



STORE DESIGN & INTERIORS

VOLUME TWO

PRESENTING GLOBAL CONCEPTS
IN RETAIL DESIGN AND TRENDS

BELLA ITALIA WEINE

STUTT GART, GERMANY



LOCATION:
STUTT GART, GERMANY

STORE AREA:
128 SQ M

STORE DESIGN & INTERIORS:
IPPOLITO FLEITZ GROUP - IDENTITY
ARCHITECTS, GERMANY

TEAM:
PETER IPPOLITO, GUNTER
FLEITZ, STEFAN GABEL (COLOUR
CONSULTANT)

COMMUNICATION DESIGN:
AXEL KNAPP, SARAH MESSELKEN,
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PROJECT:
CHRISTIAN WEISS, JUDY HÄNEL,
BRITTA KLEWEKEN, LENA NÖH,
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PHOTOGRAPHER:
ZOOEY BRAUN

● Bella Italia is a wine store as well as a restaurant. The restaurant serves home-style Italian cuisine paired with a variety of wines directly imported from exclusive producers in Italy.

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 and is highlighted by a ceiling mounted with over 90 different mirrors found on



garage sales. There is also a room inside the room, with a large oval table, a large round mirror on the wall, a carpet and a bunch of hanging lamps, giving the space a homelike sitting room.

German architects, Gunter Fleitz and Peter Ippolito from the Ippolito Fleitz Group designed the restaurant's eccentric interiors. ●

