

S T Y L I S H  
**STORES**

Visual Gusto  
For  
Shoppers

VOL. 2





Ippolito Fleitz Group has designed the interior architecture of the Uzbekistan International Forums Palace, located on Amir Timur Square in the heart of the Uzbek capital Tashkent. The palace was ceremonially opened in September 2009 to celebrate the occasion of Tashkent's 2200th anniversary. A jewelry shop, housed in one of the two historic bell towers providing the design prelude to this representative ensemble on Amir Timur Square, was also designed as part of the project.

Entering the space is like stepping inside an ornate jewelry box. The rooms translate the exclusive nature of the goods on display both thematically and functionally. Dark walls are completely overlaid with laser-cut decorative ornamentation, made from highly-polished stainless steel panels that depart from the wall surface and enter the space itself. The effect created is that of a second skin that develops unexpected depths of light. The length of the rooms is optically elongated by means of ornamental, tinted mirrors on the end walls and a dynamic lighting element crossing the ceiling. Only a few selected openings such as windows and display cases break the boundaries of this shimmering casket. Precisely illuminated jewelry display cases, in part equipped with monitors, offer the ideal stage on which to present precious collections of jewels.

In the historic setting of the bell tower, Uzbekistan's design traditions melt and merge with a contemporary design language. The historical ornamentation at the tip of the pointed arch windows casts its reflection upon the stainless steel patterns in the interior. Interior and exterior, old and new are thus conjoined and intermingle in a fascinating synthesis.



