

# Industry

INNOVATIONS FOR THE BAR OPERATOR

SEPTEMBER/OCTOBER 2007  
ISSUE 15

## techno-tronic

MAGIC BUTTONS FOR BARS

### PROFILES.

Maurice Terzini  
Splinter Society Architecture

### VENUES.

Emporium Hotel  
New Gold Mountain  
Mr Hyde

### FEATURES.

Music licensing  
Sydney BarShow week



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## PROFILES.

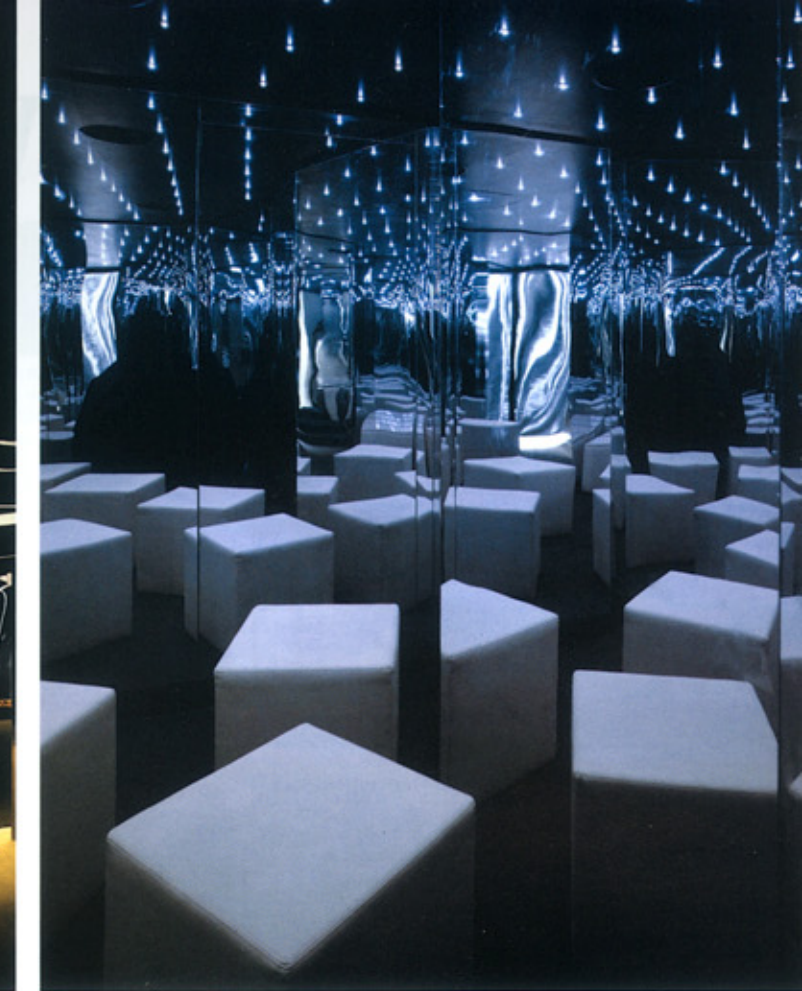
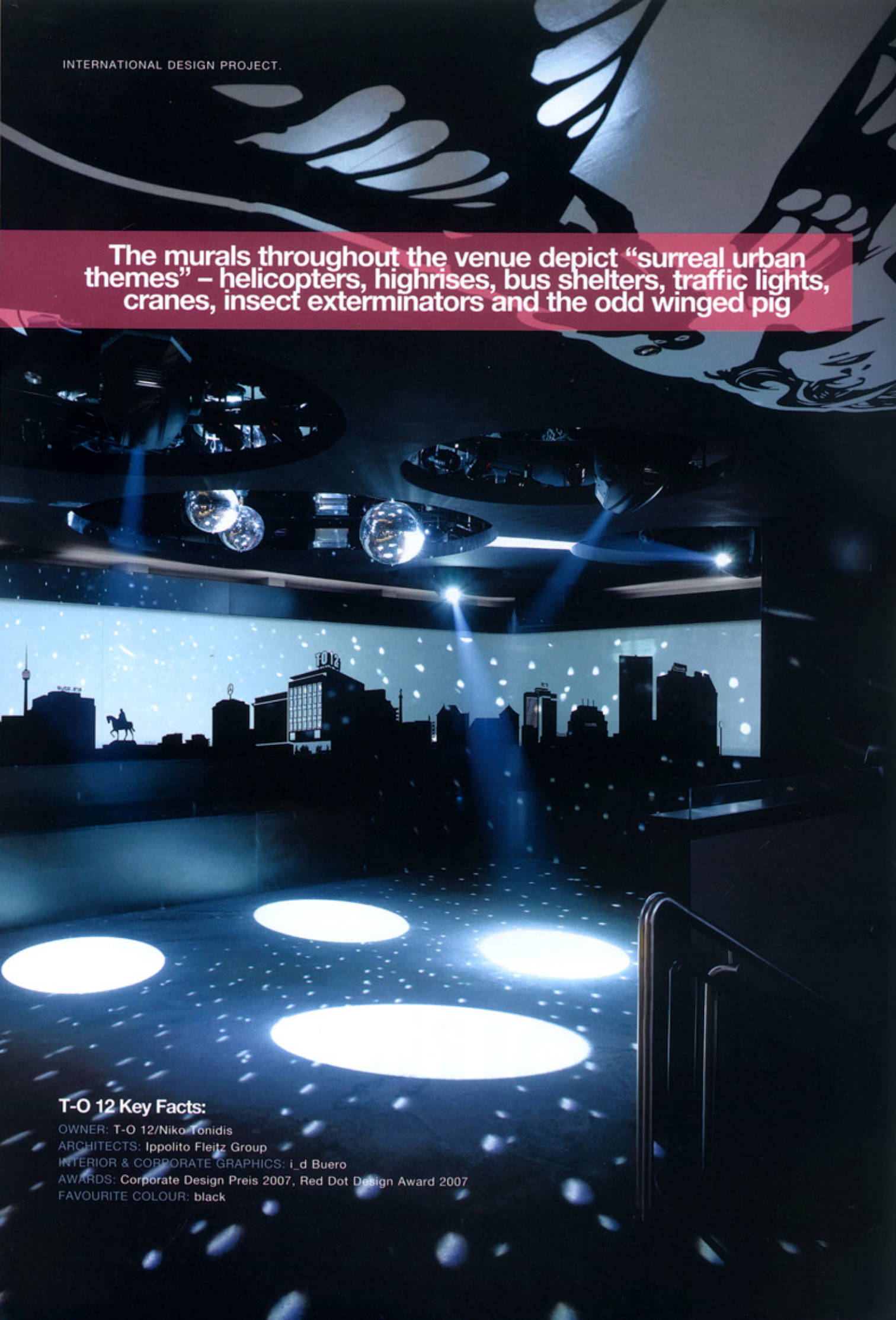
- 18. Operator:  
Maurice Terzini; Icebergs Dining Room &  
Bar, North Bondi Italian Food, Sydney
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Chris Stanley, Splinter Society Architecture

