

WORLD

FOR

EVERY

Hospitality Design

FRAME





Opposite Different-sized pendant lamps hang over the tables at varying heights.

# WIENERWALD BY IPPOLITO FLEITZ GROUP

A fresh décor with quirky aspects is the focus of a fast-food outlet in Munich.

Photos Zoëy Braun

Forest images in different shades of green are used on the windows.



Where Munich, Germany  
Opening May 2010  
Client Wienerwald  
Designer Ippolito Fleitz Group → p.584  
Floor space 125 m<sup>2</sup>  
Capacity 21 seats (inside),  
20 seats (outside)



Friedrich Jahn opened the first Wienerwald fast-food restaurant in 1955. His grandchildren, currently in charge, commissioned Ippolito Fleitz Group to develop a new corporate architecture for the chain. As they were changing Wienerwald's culinary selection, the new visual presence had to match the new menu. Chicken remains the main staple of the menu, but salads have been introduced to move the fast-food chain into the arena of fresh and healthy foods.

Materials and colours reflect the concepts of 'fresh' and 'natural', expressed in materials such as wood, leather and textiles, as well as in the dominant green tones that complement the fresh white. Gold is used as an accent colour, conjuring up associations of quality as well as the crisp, gold-coloured skin of the Wienerwald grilled chicken.

The space has been organized to guide customers efficiently. Upon entering the guest is led towards a frontally positioned counter, presented as a clearly structured, monolithic unit. In front of the counter is a service station with a white solid surface and standing on golden chicken legs, offering sauces, condiments and cutlery. Green instructions and Wienerwald chickens set into the rustic wood floor help the customer navigate.

The dining area offers a range of seating options: white, solid-surface, high bar tables are available for customers

in a hurry, while opposite an elongated seating group upholstered in brown imitation leather is an echo of the traditional Wienerwald seating niches. Overlapping, rough-sawn oak panels on the rear wall allude to the forest theme. Round mirrors printed with the outlines of tree and forest motifs are set into this wall. A display of dining plates on the wall is dedicated to the company's long tradition and show a photograph of the first Wienerwald restaurant. Traditional elements of the brand have been incorporated and translated into modern spatial elements with an exciting twist. ●



A display of dining plates on the wall shows the history of the Wienerwald brand in 14 motifs.



The chopping station is in the middle of the counter; salads are chopped under the guests' watchful eyes.



The pendant lamps are sheathed in a roughly woven fabric.

