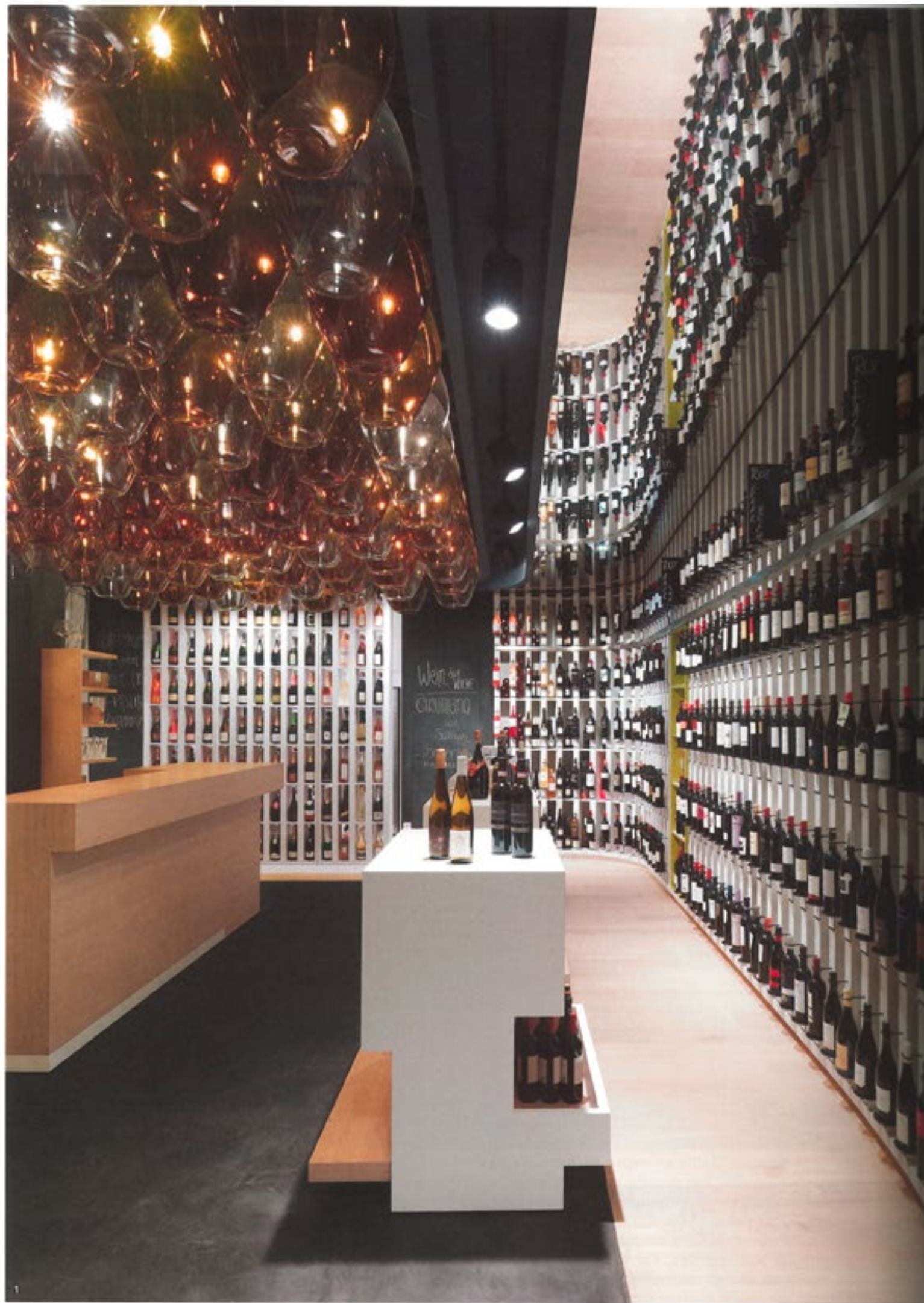


POWERSHOP 4



New Retail Design

FRAME



WEIN & WAHRHEIT BY IPPOLITO FLEITZ GROUP

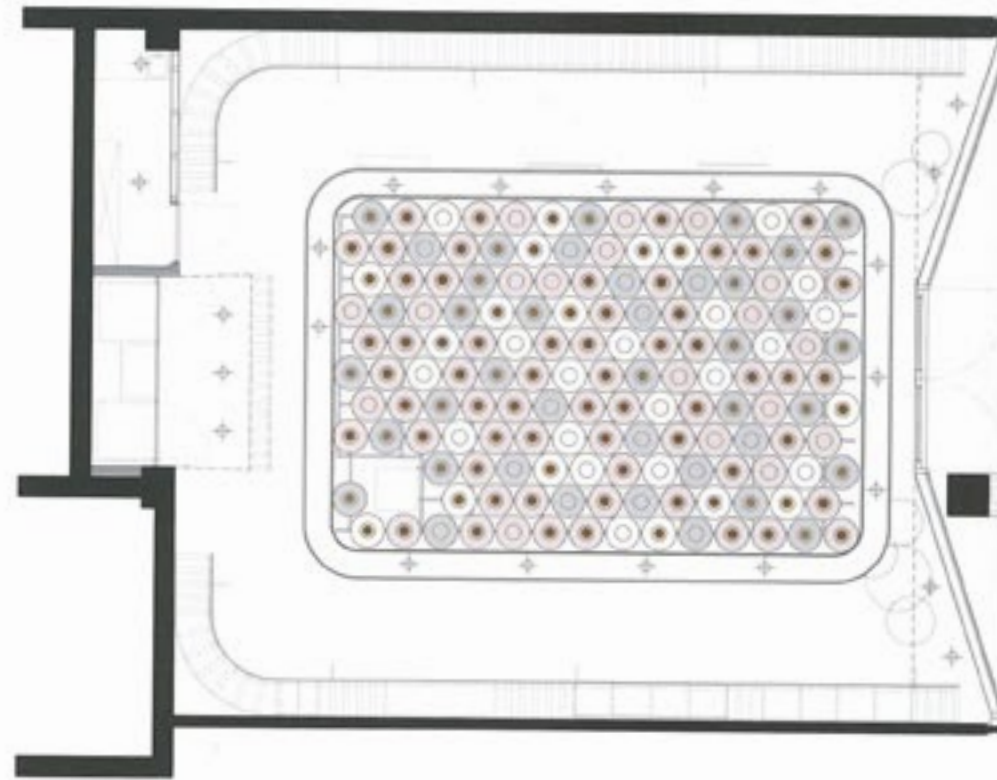


WHERE Sulzbach, Germany WHEN November 2011
 CLIENT Weinkellerei Höchst DESIGNER Ippolito Fleitz Group (p.495)
 TOTAL FLOOR AREA 80 m² SHOP CONSTRUCTOR Planausbau
 PHOTOS Zooey Braun

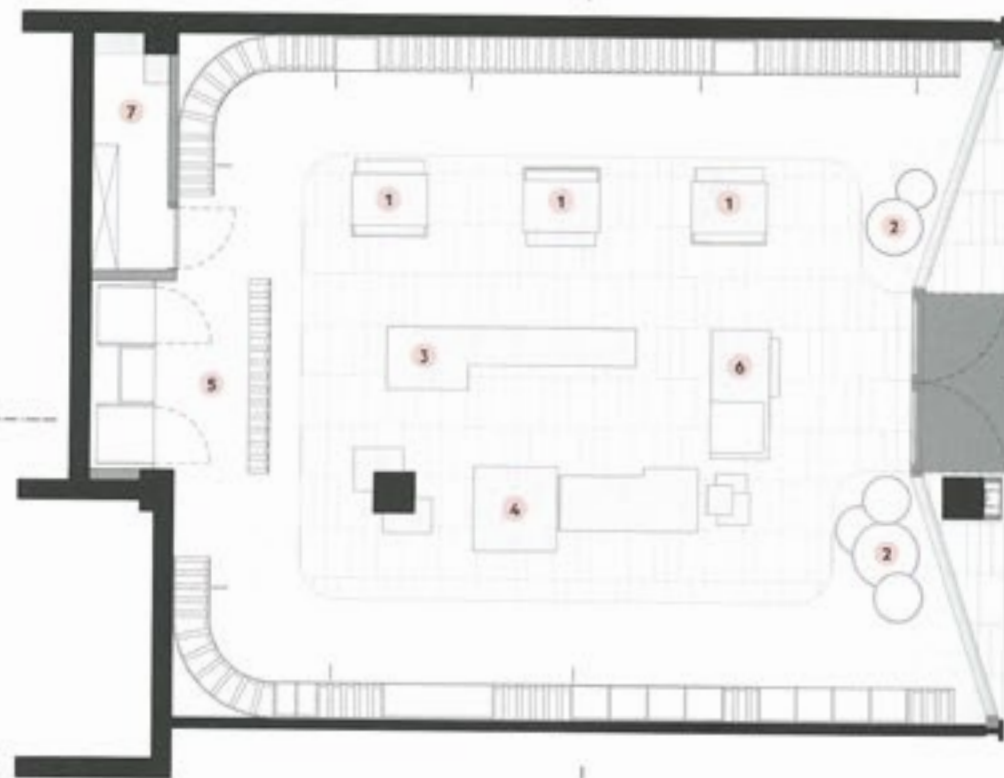
Charged with displaying over 600 different wines and spirits, delicatessen items and gifts within a space of just 80 m², Ippolito Fleitz completely encased this wine store's two long walls in shelving units. Made from white lacquered and brushed oak, these curve sensuously to meet the rear wall. Their 501 separate compartments are strictly organised for an elegantly homogenous look which is broken only by square shelving elements in a fresh green. At the centre of the store, a checkout counter, an elevated table for wine tasting and a packaging station are grouped together, with three additional presentation units between them and the wall. Their cubic geometry emphasises the material interplay of white laminate and bleached oak. The central units stand on an oblong-shaped epoxy resin-coated concrete floor. Outside this zone, the floor is made from contrasting rough oak boards. The ceiling echoes this pattern, with a shimmering canopy of 150 hand-blown glass vessels in four different shades occupying the centre section.

