TOP SHOPS 2

LINKS
The Linden Apotheke is a well-established old pharmacy in Lüneburg that has specialized in naturopathic products and natural cosmetics in response to growing competition in the pharmaceutical market. Ippolito Fleitz Group was commissioned to remodel the interior and the corporate design to underscore the establishment’s new orientation. The space should visually communicate this focus without looking superficial or pretentious. Additional possibilities of presenting goods on the shelves behind the counter and the administration areas were also requested.

Rigorous reorganization provided a compact, high-ceilinged room, which is immediately perceived from both entrances. Continuous shelving and the room’s rounded corners support this impression, making a clear backdrop for the merchandise on display, wall lit from behind and from the front. The new sales counter is a focal point, attached to a central pillar and projecting at both sides. A rounded transition from wall to ceiling accentuates the unity of the room, all in white. The granite cobblestone floor reflects the Baroque style typical of Lüneburg, in contrast to the otherwise modern interior. These contrast details in the center offer an additional display area.

The clear contours and monochromatic palette of both room and furniture direct the customer’s eye towards a striking ceiling, decorated with a fresco depicting eleven medicinal herbs, created in cooperation with textile designer, Nicola Tesler, whose watercolor of a traditional subject captures the new essence of the pharmacy.

The vaulted ceiling, the fresco and the granite cobblestones all hark back to an era before pharmacies became part of a healthcare industry. Without nostalgia, the design translates this notion into a contemporary manner, communicating unstructured, versatile, and naturalistic and modern design requires professional precision and competence. The two together are measuring and suggest the pleasure of creating body and soul with natural cosmetics and herbal teas. The shop’s look and what it contains become something to talk about.

A small giveaway has been created for reopening day. Based on the above herbs of the ceiling motif, a charming little storybook was prepared, "Two Dances and the Theatres, and Other Tales of Natural Medicating", to show the action and use of herbal medicine. Each story is as individual as the consultation the customers will receive and the booklet more likely to end on a bedside table than in the rubbish bin, become a momento of our visit.
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