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GERMANY

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Switzerland & Austria

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THE AUSTRIAN POP ICON IS BACK ON TOUR

PLUS

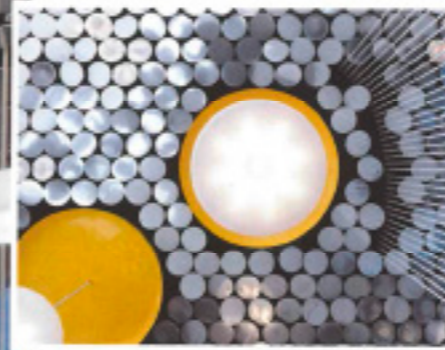
STRIKING
ARCHITECTURE & DESIGN

TOP UNIVERSITIES IN GERMANY

GREAT PRODUCTS
MADE IN SWITZERLAND



Left: DER SPIEGEL canteen.
Bottom, left: Ippolito Fleitz Group Office, Stuttgart.
Photos: Zoëy Braun



solutions. Solutions that help you become a purposeful part of the whole, yet distinctive in your own right."

With three offices worldwide, the Ippolito Fleitz Group are in huge demand. Their ability to work closely with their clients is not the only reason for this demand; they are also valued for their keen eye for every detail, making the end product something which is not only bespoke and well designed, but functional. One example of this detailing was their recent design of the staff restaurant for DER SPIEGEL in Hamburg. Ippolito recounts the process: "Even if a strong idea is central to our design, some projects require us to make sure that they function. This staff restaurant was one example. We had to meet very strong acoustic requirements for the project, since it had sound reflective surfaces on five sides. Our solution was to make the ceiling space capable of compensating for this, whilst allowing DER SPIEGEL the freedom and high degree of flexibility for using the space." It was through the correct choice of materials that this was possible.

Materials are at the forefront of the design process for Ippolito. His team has one dedicated member who not only looks after their vast library of samples, but is also constantly looking for new products to use in their designs. Ippolito explains: "We work with other industries, textile and material, to be able to think outside of the box. With this wider knowledge of materials we are able to break away from convention so that we can offer our clients something that

works perfectly for their design. For example, many times we use small batches of flooring so that we can get the grain of the wood perfect for the needs of the project."

With many renowned clients the designs of the Ippolito Fleitz group are sometimes challenging. Ippolito expands: "The Palace of International Forums in Uzbekistan was one of our greatest challenges. It was a 40,000 square metre structure that we had to design, build and complete in five and a half months. Being able to strike the balance between design and function making for a multi-layered design process, which was very complex. But the end result is something that we are very proud of."

Business identities surely have to be contemporary, but often high design can become dated, Ippolito concludes: "A good project will always be a good project. We work hard to make sure that our designs strike the balance between the current trends but still remain appealing down the



line. If something is well designed, it is capable of withstanding the test of time. Our aim is to achieve just that. This is central to our design process. Ultimately there are no limitations to what we can do, except for the client's budget."

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Above:
Armstrong Fair Stand BAU 2013
Below:
Palace of International Forums Uzbekistan

Ippolito Fleitz Group Stuttgart's solution for building business identities

An identity is at the heart of any modern business, but building one is a huge task. Discover Germany speaks to the Ippolito Fleitz Group, identity architects, who are using their vast knowledge to bring you award-winning designs for your business.

TEXT: PHIL GALE | PHOTOS: IPPOLITO FLEITZ GROUP

"Identity is always related to the perception of others and self-reflection," begins Peter Ippolito with a knowledgeable smile. Working with his partner Gunter Fleitz and the rest of their Ippolito Fleitz Group, they have been designing and creating award-winning identities for businesses worldwide, in the fields of architecture, product design, and communication.

Identity architecture is an area of design not often heard by Anglophones. It is the principle of designing all the necessary parts which combine to form the whole of your business; from your office building, through to how your brand is communicated, what your brand is, or even a specific product for it. No mean feat, but Ippolito

has been calling on his top team of designers since 2002 to work closely with his clients so that they get what they want, he explains: "We develop our projects from the perspective of the user. Since we are always very close to their perception, we are always very close to their concept." With 39

minds at both Fleitz and Ippolito's disposal, they always have the right experience and expertise to get the job done. Ippolito continues: "We develop products and communications measures. We conceive and construct buildings, interiors and landscapes. We do not think in disciplines. We think in