LED lighting illuminates two-thirds of the glasses. They are framed by a mirrored border which seems to increase the height of the space and multiplies the already large selection of wines. Glass and oak are the dominant materials in the space, both chosen to reference the world of wine – wine bottles and wine glasses, oak casks and cork oak. Their use results in a sensual ambience designed to tempt shoppers to indulge. A new corporate identity was also developed to reflect the store design.

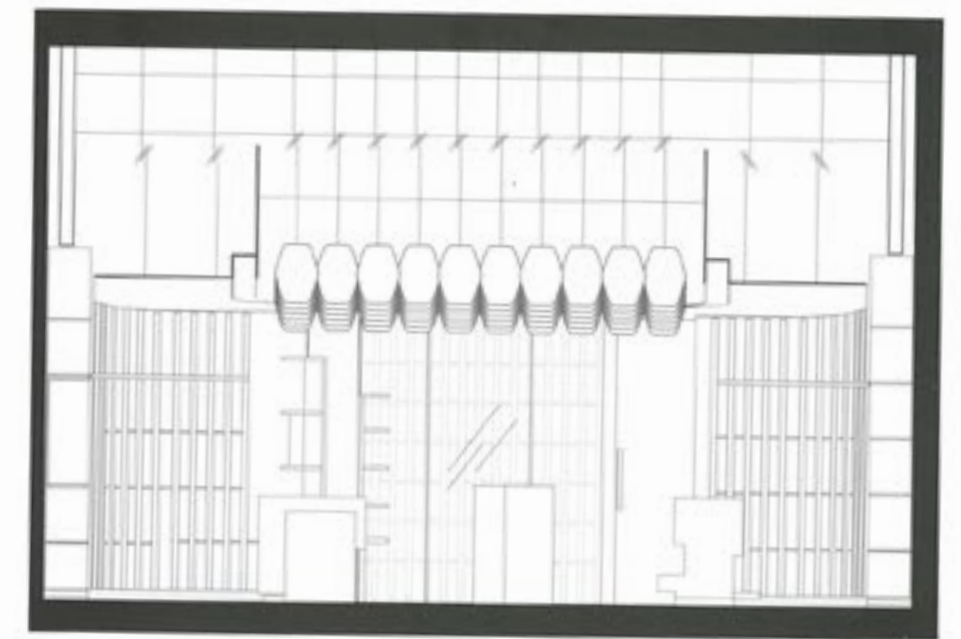
- 1 White lacquered and brushed oak shelves present the wines as though they are books in a library.
- 2 The canopy of glasses is an attention-grabber.



