LINDEN APOTHEKE

Location: Lübeck, Germany
Designer: impelle Fritz Group
Photography: Zeeney Brain
Area: 150 m²

The Linden Apotheke is an old-established pharmacy in Lübeck, Germany, that was commissioned to undertake the interior remodeling of the store. The design team decided to develop a concept for the new layout that would not only update the building’s interior but also enhance its overall appeal. The new layout features a color palette that includes soft greys and hints of green, which creates a calming and inviting atmosphere.

The interior design builds on the existing architecture, with a focus on creating a sense of continuity and flow. The use of natural materials, such as wood and stone, adds warmth and texture to the space. The ceiling has been designed to emphasize the store’s original features, such as the high ceilings and large windows, while also incorporating modern elements like LED lighting and stainless steel fixtures.

In the new layout, the sales counter is relocated to the front of the store, creating a more open and welcoming atmosphere. The new design also includes a small lounge area, where customers can sit and relax while browsing the products.

The store is also equipped with a new cash register system, which is more efficient and user-friendly than the old system. The overall design of the store is modern and sleek, yet still maintains a sense of tradition and history, which is important for a pharmacy.

The new layout also includes a new entrance, which is more visible and accessible from the street. The store’s facade has been updated with new signage and lighting, which helps to attract customers.

Overall, the new layout of the Linden Apotheke is a thoughtful and well-designed space that is both functional and aesthetically pleasing. It is a testament to the importance of creating a welcoming and inviting environment for customers, which is essential for the success of any retail business.
KÄSTNER OPTIK

Location: Stuttgart, Germany
Designer: Scotti Placz Group
Photography: Zozzy Braun
Area: 15 m²

Two distinctive eye-levels are elaborated in the new Optical Center: First, the viewing area through the colorаем of the Klinge is onto the Schloßplatz, and second, an ensemble, blue into the ceiling with a diameter of four meters. The ceiling eye not only establishes the widest view into the space, but also functions as a sign of light that can be seen from afar. From inside the building, a mirror in the wall allows for a tectonic section of the Optical Center ceiling, thereby generating a suitable light floor. From the outside, the facade itself makes a strong place-marking gesture with the glass ceiling, reflecting the light from the street and enhancing the presence of the building. To the right of the entranceway, a display case is set into the wall containing a kind of museum displaying unusual spectacle frames from the owner, Heiner Hopp's, personal collection. Immediately adjacent is an area for reading, including measurements of the eye at a vertically-adjustable table. And finally, close to the interior wall, the actual fitting area is situated in an almost bourgeois-like atmosphere. A video display records the customers wearing their new glasses. In this way, the eye can be immediately measured and customers can view an image or video of themselves with their new glasses on the screen. A new technology is used to demonstrate the eyewear's competence and expertise. During the display, the opthalmic consultant is presented with a view installation on three screens. The eyes of different people of different ages and gender goals into the rooms, out of the window; appear peaceful and contemplative, or communicate with each other in an unannounced manner. In essence, this is the eye of the main room. The circular form on the ceiling corresponds with a corona of aluminum steps set into the floor. This motif first appears on the stairway and guides the customers from the ground floor area up to the Optical Center on the first floor. All furnishings are varnished in two different beige tones; a green stripe along the edge of the frames on the facade side once again reinforces the impact of these elements and guides the eye toward the greenery on the Schloßplatz. The whole atmosphere is simultaneously focused and still relaxed.

The glass facade screening the reflection rooms is inscribed with a text installation by the Berlin artist, Bruno Nagele. A fragmented stream of words illuminates the work of the opthalmic firm's poetic, scientific, historic and theoretical perspective. The text areas serve as a screen to mask the rooms that lie behind it, while at the same time providing a fascinating way to pass the time for waiting friends or family.

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