

WIENERWALD | MUNICH |



Building on Tradition

The new design re-positions the restaurant as a contemporary fast-food chain, in which, traditional elements of the brand have been incorporated and translated into modern spatial elements with an exciting twist

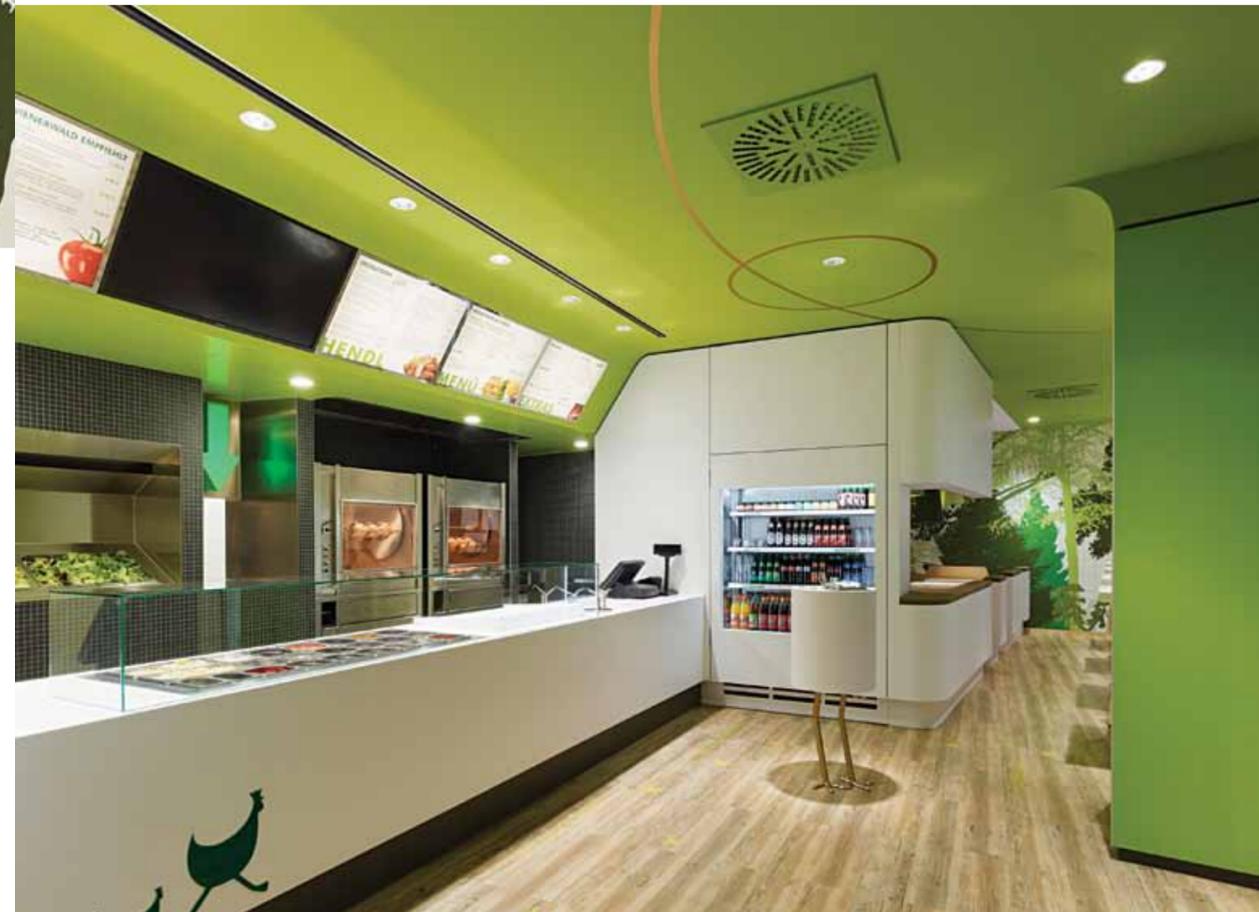


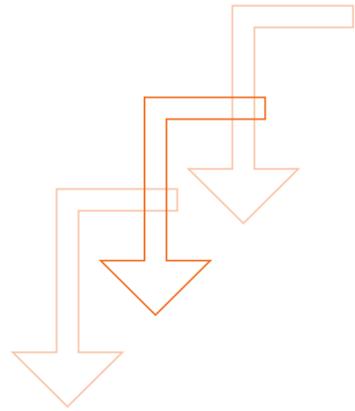
A display of dining plates on the wall dedicated to the Wienerwald company and its long tradition, tell its history in 14 motifs. They pay tribute to Friedrich Jahn, the brand's founding father, and show a photograph of the first Wienerwald restaurant that opened in Munich in 1955. The company, which has been under varying ownerships, was bought back by the grandchildren of the founding family in 2007 with the aim of building on the long-standing strength of the brand and the uniqueness of its gastronomic concept. Today, the chain operates branches in 18 countries.



