

**WORK** *issue 10*  
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**GOOGLE TEL AVIV**

CAMENZIND EVOLUTION CREATES A NEW COMMUNICATION SPACE FOR GOOGLERS IN ISRAEL WITH LOCAL IDENTITY THEMES.

**TORAFU ARCHITECTS**

A PROLIFIC JAPANESE STUDIO WITH A DIVERSE RANGE OF DESIGN FROM SPACES TO OBJECTS.

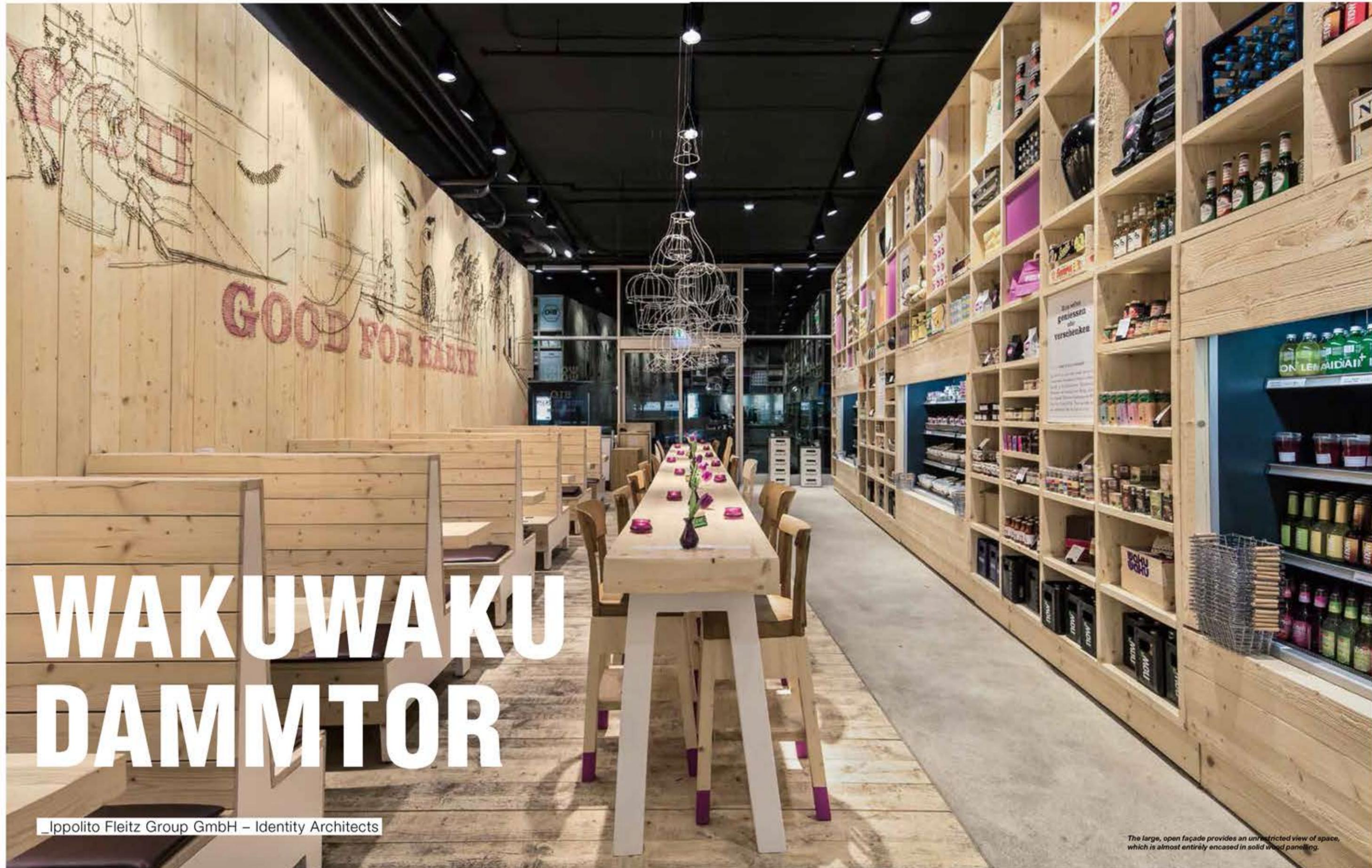
**WHO'S WHO**

FABIO NOVEMBRE TURNED A BOUTIQUE TO AN IDEAL SETTING WITH A SURREAL SCENE.

