

POWERSHOP 5



new retail design

FRAME

Where Titisee-Neustadt, Germany
Opening July 2015
Client Drubba
Designer Ippolito Fleitz Group (p.412)
Floor space 430 m²
Shop constructor Ganter Interior
Photos Zooey Braun

The tips of some of the spruce rods are fitted with static light sources.

drubba moments

Spruce rods wave over the ceiling like upside-down saplings, a sculptural interpretation of the nearby forest.

In a little town at the edge of a lake in the Black Forest lies another, smaller, forest. This forest resides in a family-run luxury watch boutique called Drubba and offers a momentary rural respite for citified Asian tourists. Drubba started as a kiosk in the 1950s where visitors could rent boats by the hour and, later, buy traditional cuckoo clocks and high-end wristwatches that could tell them the hour. The interior 'concentrates' the shopping experience for tourists on a tight itinerary whilst unifying diverse brands in one coherent display. Ippolito Fleitz Group ranged branded areas around a central zone overhung with square spruce rods that descend from and ripple over the ceiling, an abstraction of the forest outside that forms the emotional heart of the shop. Here, a cafe, a watchmaker's atelier, and a showcase of high-quality timepieces focus on craft more than logos. In the same way that the shop sits amidst the forest, this centre is encircled by the discrete brand zones, all of which share certain features: wall niches provide texture and rhythm whilst the subtle complexion of large-format hexagonal floor tiles let the perimeter of the space recede, offer a neutral backdrop for display and reinforce the interior's polygonal plan. This unbranded space becomes a handsome centrepiece, but without overshadowing the branded areas around it.



square spruce rods descend from and ripple over the ceiling