Materials and colours reflect the principles of freshness and naturalness, and find expression in wood, leather and textiles. Dominant green tones complement the fresh white that also define the brand's foray into the healthy food sector with the introduction of fresh salads. Gold is used as an accent colour, conjuring up associations of quality and richness of the crisp, gold-coloured skin of the main product – the Wienerwald grilled chicken.

LOCATION: WASSERBURGER LANDSTRASSE, MUNICH, GERMANY
 AREA: 1292 SQFT
 OPENED: MAY 2010
 DESIGN: IPPOLITO FLEITZ GROUP- IDENTITY ARCHITECTS
 PHOTOS: ZOEY BRAUN





Navigation made easy

The space has been organised to ensure good visitor guidance, crucial in a self-service restaurant, as well as respecting the need for a differentiated selection of seating. Upon entering, the guests are guided towards a frontally positioned



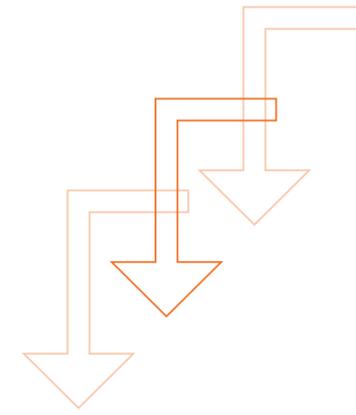
“The new interior design underscores the realignment of the brand, while translating its well-known high quality, comfort and cuisine into a contemporary design idiom”

– Peter Ippolito, managing partner, Ippolito Fleitz Group

counter, which presents itself as a clearly structured, monolithic unit. Menu boards are suspended above the food counter for a wide unobstructed view. The food is also visible with an indirectly lit niche in the rear wall of the service area that presents a selection of salads adjacent

to grilled chickens turning on a spit. The wall is covered in anthracite mosaic stones into which frameless, stainless steel units have been precisely inserted, thereby underscoring the high standard of the products. A neon green arrow in the centre of the rear wall indicates a hatch to the kitchen where fried chicken dishes are prepared.

Order and payment terminals occupy the far ends of the white, solid surface counter; in the middle is the chopping station for salads and chicken preparations under the guests' watchful eyes. The restaurant remains odourless thanks to a ventilation and extraction system integrated into the counter area. A service station made of white solid surface and standing on golden chicken legs, offers sauces, condiments and cutlery. Green coloured instructions and Wienerwald chickens set into the rustic wood floor show the customer how to navigate the ordering process.



Vienna woods recreated

The dining area offers a range of seating options, such as an elongated seating group upholstered in brown, artificial leather and white solid surface; high bar tables, which are supported by a single leg with a tapering cylinder at its foot, recalling the traditional turned table leg. Overlapping, rough-sawn oak panels on the rear wall quote the forest theme. Round mirrors printed with the outlines of tree and forest motifs are set into this wall. Different-sized pendant luminaires sheathed in a roughly woven fabric in three shades of green, hang over the tables in varying heights, and add to the pleasant atmosphere. Forest images in different shades of green on wallpaper occupy one side wall, as well



as transparencies on the windows. The view into the restaurant from the outside thus becomes a multi-faceted experience in which the individual elements on the mirror and glass surfaces reflect and

overlap one another, making the brand experience a truly holistic one. ●

- **Flooring:**
Windmüller Flooring GmbH, Detmold, Germany
- **Furniture:**
Riedl Messe-/Landen- & Objektbau GmbH, Pfaffing, Germany
- **Lighting concept & design:**
Ippolito Fleitz Group
- **Graphics:**
Ippolito Fleitz Group
- **Signage:**
Ippolito Fleitz Group
- **Kitchen:**
Einkauf+Logistik, Stuttgart, Germany