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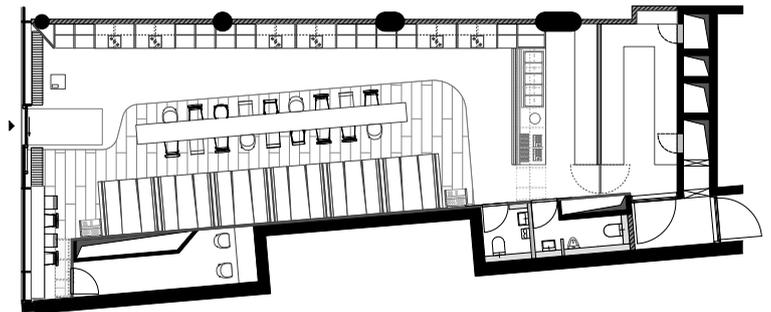
# WAKUWAKU DAMMTOR

\_Ippolito Fleitz Group GmbH – Identity Architects

*The large, open façade provides an unrestricted view of space, which is almost entirely encased in solid wood panelling.*



*The rough wooden surfaces contrast with the intricate wall sketches using taut strings.*



WakuWaku has relaunched itself as a fast food restaurant and organic food store in one. The brand values 'organic' and 'sustainable' remain the clear focus of all communications.

The large, open façade provides an unrestricted view of space, which is almost entirely encased in solid wood panelling, creating the ideal stage to display the products in the WakuWaku world. One side wall with floor-to-ceiling shelving integrates both display compartments and glass-fronted refrigerators. A long central counter and parallel niches provide seating spots for all communicative requirements. Various shapes of chairs break up the seating landscape and hark back to the original WakuWaku outlet – as do the chair legs, dipped in the WakuWaku corporate colour. The untreated wood dominating the space is synonymous with the chain's ecological sustainability. The rough wooden surfaces contrast with the intricate wall sketches created by Chris Rehberger using taut strings and the canopy of fine wire lamps.



# ARMSTRONG FAIR STAND BAU 2013

\_Ippolito Fleitz Group GmbH – Identity Architects

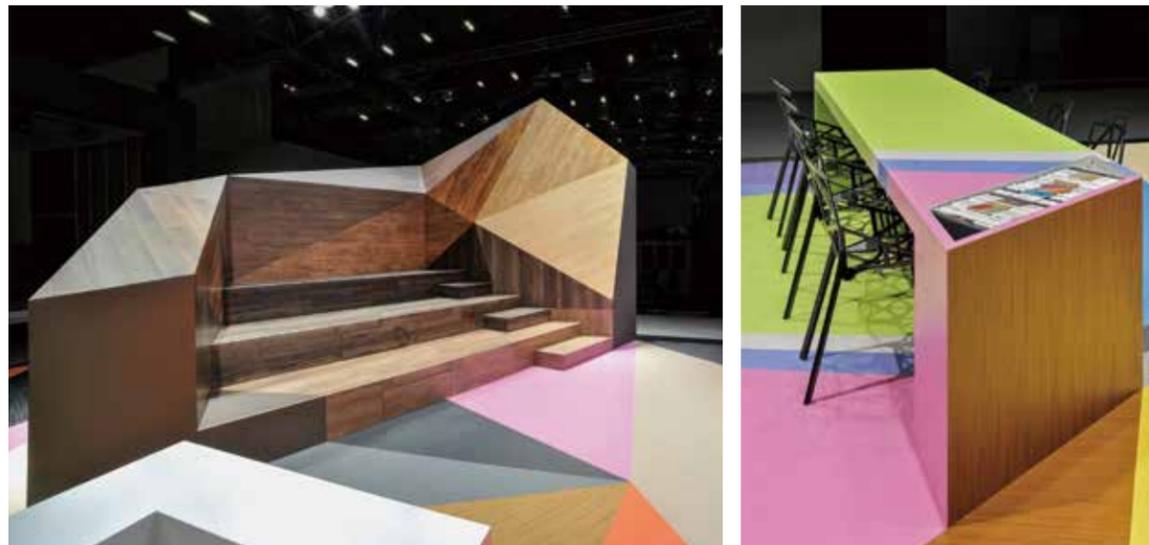
Munich's 'Bau' trade fair is one of the world's leading trade fairs for the construction industry. Its particular focus is on building materials. For the 'Bau 2013', Armstrong DLW is highlighting its product palette of linoleum and vinyl flooring. The idea is to pursue the twin goals of presenting its new collections and sensitising a younger and inherently more experimental target group of architects to the appeal of these materials. The stand exhibits both the Linea collection, featuring a wide spectrum of wood grain effects, and the Colorette product line, which is distinguished by strong, rich colours.

