

SPACE X FILE

# commercial space

VOL.02

## BELLA ITALIA WEINE

Location: Stuttgart, Germany  
Designer: Ippolito Fleitz Group  
Photography: Zoëy Braun  
Area: 125 m<sup>2</sup>

Bella Italia is a wine store as well as a restaurant. The owner is a typical warmhearted Sicilian woman. While selling the products of her home country and offering a creative home-style cuisine on an upscale level she transfers the Italian spirit to Germany. 'Bella Italia Weine' was run for many years in a small living-room-like place with a very personal atmosphere. To extend the sales area as well as the capacity of seats she decided to move to a new location.

The new restaurant is located in Stuttgart West, an urban district which is very popular as a housing area as well as a location for offices working in a creative field. The restaurant is situated in the ground floor of a freestanding multiple dwelling in a charming

Wilhelminian style.

The aim was to keep the familiar atmosphere of the first restaurant, highlighting the character as a wine store at the same time. The character of the room is determined by two elements: at the ceiling we have mounted over 90 different mirrors found on jumble sales. The second element is a kind of room in the room. With its large oval table, a large round mirror on a wall with textile covering, a carpet and a bunch of lamps hanging from the ceiling the space appears like a homelike sitting-room. Three large shelf elements allow an effective promotion of the products. A new corporate design completes the image of "Bella Italia Weine".





