



VERY SMALL SHOPS

JOHN STONES

below FLOOR PLAN. 1/OFFICE,
2/DISPENSING DESK, 3/LABORATORY,
4/STORAGE AREA, 5/OFFICE, 6/MAIN
SHOP AREA.

opposite VIEW FROM THE STREET,
SHOWING THE ORGANIC FORMS OF THE
SHOP ENCLOSED WITHIN SIMPLE GLASS
WALLS.

Located in the baroque city of Ludwigsburg, not far from Stuttgart, the Linden Apotheke is a store that cleverly plunders our collective subconscious about what a pharmacy should be like and then plays with it. Instead of the sterile and hospital-like visual lexicon usually employed for pharmacies, the Linden Apotheke uses soft forms and surprising textures and finishes to create an intriguing, inviting environment. The gentle, playful design, mixing old and new, gives a visual support to the pharmacy chain's speciality in homeopathic medicine and natural cosmetics.

The store that Stuttgart-based architects Ippolito Fleitz were asked to remodel had unusually high ceilings. Rather than minimizing this aspect, they decided to make it a feature by giving an unusual amount of attention to both floor and ceiling. Granite cobblestones underfoot are a surreal touch but, at the same time as suggesting a continuity with the streets of the historic town outside, they provide a strong contrast with the white fixtures and fittings.

The ceiling, meanwhile, is frescoed to a design created by textile designer Monica Trenkler. It features 11 different medicinal herbs, the foliage of which trails down the contours of the curved ceiling. Trenkler's gentle, plant-based design is given further echoes in the shop's branding and communications.

The soft, organic curvature of the walls and ceiling is taken up again by the white shop furniture, creating a space without edges and a very appropriate setting for the various nature-biased lotions and potions on offer. And the game of inside/outside played by the store is repeated in its exterior, which encases the whole within an aquarium-like glass cube.

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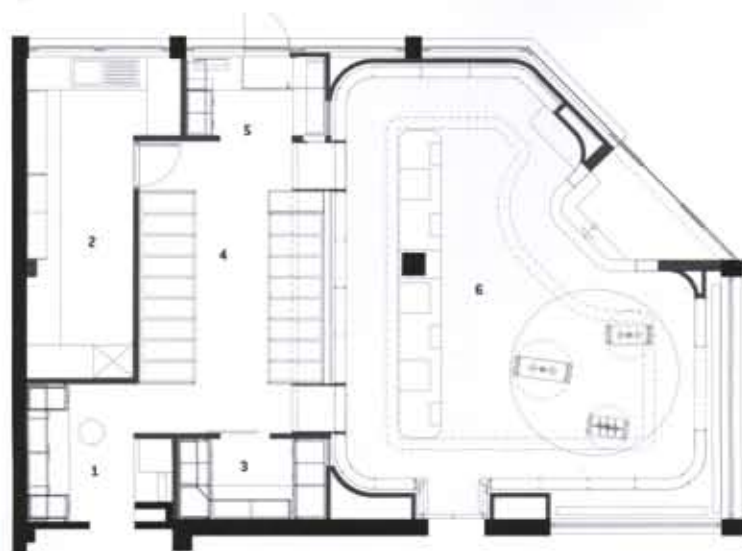
SMALL

LINDEN APOTHEKE

Ludwigsburg, Germany

Ippolito Fleitz Group

110m²/1,184ft²



MATERIALS

- Granite cobblestone and white epoxy resin floor
- White varnished MDF furniture
- Frescoed ceiling



'GRANITE COBBLESTONES UNDERFOOT ARE A SURREAL TOUCH.'



left THREE FREESTANDING DISPLAY CASES ON AN ISLAND IN THE COBBLE-STONED FLOOR.

opposite THE MAIN COUNTER AREA SEEMS TO FLOAT ABOVE THE COBBLED FLOOR.





THE FRESCOED CEILING, FEATURING MEDICINAL HERBS, WAS PAINTED BY MONICA TRENKLER.



THE WALLS AND FURNITURE SHARE THE SAME SOFT ORGANIC WHITE FORM, SET OFF BY THE COBBLED FLOOR AND MERCHANDISE.