The Armstrong exhibition stand functions as a communication platform and gives visual expression to the company's field of expertise. Every surface is covered by a complex, geometric pattern consisting of various cuts of Armstrong materials. A large rear wall, concealing several support rooms, carries a striking, abstract interplay of colours and shapes that create a sense of depth and perspective. From this starting point, the spatial graphic spreads out across the

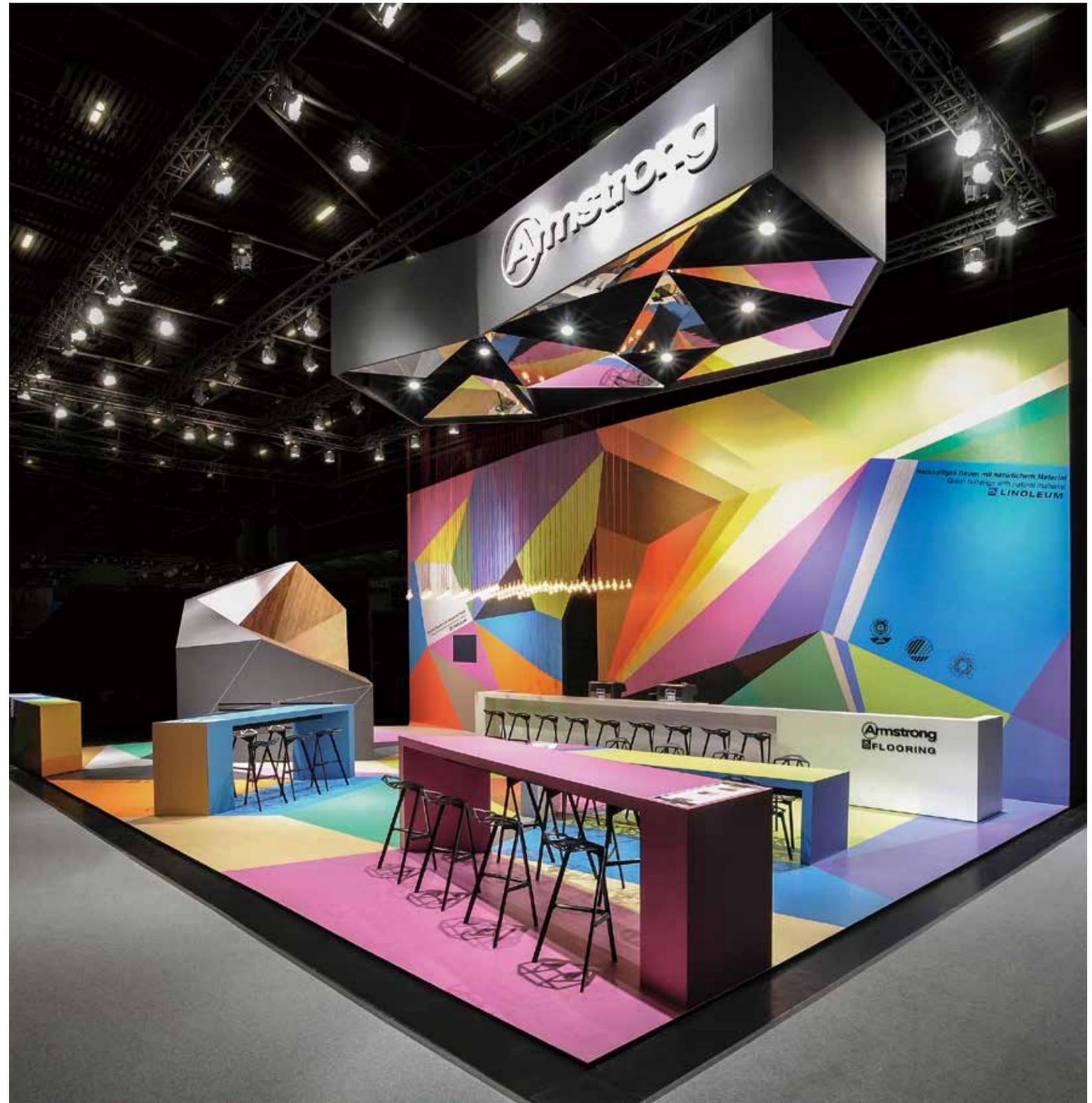
entire floor, covering the reception counter and conference tables. Only an elongated counter directly in front of the rear wall, which is demarcated as the principal zone for discussion by a firmament of pendant lights, remains entirely white.

An open communication zone of tables and counters is demarcated and contained by a folded ceiling element. The latter serves as a three-dimensional counterpart to the two-dimensional structure of the spatial graphic. A polygonal podium encloses a calmer communication zone within the stand. Here different materials are presented on the steps and retractable side wall elements. An unconventional note is added by the fact that visitors are invited to take a seat on the steps themselves, creating a concentrated yet relaxed room for discussion.

The Armstrong exhibition stand makes a strong and striking visual impact that can be transported well. Using an installation that encompasses the space in a collage of materials, Armstrong recommends the construction material linoleum for use in contemporary, cutting-edge interior design. <



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