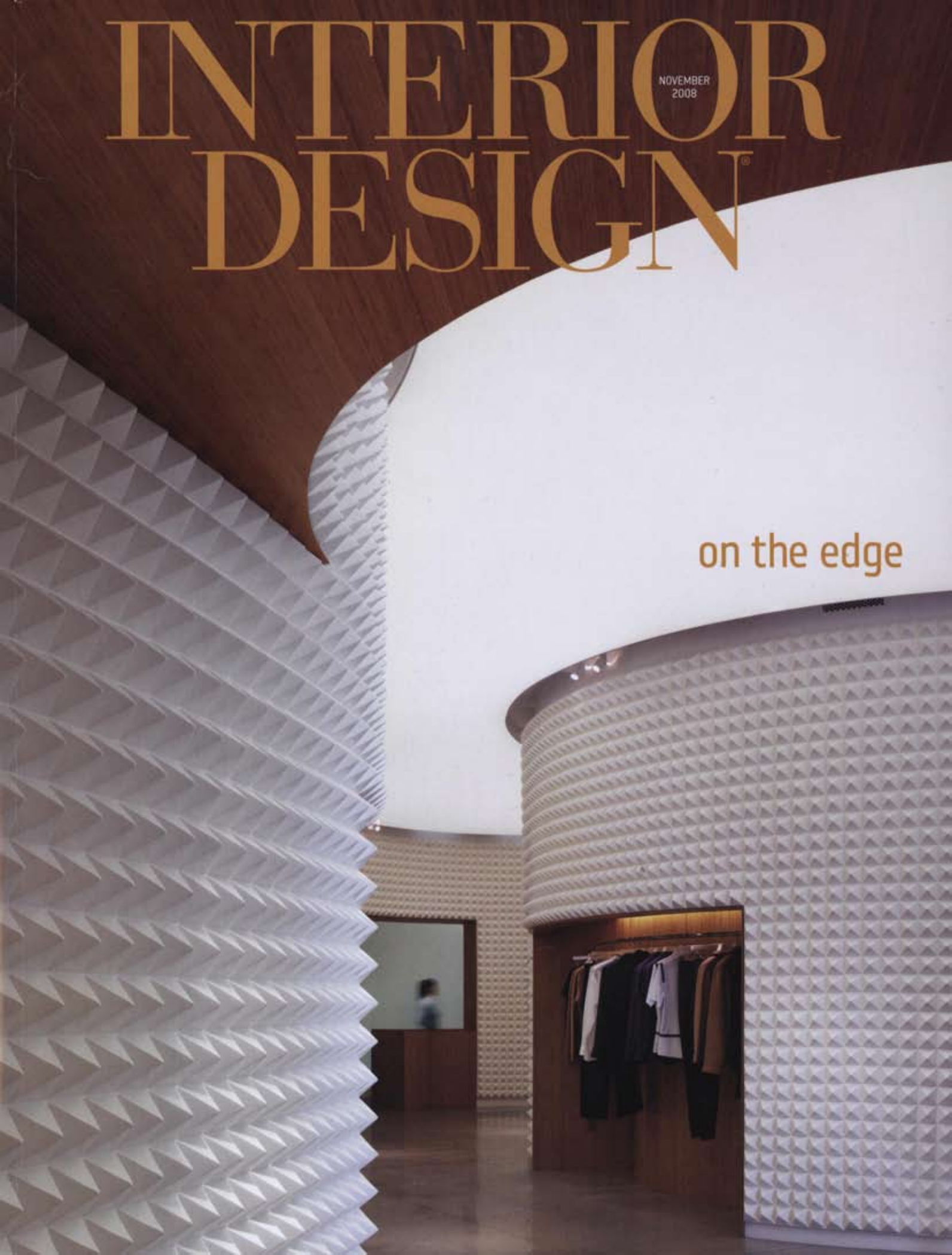


INTERIOR DESIGN[®]

NOVEMBER
2008

on the edge



headliners



DE LISLE, PHILPOTTS & STAUB INTERIORS

"The Mod Squad," page 194

PRINCIPAL:
Charles De Lisle.

