

FRAME

THE GREAT INDOORS

FRAME #36
MAY/JUN 2007

€19.95 EU
£14 UK
CHF 20 Switzerland
\$24.95 USA
\$29.95 Canada
¥3,870 Japan
₩40,000 Korea

GIMMICK OVERDOSE

EAGLES, PILLS, TATTOOS,
FAIRIES, GOLD, STAROK
AND WHEELCHAIRS

ADDICTED
TO BERLIN

MEET THE BOYS FROM
COORDINATION

SPEX

GADGETS BY FUKASAWA,
GRCIC, NENDO AND
NEWSON

817109664411451

In Sickness and in Health

HERBAL MURAL

Laid out around an 18th-century residential palace whose 452 rooms are spread over 28 buildings, Ludwigsburg is a miniature German city rich with sumptuous baroque treasures. When architects Peter Ippolito and Gunter Fleitz were asked to remodel the interior of the city's Linden Apotheke, they were keen on counterbalancing all this ornamental *grandeur* with fresh contemporary design. Apart from the granite floor – a reference to the cobblestone streets of ancient Ludwigsburg – the new Linden Pharmacy exudes a distinctly modern, serene feel. Lit front and back, merchandise is displayed against a clean backdrop of continuous white-painted MDF shelving units with rounded corners, complemented by curving transitions between walls and ceiling. In the centre of the room, three rotatable merchandise stands highlight seasonal prod-

ucts, but the real focal point of the pharmacy is a sales counter that projects boldly from both sides of a central supporting column. The smooth lines and monochrome palette of the interior generate a calm setting that welcomes the colourful mural moving across the ceiling and continuing along the upper areas of the walls. Created in collaboration with textile designer Monica Trenkler, the painting depicts 11 medicinal herbs portrayed in a mix of classic colours and contemporary forms. The interior is an accurate spatial translation of naturopathy – a therapy relying exclusively on natural products and remedies, which is Linden's speciality – and of the feeling of personal wellbeing associated with it.

Words Ellen Rutton
Photo Zoëy Braun

Friendly Flowers:
Depicting 11
medicinal herbs,
Monica Trenkler's
intricate mural
proudly provides
Linden Pharmacy
with a new
logo promoting
wellbeing.