



STORE DESIGN & INTERIORS

VOLUME TWO

PRESENTING GLOBAL CONCEPTS
IN RETAIL DESIGN AND TRENDS

SIGRUN WOEHR

KARLSRUHE, GERMANY



LOCATION:
KARLSRUHE, GERMANY

STORE AREA:
197 SQ M

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

TEAM:
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ZOOEY BRAUN, GERMANY

● Sigrun Woehr is the premier address for high-end footwear in the state of Baden-Württemberg. In 2003, the design firm realised the Sigrun Woehr flagship store in Stuttgart. Recently commissioned to develop an interior for the second Sigrun Woehr shop in Karlsruhe, this shop marks a new departure for Sigrun Woehr as the brand expands its range to include a new line of fashion and accessories.

The new store was to be housed in a shop space in the city centre, which has a narrow floor plan stretching back almost 25 m into the building. The task was to create a spatial situation in which to present an exclusive range of goods, while at the same time enticing customers across the threshold. The ceiling of the space was specially designed by lowering it gradually over the entire length of the shop towards the rear wall. Three circular ceiling motifs executed in an elegant and fashionable palette of violet, fuchsia and pale pink tones create attractive focal points and draw the customer's gaze towards the far rear of the space.

A dark-stained, oak parquet floor, which creates a continuous, flowing expanse



throughout the space, provides a powerful contrast to the ceiling. Solitary fittings are staged at intervals against this background, accompanied by a colourful ceiling graphic above. Positioned in the centre of the room, each element forms the core of one of three zones into which the room is divided. An amorphous central display unit in the entrance area gives a striking upbeat to the collection. Layered rectangles for cash desk unit create a mobile effect and harbour space for glass presentation cabinets. The third area is denoted by two features in the centre of the room. Two supporting columns are concealed in the frame of a free-standing shelving unit containing presentation segments of varying dimensions, thanks to flexible, black separators. The shelving unit is grouped together with a polygon seating element, which also functions as a communication island.



A separate department was created for the new, high-class fashion line in the far rear of the store. This separate area is introduced by two mannequins positioned in front of a backdrop of a concertinaed, smoky glass wall. The



glass concertina visually divides the space and the smokiness of the glass acts as a translucent filter. A circle of mirror film designed as an incised lattice reflects the concentric circles of the ceilingscape.

The Sigrun Woehr Karlsruhe store successfully exploits a difficult floor plan using striking fittings and strong ceiling motifs to demarcate separate zones. The presentation of goods is accomplished by means of a dynamic wall design, supplemented by highlighted presentation areas and core elements in the centre of the room. The new fashion line is presented within a dedicated area that strikes a distinct visual note and yet is incorporated into the overall concept in a compelling and coherent manner. ●