

INTERIOR DESIGN®

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It was in Bavaria, not Austria, in 1955 that an entrepreneur named Friedrich Jahn named his first chicken restaurant Wienerwald, evoking carefree outings to the Vienna Woods. He went on to serve his oven-roasted birds at Wienerwald locations all over the world and, at one point, even owned the International House of Pancakes empire in the U.S. But overexpansion and spiraling debt forced his company into bankruptcy in 1982, and the restaurants had to be sold.

In 2008, Jahn's children, Evi Peitzner and Margot Steinberg, bought Wienerwald back with the dream of returning the company to its former glory. Their next move was to ask the Ippolito Fleitz Group to come up with an interior for two Munich locations that might later serve as the basis for a more careful international rollout. The new business plan

Tales From the Vienna Woods

firm: ippolito fleitz group
site: munich



At the fast-food restaurant Wienerwald, napkins and utensils are stowed in the solid-surfacing drum of a custom station.

walkthrough



walk through



Clockwise from top left: Set into the vinyl flooring, chicken shapes direct customers to the service counter. It measures 18 feet long, on a slight diagonal. Faux leather upholsters built-in seating in the oak-paneled niche. Custom ceramic plates pay tribute to Wienerwald founder Friedrich Jahn.



targets the office crowd, families, and those looking for a healthier fast-food experience.

Peter Ippolito explains the change: "Back in the '50's, chicken was something special, something expensive. Today, it's an everyday thing." Not that *everyday* implies *drab*, as clearly proved by this 1,350-square-foot space. He and Gunter Fleitz used bright white solid-surfacing, seamless and easy to clean, everywhere from the service counter to tabletops. Besides white, the dominant color is the lime green of the updated Wienerwald logo, a mother hen followed by her three chicks.

"Wienerwald is one of the big post-war success stories, a real childhood memory for my generation. It puts a big smile on your face," Ippolito adds. To maintain that grin, Ippolito Fleitz

slipped in whimsical accents here and there. A trail of happy-go-lucky green chicken shapes, set into vinyl flooring that mimics rustic pine, accompanies customers on the short walk from the entrance to the service counter.

Behind the counter, birds slowly turn on spits inside two stainless-steel rotisserie ovens. Directly above them are the menu board's five built-in screens. Four list the cooked offerings: barbecued chicken, sweet-and-sour duck, etc. On the fifth, a video loops through toppings and dressings for tossed salad, a new healthy option. "This choose-your-own-ingredients concept for takeout salad is novel in Germany," Fleitz says.

Customers collect napkins and utensils from a drum-shape station cheekily perched on gold-painted chicken legs, anatomically correct



down to their toenails. Seating for 25 is divided into two zones. The eat-and-run crowd heads to the bar-height tables and powdered-coated aluminum stools running along the front wall. Lingering clientele prefers a cushier niche supplied with built-in seating upholstered in chocolate-brown faux leather.

Wrapping the niche, rough-hewn oak paneling and tree-patterned wallpaper, printed in four shades of green, play on the Vienna Woods theme. The pendant fixtures hovering above have conical shades that seem to be covered with moss, actually a coarse polyester. As the niche's round mirrors reflect the lamp shades and the wallpaper, the tree outlines printed on the mirror glass create a layering

effect. "It's really like looking into a forest," Ippolito says. He and Fleitz also applied tree outlines to the front windows.

Customers with fond Wienerwald memories make a beeline for a wall display of 14 ceramic plates printed with motifs that pay tribute to the restaurant's founder. The plates are all for sale, as are the jars of Wienerwald sauces displayed in a vitrine by the cash register. So what's the biggest difference between the old Wienerwald and the new?

Hint: It's not discernable to the eye. "The grease, the smelliness, are entirely gone," Ippolito says. That's partly thanks to the ventilation system installed in the ceiling above the menu board. —*Mairi Beautyman*

FROM FRONT AMTICO INTERNATIONAL: FLOOR INLAY MATERIAL, CINCA: WALL TILE, KONRAD HORNSCHUCH: SEATING UPHOLSTERY, WOHNTX TEXTILVERLAG: LAMP SHADE FABRIC, GERVASONI: STOOLS, BERLIN-TAPETE: CUSTOM WALLPAPER, **THROUGHOUT** RSL: RECESSED CEILING FIXTURES, WESTAG & GETALIT: SOLID-SURFACING, WINDMÖLLER FLOORING: FLOORING, ORAFOL EUROPE: PAINT, RIEDL MESSE-/LADEN- & OBJEKTBAU: GENERAL CONTRACTOR,

Clockwise from top: Flame-retardant polyester wraps the shades of the custom pendant fixtures. Paola Navone designed the stools. Tree outlines are printed on a mirror reflecting the custom wallpaper. Painted steel chicken legs support the utensil station.



walk through