**Project**

**Belfry Tashkent**

**Design Agency**

**Ippolito Fleitz Group**



**Project Information**

**Location:**

Tashkent, Uzbekistan

**Client:**

Republic of Uzbekistan

**Area:**

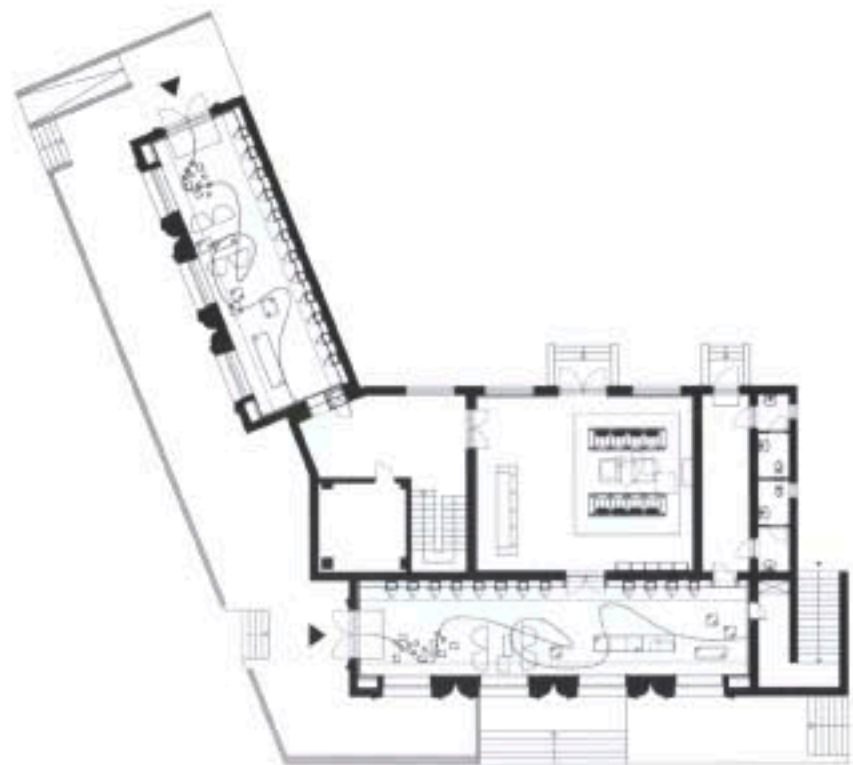
340 sqm

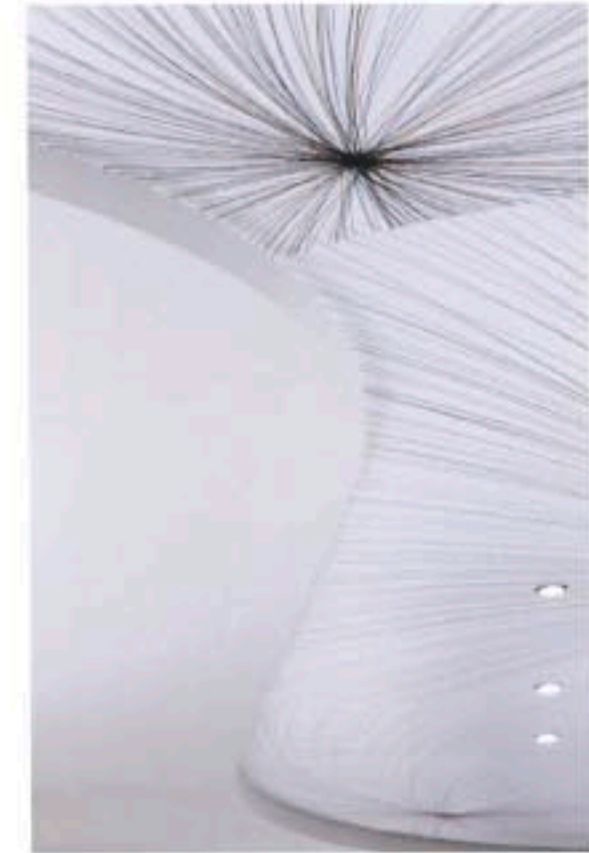
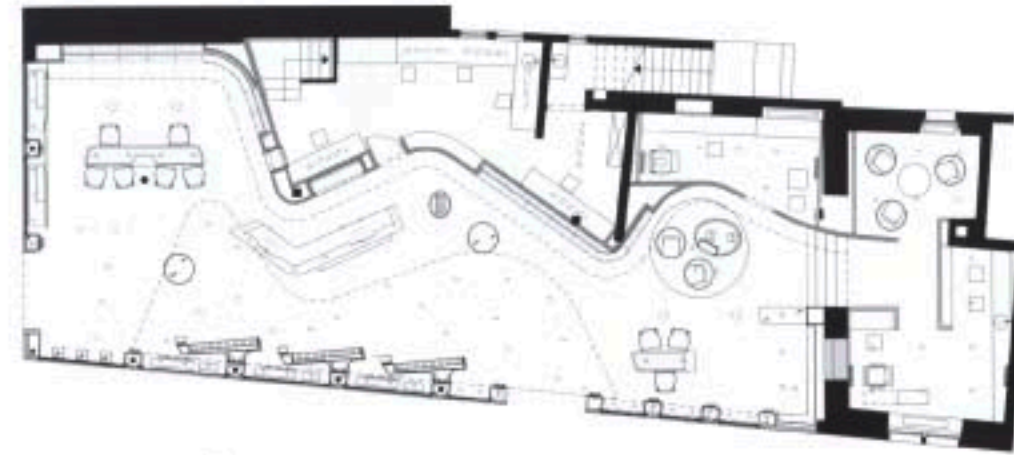
**Lighting design:**

plamé lighting design, München

**Photography:**

Zoey Braun





The town of Mosbach lies around 30 km north of Heilbronn and is an important medium-sized centre for the region. Conrardt Optik is an established specialist opticians located in the centre of the town's pedestrian precinct. After many successful years of operation, the business is now being handed over to the next generation of owners. The new owners are looking to differentiate themselves from the competition through focusing on a select segment of brands and individual customer care. This new direction has been further underscored through a comprehensive refurbishment programme.

