

WORKshop

issue 05
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*creative
commercial space
+ concept*

ENZO FERRARI MUSEUM

A DRAMATIC COMBINATION OF ARCHITECTURE, INTERIOR AND CAR DESIGNS.

HOTEL THE EXCHANGE

GO FABRIC CRAZY WITH INA MATT.

VIRGIN ATLANTIC NEW UPPER CLASS EXPERIENCE

SIP A COCKTAIL AT 30,000FT IN THE SKY.

ZUKUNFT 111

CHEZWEITZ & PARTNER CREATES AN AMAZING DARKENED ATMOSPHERE.



The simple rectangular space is completely covered in an installation of 54,000 plastic letters.



Once you get closer, the images dissolve into lines of text in German, English and Italian.

BRUNNER MILAN 2012

_Ippolito Fleitz Group – Identity Architects

Ippolito Fleitz Group was commissioned once again to create a setting resembling an installation, an intense spatial experience in which to showcase Brunner's two new products – 'hoc' stool and 'plot' modular seating system, at the 2012 Milan Furniture Fair. From a distance, the strictly black and white backdrop takes a back seat to the colourful seating objects, which draw visitors in to try them out. At closer look, the backdrop transforms itself into a textual world, taking visitors on a poetic voyage of discovery, inspiring them to stop and tarry awhile.

The 'plot' system provided the inspiration for the design. Various combinations of colour, geometry and height form personalised seating landscapes,

thus freeing up the seating experience. It becomes spontaneous, unrestrained and almost limitless, just like the thoughts and ideas that arise during the contemplative act of sitting. It is precisely these precious moments in time and elicited feelings that are mirrored on the enclosing walls. The simple rectangular space is completely covered in an installation of 54,000 plastic letters, as you might remember from good old information boards that have all but vanished from hotel lobbies, Italian bars, airports, railway stations and conference facilities. Some of the motifs refer to the company's base in the Black Forest, while others relate to the theme of sitting. Once you get closer, the images dissolve into lines of text in German,

English and Italian. On perusing the lines of text, you will come across product descriptions of the two seating objects, as well as sequences of dialogue, song lyrics, quotations and meditations that all have something to do with the theme of sitting. One product name emerges ironically from a scarf worn by a stag, another tumbles from the hand of God. The stream of words spills over onto the floor, where it delineates the objects on display. A brightly illuminated, cloudy sky of contoured textile fins is suspended above the whole scene, conjuring up fantastic worlds of the mind, and transforming the exhibition into a contemplative moment of relaxation.



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Tote bags.