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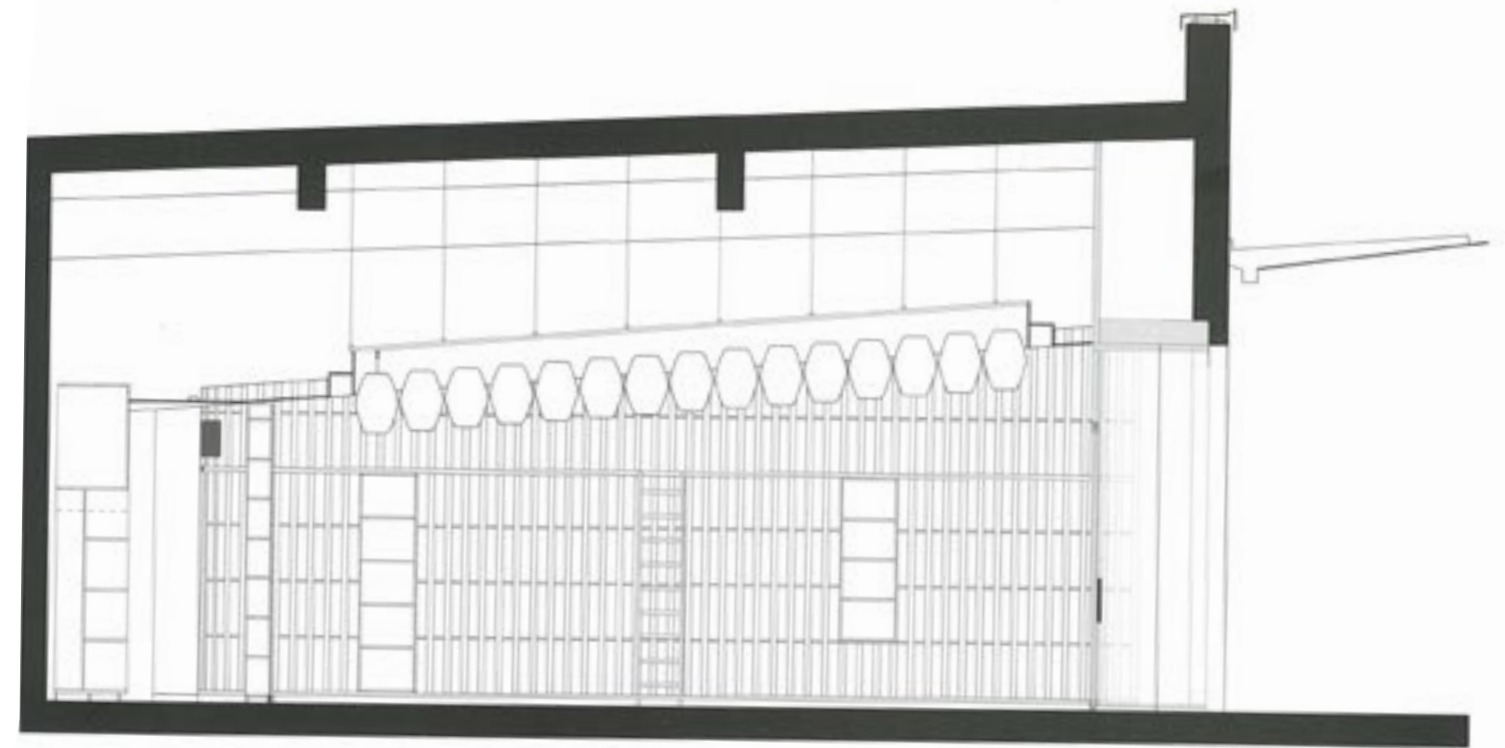


c



Section CC

Compartment chic and a real glass ceiling



Section DD

- 5 A plan showing the colour scheme for the installation of glasses.
- 6 Hanging the 150 glass vessels to the ceiling.



BORK BY IPPOLITO FLEITZ GROUP



WHERE Moscow, Russia WHEN August 2011
 CLIENT Bork DESIGNER Ippolito Fleitz Group (p.495)
 TOTAL FLOOR AREA 215 m² SHOP CONSTRUCTOR Ganter Interior
 PHOTOS Zoëy Braun