DOMINANT GREEN TONES  
UNDERLIE A FRESH AND  
NATURAL DESIGN CONCEPT

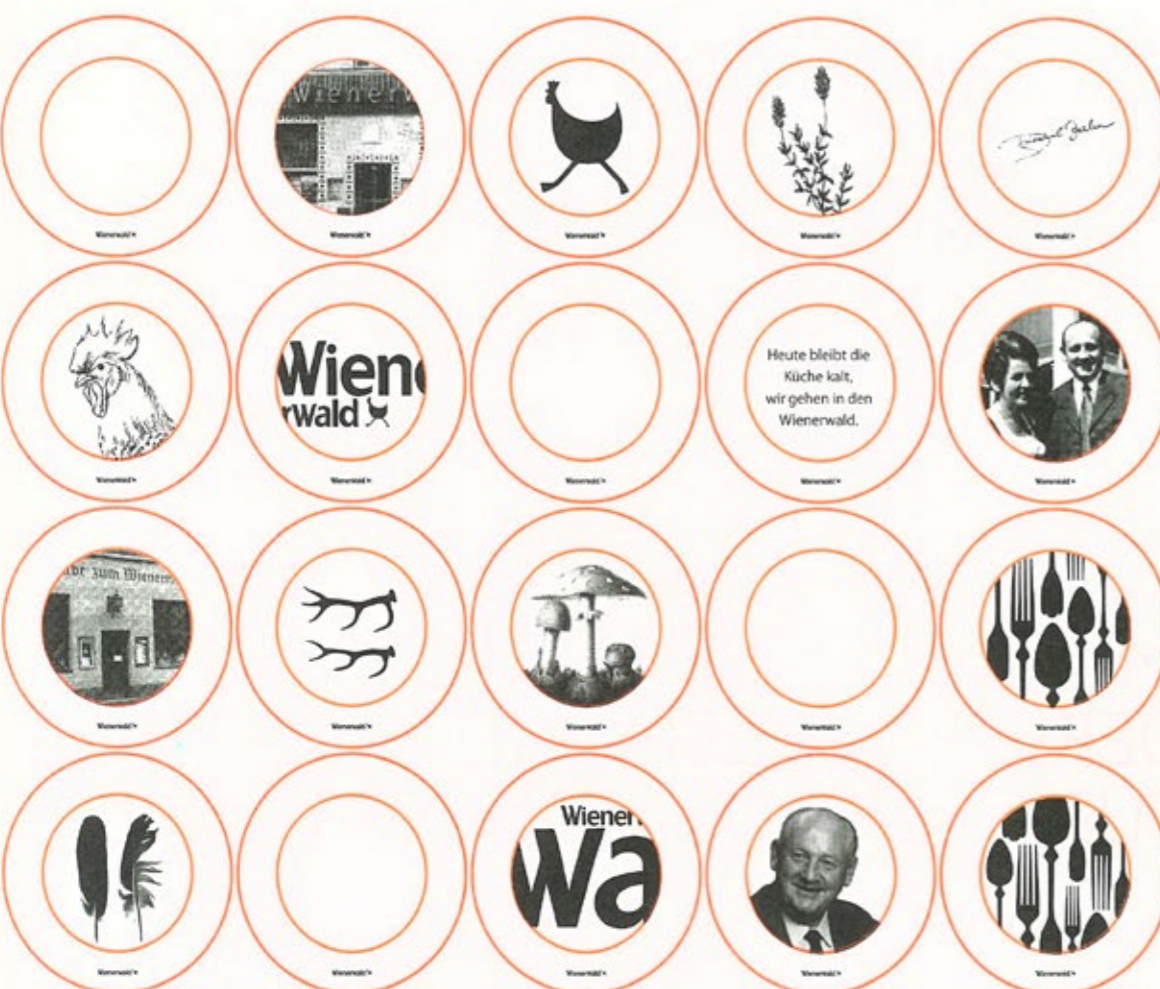


# A WALL DISPLAY IS DEDICATED TO THE COMPANY'S LONG TRADITION

A detailed drawing of the custom-designed wallpaper with forest motif.

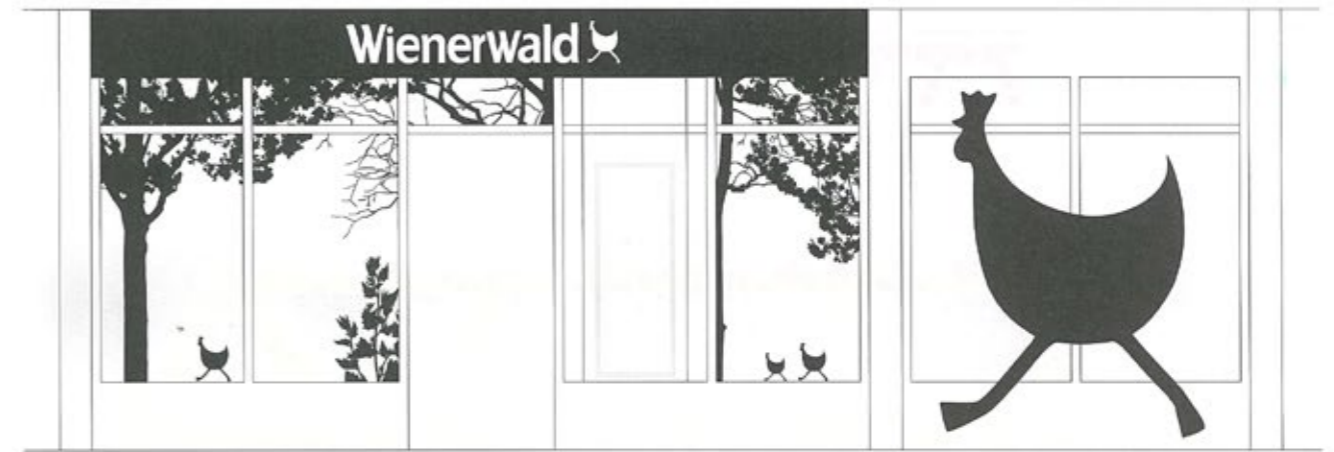


Sketch of the round mirrors, printed with the outlines of tree and forest motifs.



A sketch of the display of dining plates.

Front elevation



- 1. Counter
- 2. Service station
- 3. Seating area
- 4. Kitchen
- 5. Office
- 6. Toilets
- 7. Terrace

