

◎ 国际室内设计年鉴 2009

# INTERNATIONAL INTERIOR DESIGN

# 2009

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主编

商店  
SHOP



# LINDEN-APOTHEKE 药房

## LINDEN-APOTHEKE

### 项目资料:

设计单位: 斯图加特Ippolito Fleitz Group  
 合作者: Monica Trenkler (Deckengestaltung | Ceiling)  
 设计团队: Peter Ippolito Gunter Fleitz Sascha Kipferling Tim Lessmann  
 Fabian Greiner Axel Knapp Sarah Meßelken  
 摄影: Zooey Braun  
 客户: Linden Apotheke  
 项目位置: Körnerstr. 19, 71634 Ludwigsburg, Germany  
 面积: 110平方米

### Project Information:

Design Unit: Ippolito Fleitz Group, Stuttgart  
 Partner: Monica Trenkler (Deckengestaltung | Ceiling)  
 Design Team: Peter Ippolito Gunter Fleitz Sascha Kipferling Tim Lessmann  
 Fabian Greiner Axel Knapp Sarah Meßelken  
 Photographer: Zooey Braun  
 Client: Linden Apotheke  
 Project Address: Körnerstr. 19, 71634 Ludwigsburg, Germany  
 Size: 110 m<sup>2</sup>



### 项目说明:

林登的Apotheke是位于德国魏斯堡的老药房。

严格的重组空间所创造的紧凑、高顶的房间可以马上从各个入口得到证实。连续的搁架单元和房子的完美转角加强了这一印象。无论是后方还是前方的光线，它们都为商品展示提供了一个清晰的背景。新销售柜台是整个空间的焦点，它与中央柱子相连接，并向两边自由延伸。房间的统一性通过从墙壁到天花板的完美转换以及白色所创造的连续性得到进一步加深。花岗岩磨石地板是典型的巴洛克风格，在魏斯堡随处可见。它与室内现代摩登、热情奔放的设计形成难以抗拒的对比。三个可旋转的商品展示台立在房间中央，另外提供了展示和突出当季产品的空间。

房子和家具清晰优美的曲线轮廓和简单的色调使顾客的视线投向宽阔的天花。天花是描绘了十一种中草药的壁画。这是与织物设计师Monika Trenkler在设计上的合作。这是通过使用经典颜色对传统主题的现代诠释。这个天花设计将成为药房的象征，无论是在空间还是交流意识上。

在内部设计上，我们从集体回忆中选取主题，没有沉迷于怀旧风。拱形天花、壁面元素和花岗岩磨石都让人回到药房还未成为健康产业的一部分的年代。相比之下，该设计选取了传统的题材并把它们诠释出现代的感觉。这些图像的共鸣是用来阐述如个人福利、灵敏度、可靠性等价值的，当然药房的核心焦点是自然疗法。

光滑的纸张使人想起传统的袖珍本。线条的样式使用了传统袖珍本和笔记本的设计样式。印刷则采用药房自己的Interstate字体，与传统的铅字体和斯林巴奇字体形成对比。

### Project Description:

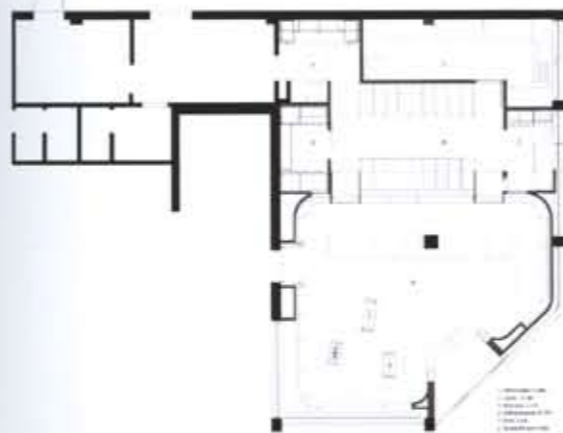
The Linden Apotheke is an old-established pharmacy in Ludwigsburg.

A rigorous reorganisation of the space resulted in a compact, high-ceilinged room, which is immediately ascertainable from both entrances. Continuous shelving units and the room's rounded corners support this impression. They establish a clear backdrop for the merchandise on display, which is well lit, both from behind and from the front. A spatial focal point is created by the new sales counter, attached to a central supporting column and projecting freely out to both sides. The unity of the room is further accentuated by a rounded transition from wall to ceiling, as well as by the continuity created by the white colouring. The granite cobblestone floor reflects the typical Baroque style, so evident in the town of Ludwigsburg, and creates a tantalizing contrast to the otherwise demonstratively modern interior design. Three rotatable merchandise stands in the centre of the room offer an additional area for presenting and highlighting seasonal products.

With its clear, sweeping contours and monochrome colour palette, the room and furniture design direct the customer's eye towards an expansive ceiling motif. The motif is a fresco depicting eleven medicinal herbs, which was designed in cooperation with textile designer, Monika Trenkler. It is a modern interpretation of a traditional subject, executed in classic colours. The ceiling design acts as the new emblem of the pharmacy both in a spatial and communicative sense.

The interior design picks up on motifs from our collective memory: without indulging in wistful nostalgia, the vaulted ceiling, the fresco element and the granite cobblestones all hark back to an era when pharmacies had not yet become a part of a health industry. On the contrary, the design picks up on such traditions and translates them into a contemporary feel. The resonance of these images, however, is used to communicate unambiguous values such as personal welfare, sensibility, dependability and of course the core focus of the pharmacy: the field of naturopathy.

The open, velvety paper is reminiscent of classic pocketbooks. The page lining plays with the design of traditional pocketbooks and school notebooks. The typography incorporates the pharmacy's own Interstate font and lets it take effect in contrast to classic serif fonts such as the Clarendon and the Slimbach.







花廊店  
SACRIFICE

貴賓中心  
AUXILIARY  
CLUB

住宅  
RESIDENCE

商場  
SHOP

美容  
COSMETIC  
CLUB



禮堂  
THEATRE

貴賓  
COSMETIC  
CLUB

貴賓會  
AUXILIARY  
CLUB

酒吧  
BAR

餐廳  
RESTAURANT

美容室  
COSMETIC  
CLUB

專業護理  
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辦公室  
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BUILDING