For Bork, which produces high-end domestic appliances for the Russian market, Ippolito Fleitz came up with a boutique concept borrowed from the fashion industry. Spacious presentation areas are used to underscore the quality and individuality of the products. Meanwhile, the sales element is pushed discreetly into the background as other elements – such as a testing counter, home accessories in floor-to-ceiling shelves and incised patterns in the wooden panelling – come to the fore, creating a cosy, home-like feel, thereby portraying Bork appliances as the natural companions of an upmarket lifestyle. The interior of the flagship store uses a range of natural materials. Stone flooring, anthracite display units and a brushed-metal sales counter combine with walnut wall panels with a geometrical pattern carved along their tops, adding a warm, domestic touch. All the fittings and units are strictly geometrical. Product display accentuates each item's form by placing the appliances against bright, white backgrounds framed by dark wood. In the

centre of the space, further products are presented on anthracite pedestals. An LED band lights these from beneath, so they appear to float. An additional focal point is the light cube on the ceiling, which is encased within metal panels. A dynamic colour gradient printed on the glass inside it is Bork's corporate colour. The intense orange hue defines the emotional centre of the space and functions as a strong visual sign, visible from the outside. The colour is also reflected in illuminated light cubes, which provide a complementary contrast to the display units.

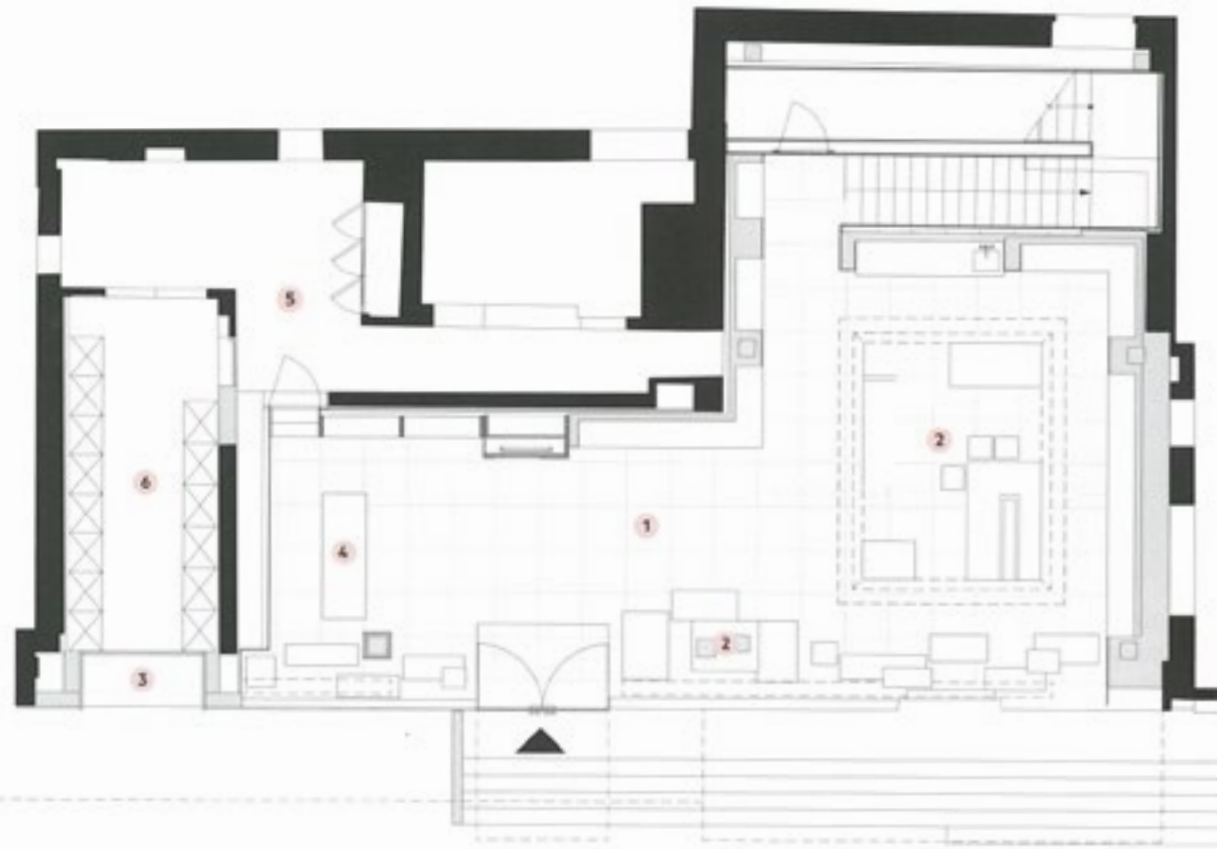
- 1 An orange light cube presides over the space adding colour and drawing the different elements together.
- 2 A brushed metal cash desk adds to the range of natural materials

Displaying products against brightly lit white backgrounds framed in wood accentuates their form.

The boutique concept is borrowed from the fashion industry



First floor



Ground floor

