

# WORKshop

issue 01  
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creative  
commercial space  
+ concept

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*In Merriam-Webster Dictionary, "WORKSHOP" means: 1) a small establishment where manufacturing or handicrafts are carried on; 2) WORKROOM; 3) a usually brief intensive educational program for a relatively small group of people that focuses especially on techniques and skills in a particular field, all which are roles we expect our serial publication could play, especially the last one.*

Our WORKSHOP focuses on everything about commercial interior design, from concepts of some best contemporary examples of commercial interior design projects, to photos and drawings of the design, from materials to furniture. The cases involved in our periodicals are characterized by both successful commercial features and design arts, which expresses our goals precisely as explore the perfect balance of commercial needs and design, while bringing fierce vision fast. The beginning parts showcase some excellent projects, including where people work, dine, shop, heal and play. These cases are not only attractive and sage, but also highly functional. Considerations in nowadays are no longer just focus on basic health and safety, also accessibility with sustainability and facility management, comfort and aesthetics.

Great accomplishment like these involves multiple phases of strategic planning and conscientious execution, which are presented in the "Feature" part. Apart from these, please be prepared, as you will be shocked by all the talented vanguard conception that the "Designer" would show. The last but not the least, in "Educational Program," you will find where new approached and striking aesthetics are culminated in a shared vision.

However, the interest of WORKSHOP is not only restricted to indoor, but also extended to architecture and urban planning. We are aiming to provide broader perspective and platform of experience. Are you trying to exceed your client's expectation? Well, the WORKSHOP plays where the puck is going to be.

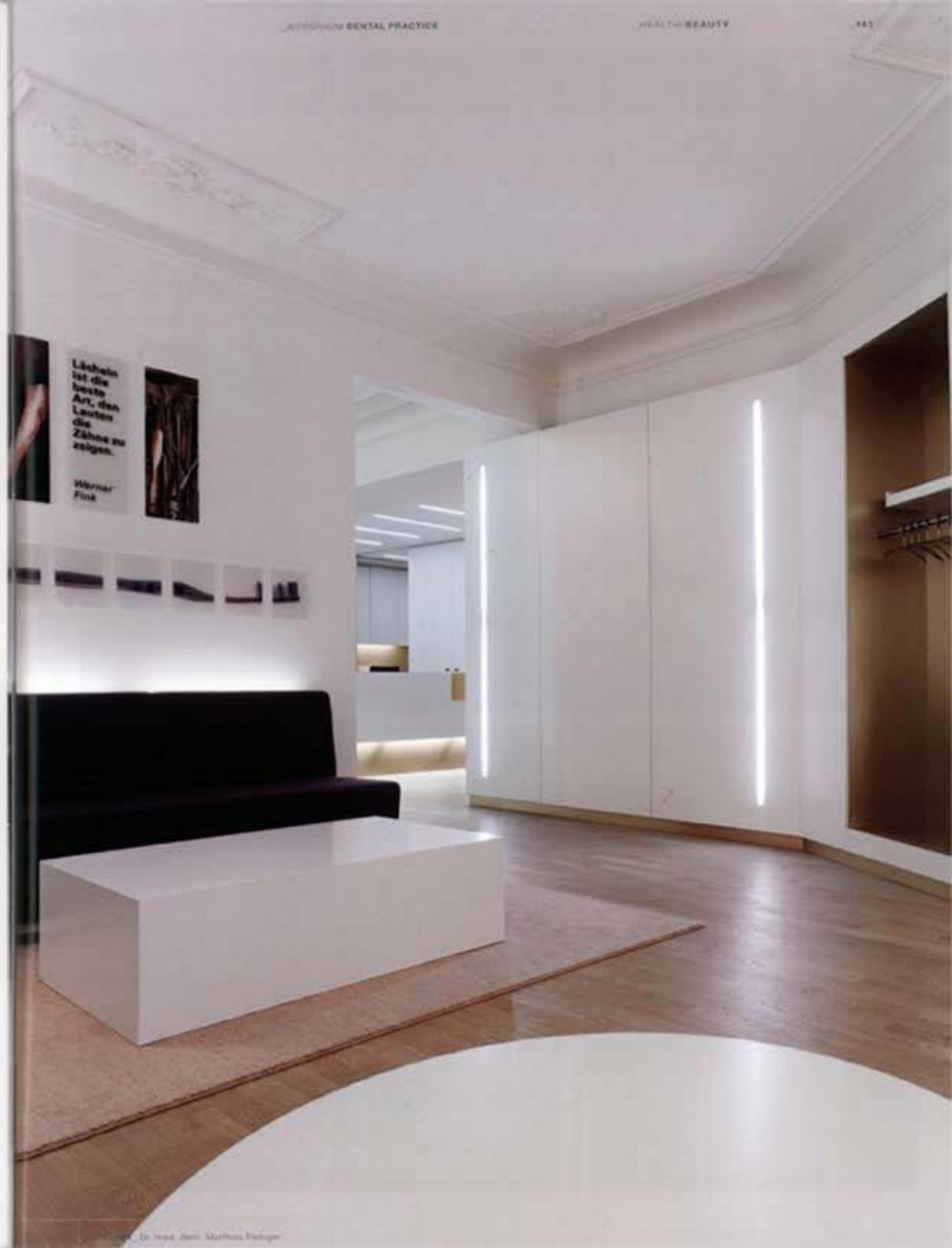
# WEISSRAUM DENTAL PRACTICE

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Dr. Matthias Feibiger has opened a new dental practice in Munich's Neuhausen-Nymphenburg district, an area characterised by its historical building fabric.

ppolito Fleitz Group and Shwede Marketing & Kommunikation were commissioned to name the dental practice, design the interior and develop visual communication measures as part of an holistic concept. The overriding aim was to do justice to the practice's specialisation in aesthetic dentistry and dental surgery, as well as to its positioning as "your local dentist".

