

DESIGNER:

IPPOLITO FLEITZ GROUP

PROJECT:

**RÖSSLE & WANNER
IMM, COLOGNE, GERMANY**

WHERE

imm, Cologne, Germany

WHEN

January 2008

MARKET SECTOR

Furniture

CLIENT

Rössle & Wanner

DESIGN TEAM

Gunter Fleitz, Peter Ippolito, Axel Knapp,
Arthur Onyali and Tobias Wacker

COMMUNICATION DESIGN

Bruce B.

MANUFACTURER

Holzbau Harr

MATERIALS

Floor: White laminate
Wall: White-painted fibreboard,
white imitation leather
Ceiling: White-coated plastic tubes
Furniture: White-coated MDF, PlexiglasTOTAL FLOOR AREA (M²)

300

Stuttgart-based ippolito fleitz group is a multidisciplinary design studio operating in the global marketplace. Core capabilities are architecture, design and communication, with a focus on developing an optimum corporate identity for each client through a process that includes buildings, interiors, landscapes, products, brand strategies and communication measures. Creating coherent corporate images is comparable to making good architecture, which is why ippolito fleitz group calls itself 'identity architects'.

ippolito fleitz group
Stuttgart, Germany
www.ifgroup.org

Photography by Zoöey Braun

Rössle & Wanner (RÖWA) is a leading German manufacturer of bed systems. In 2004, the company extended its range of mattresses and slatted bases to include a new product line that combines the accustomed ergonomic benefits and comfort of traditional RÖWA bed systems with first-rate product design.

The imm in Cologne is an important platform for the display of RÖWA products. In 2008 the firm's 300-m² stand, created by ippolito fleitz group, occupied a prime location between the entrances of two halls. Wrapped in 5-m-high lengths of gauze, the compact volume offered fairgoers various views of a perfectly illuminated, entirely white interior. Entrances on each of the shorter sides led visitors inside. Product displays on pedestals in the entrance areas also drew people into the space. The stand was divided symmetrically into four areas: two for the display of RÖWA's traditional bed systems, one for the new product line and the fourth dedicated to brand presentation. Built-in units housed a conference room and kitchen, enhancing the central space and creating a communication zone at the very heart of the stand. Spanning the entire length of the space was an overhead structure shaped like the double-curve slat of a typical RÖWA bed base. The designers used 252 plastic tubes to model the wave-like form and equipped some of them with light sources. The predominance of white beneath this illuminated canopy generated a sensuous ambience imbued with clarity and intensity.

