

POINT OF PURCHASE



GRAPHIC INTERVENTIONS



# Linden Apotheke

Ippolito Fleitz Group | [www.ifgroup.org](http://www.ifgroup.org)  
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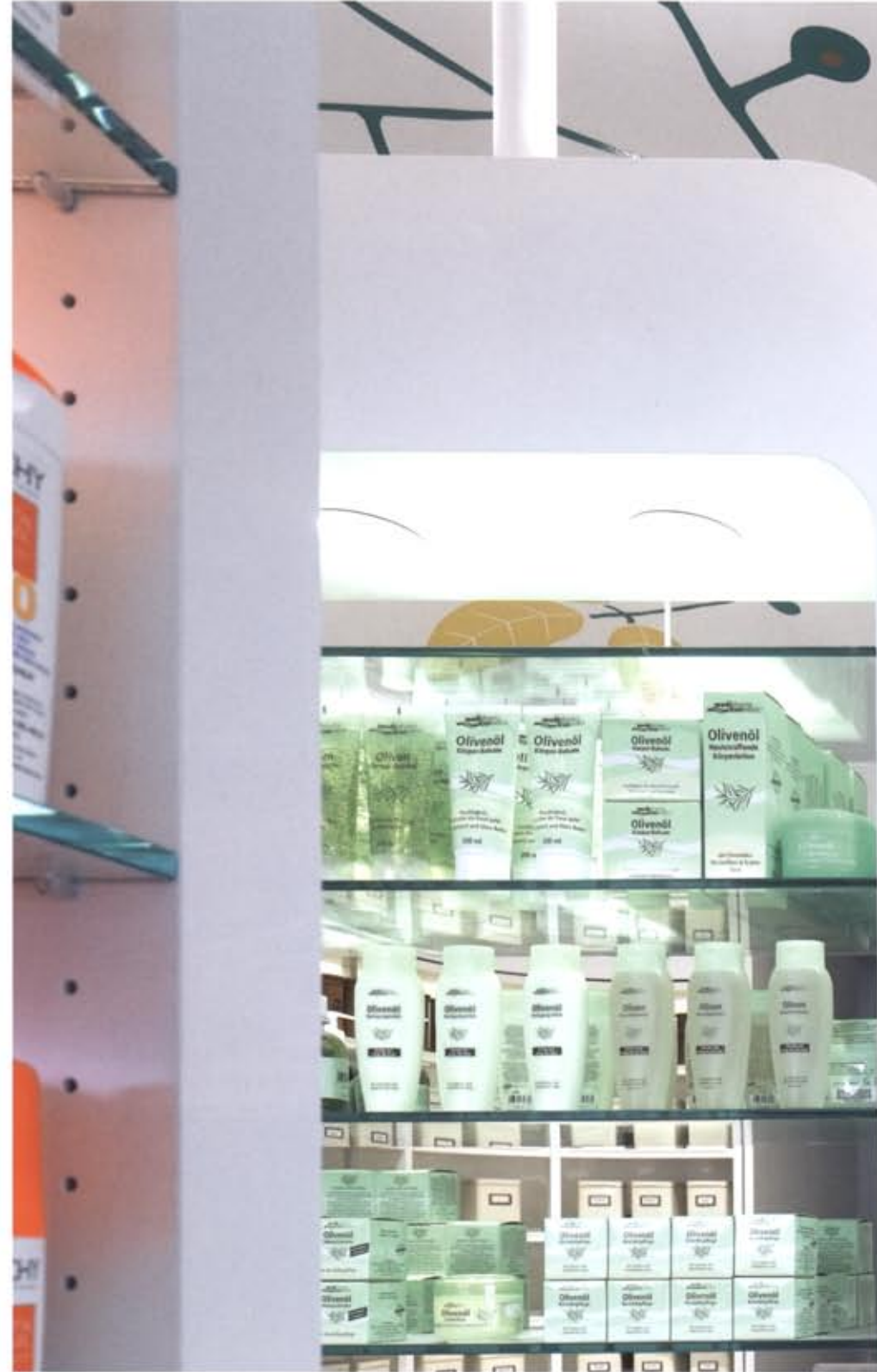
Linden Apotheke is an old-fashioned apothecary specializing in naturopathy and natural cosmetics, located in Ludwigsburg, Germany. Ippolito Fleitz Group is the designer for the remodeling of the interior space.

A rigorous reorganization of the space has produced a compact environment with high ceilings. The products on the display stands are well-lit by spotlights positioned at the front and back. The granite tile paving reflects the baroque style typical of the city of Ludwigsburg and creates a stark contrast with the modern interior. Three rotating modules in the center of the room provide an additional space for displaying each season's products.

The motifs on the ceiling catch the eye, in contrast to the monochrome palette of the space and the design of the furniture. These motifs are part of a fresco painting that depicts 11 medicinal plants, created in collaboration with designer Monika Trenkler.











➔ The products on the display stands are well-lit by spotlights positioned at the front and back. Three rotating modules in the center of the room provide an additional space for displaying each season's products.





➔ The ceiling fresco dramatically stands out from the monochrome design of the space. These medicinal plant motifs, created in collaboration with designer Monika Trenkler, are complementary to the soothing feel of the store.