The new name "weissraum" (white room) appeals to both patient target groups simultaneously. "weissraum" represents first class dental services, conjuring up associations of purity and natural beauty, and underlining the relationship of mutual trust between patient and dentist. White also represents the ideal healthy tooth. Attaining this ideal is both the objective and the pride of the dental practice. Because even a great image of a perfect healthy tooth makes patients smile with confidence.





*The row of treatment rooms lead to the waiting room that occupies the former salon, the most beautiful room in the apartment. White curtains filter the daylight here, while the purple upholstered seating area sets a strikingly colourful accent, giving the room a lounge-like atmosphere. This room is also the perfect environment for training courses.*

The layout of the former apartment was completely reorganized to house the new dental practice. The former hallway now contains the reception desk and staff WC as a single unit. Behind this unit is an x-ray room and a third treatment room, set apart by a side hallway. The stretch of wall that once separated the hallway from a row of rooms has been replaced by right-angled units, which contrast clearly and concisely with the striking historical ceiling. They encompass one bank of the redesigned hallway, which is given an additional rhythm by means of vertical light strips in the wall furtors. The opposite bank of the hallway holds a prophylaxis room and the two principal treatment rooms. The former living rooms are now dissected by a continuous glass facade,

which divides the space afresh into treatment rooms and hallway. The glass front traces the contours of the stucco ceiling with great precision. A mirrored grid is printed onto the glass as a gradient and carefully overprinted in white on the inner side. The matrix of dots becomes denser in the centre and gradually dissolves away toward the top and bottom of the glass. As a result, events in the dental rooms are kept discreetly hidden away behind the mirrored surface of the central area, and the width of the hallway is also expanded as a nice secondary effect. At the same time, the superb stucco ornamentation of the rooms and the continuous oak flooring remain completely visible from the hallway, giving the entire space its flowing character. The glazed HPL rear wall of the row

of treatment rooms guaranteed acoustic discretion at all times. A black fleece occupies the space behind a perforated foam mat.

The staff room, master lab and sterile room are all located in the redesigned southern, which can be reached from the practice floor down a flight of stairs. "Weissgraub" dental practice displays a distinct, modern interior architecture, which is both natural and warm, while honouring the historical building substance in a very special way. Although the rooms appear transparent, great emphasis has been placed on discretion, thus countering a possible threshold fear on the part of the patient.

# BRUNNER FAIR STAND ORGATEC 2010

**Wir warten nicht auf frischen Wind.  
Wir machen frischen Wind.**  
We don't wait for fresh air to come to us.  
We bring fresh air ourselves.

Wir setzen uns ständig mit innovativen Ideen wie neuen Materialien, Farben oder neuen Designs auseinander. Wie Sie sehen können.  
We are forever seeking encounter ideas such as new materials, new products or you can plainly see.

Brunner is a prestigious manufacturer of utility furniture with a main focus on furniture for events, conferences and nursing homes. This family-run company has made a name for itself in custom-made furniture that is precisely tailored towards customer requirements. In the context of a strategic brand repositioning, the furniture manufacturer wishes to position itself more strongly as an architectural brand. The Brunner exhibition stand at the Orgatec 2010 was expressly designed to underscore this new positioning. The exhibition stand features the latest innovations in chairs and conference tables across an area of 300 m<sup>2</sup>. The challenge was to portray the brand world as

a holistic entity while staging the individual product groups in close, coherent groupings across the elongated, rectangular stand. Translucent gauze ceiling hangings were used to create separate, flowing spaces. This channeling of attention enables visitors to focus more clearly on the individual products. At the same time, the entire stand always remains visible and comprehensible. The gauzes were hung in strict geometric alignment to recall urban cityscapes. The white landscape reflectively draws the individual products into the foreground. Precisely positioned elements in a yellow accent colour—from large square ceiling and wall frames, a display of smaller forms

framed on one wall, to slim vertical strips and large yellow panels—establish additional focal points in the separate product areas. These abstracted objects provide a conceptual context for the products, while supporting the overall structure of the stand and fitting at the high standard of quality inherent in the brand thanks to their innate precision. The continuous white mezzanine resin floor is the site of an additional zonation. Here individual products are contained by gray carpets, floor markings as areas, lines or dotted grids, as well as a hold of white mod-ou-

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The cafeteria forms the centerpiece of the stand, and is designed by an expanse of grey carpet. A collection of different sized, white, luminous undercoons the lounge-like atmosphere of the cafeteria, where in-depth exchange with trade fair visitors takes place. A cube is positioned two-thirds along the main wall. The cube consists a storage room, kitchen and two small meeting rooms. The cube is crowned by a 3D company logo, which builds a bridge to the company's headquarters in Pfaffenau where an oversized logo decorates the roof of its production facilities.

An accompanying communication campaign was also developed for the Orgatec exhibition. It features hatched illustrations of product novelties in juxtaposition with an object that metaphorically symbolises the witcraft and core expertise of the company. Each motif highlights the core theme of each individual section. Other spin-offs included a memory game, exhibition bags as give aways and an advertisement campaign. Informative texts on the individual products were also available on the pages of oversized posters with yellow trees.