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Gunter Fleitz (左) & Peter Ippolito (右)
2002 年合伙成立 Ippolito fleitz group 事务所
Since 2002 Ippolito fleitz group, Partner

维也纳森林餐厅 Wienerwald-Interior Concept for Restaurants

建筑师: Ippolito Fleitz Group GmbH
项目地点: 德国, 慕尼黑
项目时间: 2010 年 5 月
面积: 125 平方米
项目团队: Peter Ippolito, Gunter Fleitz, Moritz K. hier, Tim Lessmann, Bartłomiej Pluskota, Yuan Peng
摄影: Zooey Braun



1955 年 Friedrich Jahn 在慕尼黑创办了第一家维也纳森林餐厅, 其后这家店几乎成了快餐店的代名词。几十年来不断扩大, 遍布 18 个国家, 后来这个集团倒闭, 经过一系列的重组, 创始人的后代在 2007 年买到了这个品牌。为了重新加强传统品牌, 推出新的品牌形象, 他们在慕尼黑的新店以绿色森林的意象设计了新的形象。维也纳森林不单提供食品, 他们还很注重餐厅环境。天然低脂的健康鸡肉依然是菜单主食, 同时新鲜的沙拉也是主推产品。新的室内设计突出了品牌在经营方面所作的调整, 在一个富有现代感的设计中融入了品牌传统的高品质、舒适、德式烹饪等特质。整个空间的新鲜和自然氛

围主要通过材料和色彩的选择来体现。比如木材、皮革、纺织材料以及亮白色搭配的主导绿色。金色作为空间内的点缀色使人想起餐厅内主打的低脂烤鸡所具有品质和清爽。空间组织明确, 这是快餐店很重要的地方。客人进门会被对面醒目的点菜处吸引, 这里菜单可视化, 结构清晰, 烤炉内的食物也可见。在结账吧台附近的墙面, 有一个嵌入式饮料和点心冷藏区。在吧台区域的通风系统确保了餐厅内的空气清新。点餐或结账后会经过一个白色的小台子, 台子的支脚做成抽象的鸡脚形。地下的木地板上也有绿色的小鸡图案指示, 提醒客人下一步应该做什么。用餐区有不同的座

位类型满足不同选择。白色的吧台座椅由单独的圆柱形结构支撑, 这种底部逐渐变细的形式让人想起了复古的旋转圆桌。墙上的铝锯木板契合森林主题, 挂着的圆镜子印上了森林和树木的图案, 高低不一, 不同尺寸的吊灯随意的嵌入绿色环境中营造了一种愉快氛围。深浅不一的森林墙纸占满整面墙壁, 窗户玻璃上也印着森林的线条, 为从外面看店内制造了一个多层次体验。镜子的反光、玻璃的重叠, 这是一个全方位的体验。餐厅还专门有角落展示该品牌创始人 Friedrich Jahn 的照片和第一家商店的照片。这是一个全方位的体验。新的设计, 重新诠释了古老的, 为内部空间注入了新的现代元素。

Friedrich Jahn opened the very first Wienerwald restaurant in Munich in 1955. The synonymous fast-food chain expanded over the following decades until it was operating branches in 18 countries. Following the collapse of the group, the company was under varying ownership until the grandchildren of the founding family bought back the rights to the brand in 2007. Their goal is now to build on the long tradition of the company, exploiting both the strength of the brand and the uniqueness of their gastronomic concept.

Wienerwald has not only relaunched its visual presence, but also its culinary offering. Chicken, with its naturally low-fat, healthy meat, remains the main staple of the menu. However a second focus on fresh chopped salads has been introduced. The new interior design underscores the realignment of the brand, while translating the chain's traditional strengths of high quality, comfort and

German cuisine into a contemporary design idiom. Materials and colours reflect the principles of freshness and naturalness, which find their expression in materials such as wood, leather and textiles, as well as in the dominant green tones that complement the fresh white. Gold is used as an accent colour, conjuring up associations of quality and the crisp, gold-coloured skin of the main product, the Wienerwald grilled chicken.

The space has been organised, which is crucial in a self-service restaurant. Upon entering the restaurant, the guest is guided towards a frontally positioned counter, which presents itself as a clearly structured, monolithic unit. The food itself is also visible. In the wall adjacent to the payment terminal, a display refrigerator stocks drinks and desserts. The restaurant remains odourless thanks to a ventilation and extraction system integrated into the counter area. In front of the service counter is a



service station made of white solid surface, offering sauces, condiments and cutlery: it stands on golden chicken legs and looks expectantly towards the entrance. Green instructions and Wienerwald chickens set into the rustic wood floor show the customer how to navigate the ordering process. The dining area offers a range of seating options catering toward different requirements. White solid surface high bar tables are available for guests with little time on their hands. These 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 at varying heights hang over the tables. These are sheathed in a roughly woven fabric in three shades of green and ensure a 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 world a truly holistic experience. A display of dining plates on the wall is dedicated to the Wienerwald company and its long tradition, reminiscing on the history of the brand in motifs. They pay tribute to Friedrich Jahn, the brand's founding father, and show a photograph of the first Wienerwald restaurant.

The new restaurant design repositions Wienerwald as a contemporary fast-food chain. Traditional elements of the brand have been incorporated and translated into modern spatial elements.