COMPLETED PROJECTS:
Vanguard Properties offices and Hotel Tomo in San Francisco; the spa at Hotel Healdsburg in California; the Dream Inn in Santa Cruz, California; residences in Big Sky, Montana, and Hualalai, Hawaii.

CURRENT PROJECTS:
Apartments in New York; the Hard Rock Hotel Palm Springs, a ski resort in Mammoth, and Shorebreak Hotel in Huntington Beach, all in California.

LOVE: De Lisle and his life partner Ralph Dennis are "double decorators."

MARRIAGE: The newlyweds honeymooned in Egypt.

643 Seventh Street, San Francisco, CA 94103; 415-565-6767; dspinteriors.com.

IPPOLITO FLEITZ GROUP

"Hallowed Circles," page 202

PRINCIPAL:
Peter Ippolito.

PRINCIPAL:
Gunter Fleitz.

COMPLETED PROJECTS:
Bella Italia Wine store and restaurant and T-012 bar and club in Stuttgart, Germany; Linden-Apotheke pharmacy in Ludwigsburg, Germany.

CURRENT PROJECTS:
Waku Waku restaurant and a staff cafeteria for Der Spiegel in Hamburg, Germany; a town house in New York.

HONORS: Red Dot Communication Design Award; IF Communication Design Awards; Deutscher Design Club Gute Gestaltung awards.

BATH TIME: Ippolito gets bright ideas in the shower.

DOWNTIME: Fleitz forages for blueberries and mushrooms on weekends.

87 Augustenstrasse, 70197 Stuttgart, Germany; 49-711-993392-330; ifgroup.org.



MEYER DAVIS STUDIO

"Walk on the Wild Side," page 170

PRINCIPAL:
Will Meyer.

PRINCIPAL:
Gray Davis.

COMPLETED PROJECTS:
Mas, Boqueria, Boqueria SoHo, Bar Blanc, and 10 Downing restaurants, all in New York; Oscar de la Renta boutiques in Athens, Madrid, Moscow, and New York.

CURRENT PROJECTS:
Residences in New York and New Canaan, Connecticut; a restaurant in Los Angeles; the W New Orleans hotel; a development in the Turks and Caicos, British West Indies.

SECRET SPOT: Meyer finds great menswear at Scalpels in Madrid.

SECRET ISLAND: Davis escapes to Ambergris Cay in the Turks and Caicos.

155 Sixth Avenue, Suite 701, New York, NY 10013; 212-627-5574; meyerdavis.com. ➔



ANTÍDOTO DE DISEÑO

"Web Games," page 220

ASSOCIATE:
Antonia Maio.

ASSOCIATE:
Javier Quinteiro.

COMPLETED PROJECTS:
Offices and residences in Santiago de Compostela, Spain.

CURRENT PROJECTS:
Offices in Spain; furniture prototypes.

ONLINE: Maio's favorite Web site is feminismo.org.

