spatio, Visplay introduces a new freestanding structural system designed specifically to meet these needs – a system that not only creates space but redefines it.

Furnishing a space is easy – but especially in large commercial areas, there is often a lack of structure and the technical infrastructure required to meet today’s demands. Visplay has been a pioneer in the development of modular space defining systems for over 85 years and understands the dynamics of spatial design. Decades of development, close collaboration with architects, designers, and numerous projects for renowned brands have shaped this understanding of how spaces evolve and what they require.

“Companies need the flexibility to respond to increasingly frequent and dynamic challenges. New construction is becoming less common, which is why the focus is shifting toward renovations and adaptable solutions,” explains Christian Vetterer, Managing Director at Visplay. That is why Visplay has been developing systems that provide complete infrastructure while being easy to integrate into existing spaces and effortlessly adaptable without the need for major construction work.

Rethinking space with Spatio

Spatio offers an architecturally minimal and thoughtfully designed response to the demands of modern spatial concepts. What appears minimalist at first glance reveals maximum flexibility upon closer inspection: a freestanding, modular system that requires no floor or wall connection.

Accessories such as merchandise supports, curtains, screens, or lighting can be freely and precisely integrated. Power supply is fully embedded yet remains discreet. Assembly and reconfiguration are simple and quick. Spatio thus follows the typical Visplay principle: easy-to-install solutions that elegantly combine design and functionality.

Multiple spaces, one system

Originally designed for retail environments, Spatio is equally suited for pop-up spaces, showrooms, exhibitions, or workspaces. Its modular system logic enables flexible scaling, recombination, and reuse across various projects. Thanks to its understated design language, Spatio integrates seamlessly into a wide range of architectural contexts and provides a stage for products, brands, and content.

Future-ready and built to endure

Visplay has long prioritized the long-term use of its systems. Spatio follows this principle as well: made with durable, recyclable materials and designed to make reuse and modifications easy. Its modular structure allows the system to be continually reimagined and adapted to evolving needs. In doing so, Spatio contributes to sustainable spatial planning for companies and brands.

About Visplay

Visplay is a global developer and manufacturer of interior and spatial systems headquartered in Weil am Rhein, Germany. For over 85 years, the company has set benchmarks in design, functionality, and quality. Originally specializing in store construction systems, Visplay now offers a broad portfolio that extends far beyond retail, catering to the diverse needs of modern business environments.

Visplay's products are renowned for their flexibility and adaptability, making them suitable for a variety of industries. They offer a wide range of design possibilities tailored to meet the diverse needs of modern business spaces.

For further information about Visplay and its systems, please visit www.visplay.com

Please send us a copy of the publication. Thank you!

For further information, please contact: Liza Ritter (elizaveta.ritter@visplay.com)