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The murals throughout the venue depict "surreal urban themes" – helicopters, highrises, bus shelters, traffic lights, cranes, insect exterminators and the odd winged pig



# T-O12

ADDRESS: Theodor-Heuss-Strasse 12, Stuttgart 70174, Germany  
PHONE: +49 (0) 711 722 3912  
HOURS: Mon-Sat 6pm till late

BY TOM LAZARUS  
Photography: Zoëy Braun, plan by Ippolito Fleitz Studio

THIS STUNNING THREE level bar and nightclub is housed in a former school of music, and situated on the main vein of Stuttgart's nightlife, Theodore-Heuss-Strasse (the name T-O 12 is a reference to the address, 'T-O' being the German pronunciation of Theo). The club and street alike are named after the former German president Theodore Heuss, who was by all accounts quite a fun guy, considering his job title – he once famously said in a speech to the German army "happy war winning!"

The interior design of the venue has the same irreverent spirit, being almost entirely black, save for white silhouette graphic murals courtesy of award winning graphics company, i\_d Buero. The architects who worked alongside them were the very hip

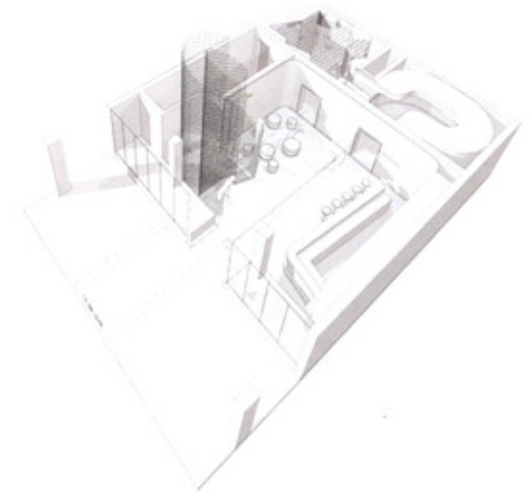
Ippolito Fleitz Group, who also designed Stuttgart bars **Salvini Vino & Bar**, **Restaurant Mezzogiorno** and **Terrace Caffè-Bar**. They describe the brief as "to create an establishment which stood out in concept and design".

### Night visions

The venue comprises of a basement dance floor; a ground floor bar with two adjoining lounges; and the main dance floor, bar and third lounge area on level one. The challenge of a concealed entrance led the designers to introduce glowing Perspex boxes which entice people from the street through to the u-shaped, white Corian bar. This element – all the more dramatic for being set against a reverse snowdrift of black – has a black timber backdrop with the signature white

graphics painted onto it. The murals throughout the venue depict "surreal urban themes" – helicopters, highrises, bus shelters, traffic lights, cranes, insect exterminators and the odd winged pig (that'll be *Industry's* guest list request) – juxtaposed with real objects such as a full sized street light. The toilets, on the other hand, belong to nature – here you'll find giant ants, wasps and venus fly traps on the black tiled walls.

Mirrors are cleverly employed to visually enlarge the interior space, including a hexagonal mirrored ceiling in one bar and a polygonal lounge with mirrored walls. And as you travel between the levels of the venue, you'll find on the stairwell walls quotations from Theo Heuss himself, the man who (inadvertently) started it all.



### T-O 12 Key Facts:

OWNER: T-O 12/Niko Tonidis  
ARCHITECTS: Ippolito Fleitz Group  
INTERIOR & CORPORATE GRAPHICS: i\_d Buero  
AWARDS: Corporate Design Preis 2007, Red Dot Design Award 2007  
FAVOURITE COLOUR: black