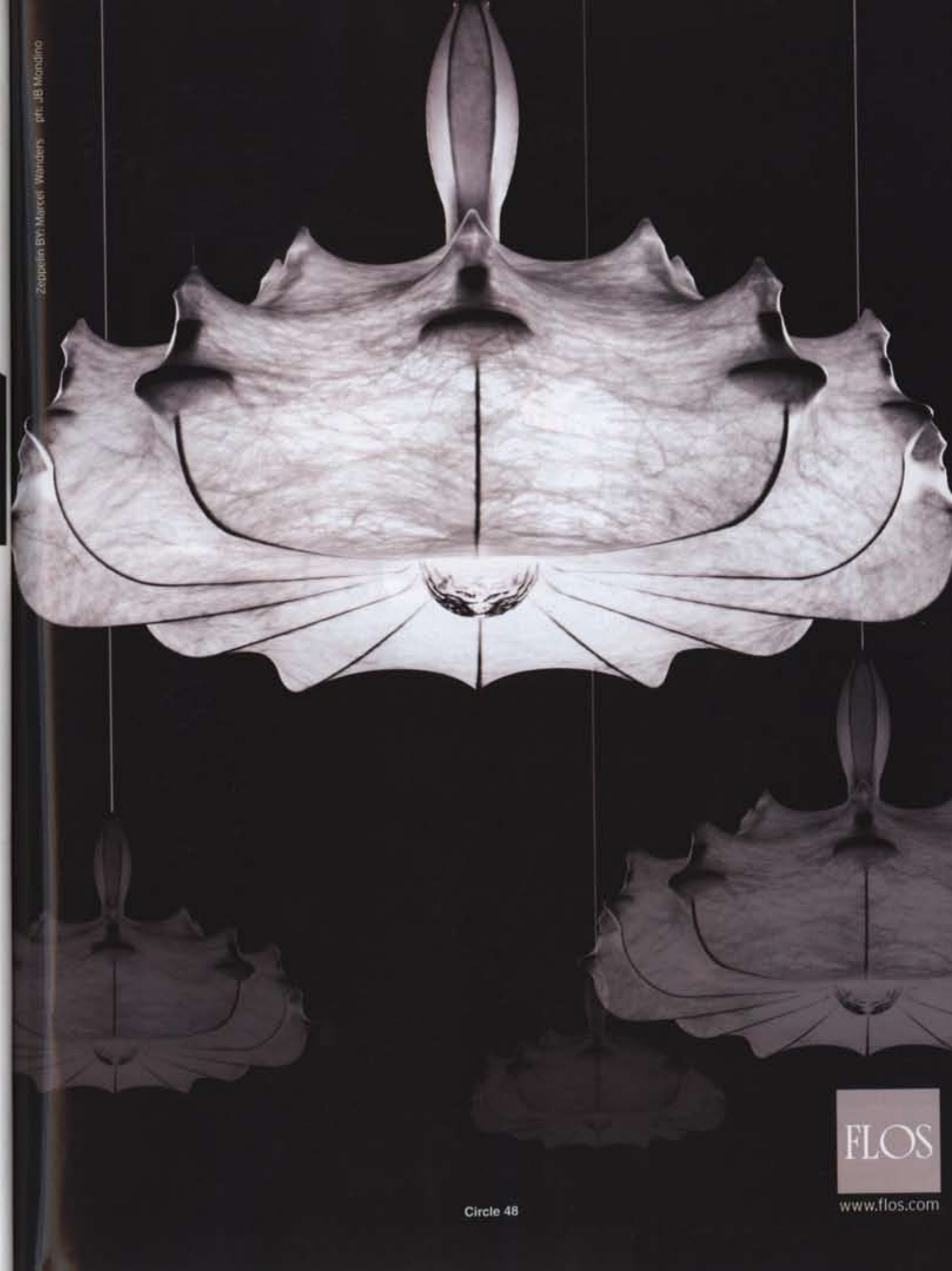
ONLINE: mocoloco.com/es/quinteiro's.

11 Rúa da Poza de Bar, 15705, Santiago de Compostela, Spain; 34-686-656-073; oantidoto.com.



Zeppelin By: Marcel Wanzel pr: JB Mondino

RIGHT: POPPY DE VALLENUEVE





A Stuttgart, Germany, insurance company receives a heavenly assist from Ippolito Fleitz Group

hallowed circles

text: *mairi beautyman* photography: *zooney braun*

Mortality is a delicate subject. At the headquarters of Württembergische Gemeinde-Versicherung in downtown Stuttgart, Germany, life-insurance clients are cocooned in three intimate meeting spaces—glass-enclosed circular booths with upholstered partitions that provide a degree of aural and visual isolation from the bustling office. “The outside world disappears,” says Peter Ippolito, principal of Ippolito Fleitz Group, which designed the free-standing privacy pods.

