

# POWERSHOP 3

New Retail Design



FRAME



# CONRADT OPTIK

by IPPOLITO FLEITZ GROUP



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WHERE Mosbach, Germany WHEN February 2009

CLIENT Conradt Optik DESIGNER Ippolito Fleitz Group (p.679)

TOTAL FLOOR AREA 210 m<sup>2</sup> SHOP CONSTRUCTOR Riedl Messe-/Laden- & Objektbau

PHOTOGRAPHER Zoëy Braun

The refurbishment of Conradt Optik coincided with the business being handed over to the next generation of owners, who wish to shift the business focus to a select segment of brands and individual customer care. Ippolito Fleitz Group renewed the entire building facade as part of the renovations, thereby making the shop's new profile immediately evident from the outside. Long windows stretch down to the ground, giving maximum insight into the representative interior, which in itself became the window display. Two entrances lead to the service counter, which is the shop's centre piece. A curved rear wall masks the workshop areas and divides the shop into various product zones. Three recessed horizontal bays, spanning almost the entire length of the wall, feature a large part of the eyewear collection while drawers in

the wall provide storage. Parallel to the windows on the longitudinal side are three floating displays. These are set at a slight angle and are reserved for the optician's range of sunglasses. Free-standing display cases provide space for special presentations. The recessed ceiling is decorated with a pattern of fine lines in blue, brown and mauve, meant to evoke associations with an iris, and differentiates the customer service area from the shop floor.

- 1 Glasses are displayed in three recessed horizontal bays, which span almost the entire length of the rear wall.
- 2 Customer service takes place at two 'conference islands'.



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- 3 A deep-pile, anthracite-coloured carpet is laid through the entire shop. This ensures good acoustics while enhancing the soft and flowing character of the interior.
- 4 The store has two entrances which both lead directly to the central counter.
- 5 The visual that is used on the ceiling has also been integrated in the company's branding and is used on paper bags, amongst other things.

## The pattern of fine lines evokes associations with an iris



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