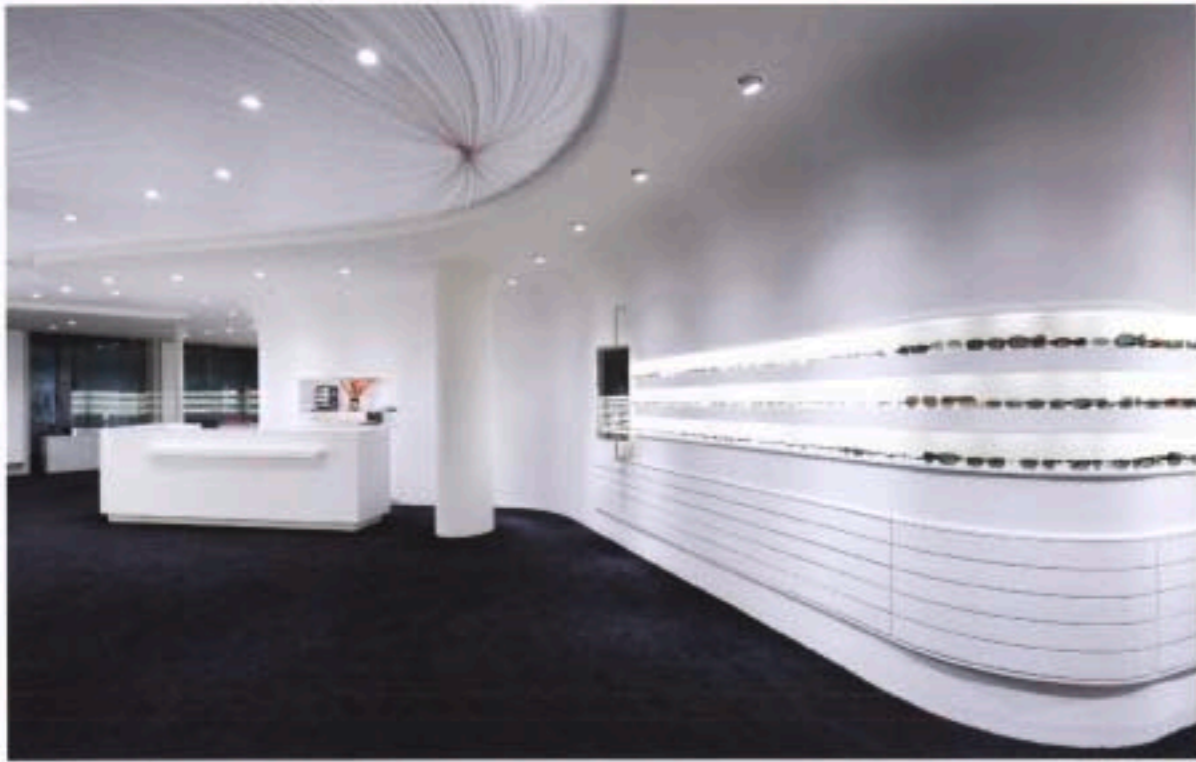
The entire building façade was renewed as part of the renovations, thereby making the shop's new profile immediately evident from the outside. Long windows stretch down to the ground, giving maximum insight into the representative interior, which in itself becomes the window display. An adjacent shop space was incorporated into the existing space, producing an elegantly elongated floor plan. The space opens straight onto the pedestrian precinct on two sides. Both entrances lead towards the main service counter, which serves as the centrepiece of the room.

The rear wall merges seamlessly with the ceiling, which contains a recessed area giving onto the longitudinal side. This design differentiates the area for browsing from the customer service area, as well as connecting the two entrances with each other. The recessed ceiling is decorated with a fine structure of lines in subtle tones of brown, mauve and blue, evoking associations with the stroma and play of lines in the iris.



**Project**  
Conrardt Optik  
**Design Agency**  
Ippolito Fleitz Group





**Project Information**

**Location:**  
Mosbach, Germany

**Client:**  
Conradt Optik GmbH

**Area:**  
210 sqm

**Photography:**  
Zoëy Braun



The room is encapsulated by an organically curved rear wall, which brings a generous dynamic to the space. It conceals existing fittings such as the stairs and workshop, and is connected with the ceiling via a wide-radius cavetto. Its soft contours formulate the wide-open horizon of the space, while at the same time dividing it into individual zones, which group the product line naturally into glasses for women, men and children. The glasses are displayed in three recessed horizontal bays, which span almost the entire length of the rear wall. Precision front and rear lighting creates a stunning presentation space for the glasses. Flush-set storage space for the entire product line runs beneath the display bays.



Parallel to the windows on the longitudinal side are three floating displays. These are set at a slight angle and are reserved for the opticians' range of sunglasses. Continuous rear lighting ensures that the eye is drawn to the beauty of the products themselves, while simultaneously giving a rhythm and depth to the space.

Various free-standing display cases provide space for special presentations. Oval displays set in eye-catching places in the rear wall create attractive focal points for customers entering the shop.



Customer service takes place at two conference islands at each end of the longitudinal axis. Arching tabletops continue the soft lines of the design idiom, while at the same time creating an open and transparent atmosphere for discussion and customer proximity. In the rear area of the shop, steps lead up to separate refraction rooms.

The entire shop space is fitted with a deep-pile, anthracite-coloured carpet. This ensures good acoustics while enhancing the soft and flowing character of the interior.

The complete redesign of Conrardt Optik supports the opticians positioning within the high-end segment. The exciting interplay of light and dark sets the stage for an attractive display of products. Colourful accents are subtly set by the products and the structure of lines on the ceiling. The latter also delivers a unique key visual, which is employed in various settings in the company's communication, for example on the paper bags.

