

Chris van Uffelen

Working in Style

Architecture + Interiors

BRAUN

SOLO WEST

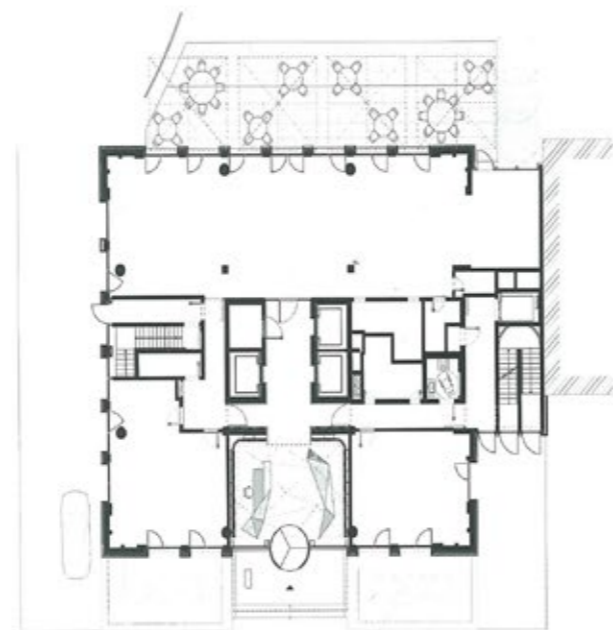
This ten-story office building stood empty for many years until project developer Phoenix Real Estate recognized its attractive position in Frankfurt's Westend and decided to completely revitalize the building. The office is presented as a high-quality, open space. Clear office architecture on a white background offers a tantalizing contrast to the warm wooden paneling of the building's access core. This effect is heightened by three display cases, opulently filled with tropical, jungle-like vegetation. Neon lettering fronts each perfectly arranged artificial flower backdrop, with a line from a Beatles song to suit each room. In addition to developing a new office layout and overall renovation, the architects were also commissioned to design a reception area on the ninth floor. An employee 'living room' was also created on this floor, with a library, dining table and lounge area.



"We can work it out" if we "come together". The Beatles always hand out the best advice.

Architect | Ippolito Fleitz Group
Interior design | Ippolito Fleitz Group
Address | Guilletstraße 48, Frankfurt/Main, Germany
Client | Phoenix Real Estate Development
Industry | real estate development
Gross floor area | 5,000 m²
Completion | 2014







A series of large-format photos was compiled to decorate the office walls. The highly associative images refer to the self-image of the company (a small bird that tackles tough challenges like a cactus), its origins (the broom as a synonym for Stuttgart's famous "sweeping week") and its business (Chuck Norris, the polar bear). Most of the photos are not permanently installed and can be freely recombined to make new backdrops in the individual rooms.