

# Wallpaper\*

APRIL 2007

\*INTERNATIONAL DESIGN INTERIORS LIFESTYLE

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# 06

**LINDEN APOTHEKE**  
Ludwigsburg, Germany

There was a time when pharmacies were dark, distinctly dreary alchemists' dens. But, with the growing vogue for natural products, and rapid developments in medical research, those days are long gone. Quick to follow the call of the market, one of Germany's most established pharmacies, Linden Apotheke, decided to specialise in natural and naturopathic products. And, to tie in with its new direction, it also opted for a store redesign. Stuttgart-based architecture practice Ippolito Fleitz Group undertook the remodelling, transforming the store using the savvy touch of textile designer Monica Trenkler, who covered the ceiling with a beautiful swirling

motif, depicting eleven therapeutic herbs. The new space is roomy and well lit, providing a clear and functional backdrop for displaying the various bottles, boxes and packets and for highlighting seasonal products. The subtly curved lines of the interior, combined with the white-varnished monochromatic approach, create a playful contrast to the rest of the city's mostly baroque architecture; in fact, the only element that unifies the shop's aesthetics with the classic Ludwigsburg style is the traditional granite cobblestone floor. ✪ **Ellie Stathaki**  
*Linden Apotheke, Körnerstrasse 19, Ludwigsburg, [www.linden-apotheke-ludwigsburg.de](http://www.linden-apotheke-ludwigsburg.de)*