WGV, one of southern Germany’s largest full-service insurance firms, recently expanded the headquarters from one building to a block-long compound comprising two nondescript 20th-century buildings. Hascher Jehle Architektur was engaged to join them with a new structure, and WGV held a design competition for a ground-floor, retail-like service center where clients meet with agents. The 6-year-old Ippolito Fleitz Group, known for an interdisciplinary approach that incorporates architecture with graphic and interior design, was selected.

The multifunctional nature of the 11,000-square-foot service center dovetailed nicely with Ippolito Fleitz’s practice. When the project was nearly complete, the firm was also asked to design the staff cafeteria, a last-minute addition to the master plan. The client introduced its own unique parameters: Because WGV’s pitch is high value at low prices, interiors couldn’t be opulent or flashy. Reception seating shouldn’t be too plush or comfortable, as that could imply long waits. And less-than-luxurious cafeteria chairs would



Opposite: Curved window walls framed in powder-coated aluminum offer a full street view of the ground-floor customer service center. **Top:** A partition upholstered in faux leather encloses one of three meeting pods designed to give privacy to life-insurance clients. The chair is by Mathias Seiler and Thilo Schwer.

benefit the bottom line by discouraging long staff lunches.

The appropriate tone of quiet understatement is achieved with minimalist furnishings—nearly all tables and desks are clad in white, seamless acrylic surfacing—set against a palette of black fabric, maple, and swaths of backlit glass painted a crisp blue-green, an updated version of the company's corporate color. "In the 1970's, turquoise was hot," Ippolito notes. "Now, not so much."

Although the bulk of the mostly open-plan, L-shape service center is in one of the older buildings, it acts as the entrance to the entire complex. At reception, IFG's desk is lit from below by fluorescent tubes so that it appears to float above the floor. The nearby waiting area is distinguished by another IFG element: A 26-foot-long, S-shape bench, its double-sided design allowing customers to face either the large windows looking out to the street or the interior wall of woven

polyester panels. "It's about different people and different needs," says principal Gunter Fleitz. "Some like to see the front desk. Some would rather hide." Pendant fixtures in the form of large neon circles hang above, either individually or in overlapping groups, Olympic logo-style.

Customers are assisted in four zones. To the left of reception, a wing of six enclosed offices for making auto-accident claims is the only major exception to the open plan. Immediately to the right of



Opposite: In the service center's open area, acrylic desks by Ippolito Fleitz Group flow down from the ceiling cove to the terrazzo floor.

Top, from left: The life-insurance meeting pods, each with a different-height partition, are visible from the street; the structural columns are faced in travertine. The custom reception desk appears to float above fluorescent tubes. The customer-service center occupies the ground floor of a Stuttgart, Germany, building dating to the mid 20th century.

Left: Above each meeting pod's acrylic-topped table is a 9-foot-diameter oculustlike ceiling fixture.



- 1 RECEPTION
- 2 WAITING AREA
- 3 ENCLOSED OFFICES
- 4 KIOSKS
- 5 OPEN OFFICE
- 6 MEETING PODS



reception, two service kiosks in white-painted steel allow the snappy renewal of auto-insurance cards. Beyond, agents sit at eight uniquely shaped custom desks. Each is a ribbon of white acrylic that flows from the ceiling down to the terrazzo floor in an angular U that Ippolito likens to “an upside-down omega.” The black cotton covering the desk chairs—barrel-back versions for customers, high-back swiveling ones for agents—ties into the terrazzo’s black-and-white confetti pattern.

The three circular life-insurance pods sit at the far end of the open area, a mostly glazed corner visible from the street. Accessed by sliding glass doors and fitted with white semicircular pedestal tables, the pods vary in diameter, and their enclosing partitions, upholstered in white faux leather, are different heights. Above each is a fixture in the form of a heavenly oculus, 9 feet in diameter and lit by incandescent lamps. Seen from the street at night, when further illuminated by the blue-green glass walls behind, the trio looks like a contemporary art installation.

The 3,200-square-foot open-plan cafeteria, located on the ground floor of the other existing building, is divided into four zones. In the entry, vending machines and a freestanding, Y-shape counter offer employees on the move a spot for a quick break. The hot-service cafeteria counter faced in the same terrazzo as the floor occupies a corner of the main dining area. Across from it, a cantilevered bar and four chrome and faux leather stools face an oak canopy enclosing eight railway-style booths, each with a table in the same wood and black faux leather-covered seating.

The central dining area is bifurcated by a floor-to-ceiling screen of bronze-painted MDF loops, which



Opposite: Beneath the waiting area’s neon pendant rings, IFG’s 26-foot-long S-shape bench is covered in wool. **Top:** The bench’s two-sided design allows customers to look out to the street or toward an interior wall. **Bottom:** Under more neon pendants at the cafeteria entrance, a custom Y-shape counter of lacquered MDF is a pit stop for a quick cup of coffee. A curtain of aluminum chain covers the window.

Right: Furnishing the central dining area are Eero Saarinen tables and armchairs, felt-inlaid carpet, and a custom screen of painted MDF. **Bottom, from left:** Windows framed with Canadian maple line the corridor leading to the enclosed offices for making auto-accident claims. A dining area booth and table is whitened oak; upholstery is faux leather. The banquette behind the screen is covered in leather.



- 1. CAFETERIA ENTRY
- 2. VENDING AREA
- 3. SERVICE COUNTER
- 4. BOOTH SEATING
- 5. CENTRAL DINING
- 6. BISTRO SEATING



Ippolito describes as “a frozen mesh textile.” On one side of the screen, square bistro-style tables serve a wall-length banquette, its back paneled in padded leather—the real stuff, selected for its perfect off-white shade.

On the screen’s other side is the dining room’s main event. Crisp white Eero Saarinen chairs with seat cushions in the corporate color surround seven black marble-topped Saarinen tables. Above each grouping, an illumi-

nated dome glows like a guardian halo, an appropriately reassuring touch for an insurance company.

PROJECT TEAM

FABIAN GREINER, VINCENT GABRIEL, CHRISTIAN KRISCHENMANN, MATHIAS MÖDINGER, IPPOLITO FLETTZ GROUP, PFARRER LIGHTING DESIGN, LIGHTING CONSULTANT.

PRODUCT SOURCES

FROM FRONT SCHWABLER RODING; GLASS (EXTERIOR); SEDUS STOLL; CHAIRS (OPEN OFFICE, MEETING PODS); SE’LUX; RECESSED CEILING FIXTURES (OPEN OFFICE, RECEPTION); BAIERL & DEMMELHUBER; CUSTOM DESKS (OPEN OFFICE, MEETING POD, RECEPTION); CUSTOM COUNTER (CAFETERIA); CUSTOM SCREEN,

CUSTOM SQUARE TABLES (DINING AREA); LG SOLID SOURCE; DESK SURFACING (OPEN OFFICE, MEETING PODS, RECEPTION); AMPER; GUEST CHAIRS (MEETING PODS); BARRISDOL; CUSTOM CEILING; ARMSTRONG; CARPET (MEETING PODS, DINING ROOM); WESTFORK; CEILING FIXTURES (RECEPTION); M. SEEGER; SITZOBJEKTE; CUSTOM BENCH (RECEPTION); BOOTH UPHOLSTERY (DINING AREA); KVADRAT; BENCH FABRIC (RECEPTION); COLUMN COVERINGS (OPEN OFFICE, RECEPTION, CAFETERIA); WERBUNG UND LICHT; CUSTOM PENDANT FIXTURES (CAFETERIA); KRISKA BEECH; WINDOW COVERING (CAFETERIA); SVENSSON MARKSPELLE; CURTAINS (DINING AREA); BOHLE INNEHAUSBAU; BOOTHS ALIAS; BISTRO CHAIRS; KNOLL; CHAIRS, ROUND TABLES.

THROUGHOUT: ESTRICH BOSSERT; FLOORING.