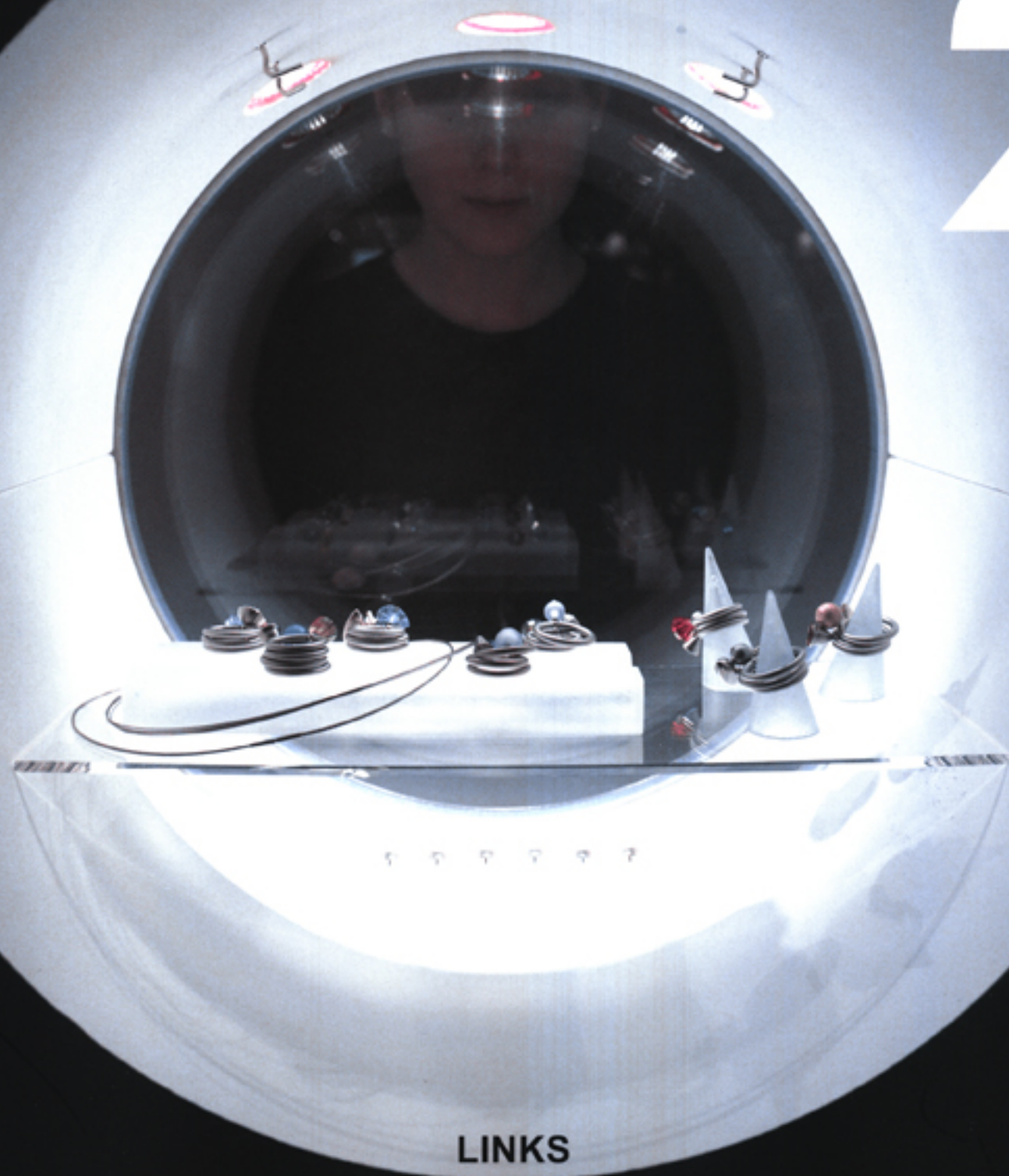


TOP SHOPS

2



ippolito fleitz group

Sigrun Woehr

With six venues in Pforzheim, Karlsruhe, Heilbronn, and Stuttgart, the name Sigrun Woehr means a unique casual-girly-elegance in the field of footwear. Sigrun Woehr requested the well-located new branch in Stuttgart's Kirchstraße, opposite Louis Vuitton, to be stylish but not intimidating, an inviting stage to display shoes, accessories and clothes. The ippolito fleitz group was commissioned to do the interior and redesign the logo.

To create a memorable space while avoiding rivalry between it and the small, colorful, objectlike products, an impeccable white, skin was deployed, marked by fixtures and accents of color. Spatial unity is reinforced by rounded corners and a suspended ceiling which follows the outline of the room. This gesture is supported by the yellow plinths and the uninterrupted glossy white epoxy resin floor. Beyond the threshold, the entire shop can be taken in at a glance.

Three sections of the wall establish the focal points: a green wall highlights the counter as a central focus. The petrol painted ceiling develops into a suspended display shelf, while the shop's background consists of a stair-like display surface. Greater depth is conveyed by an indirectly lit, pale pink, medium gloss "panorama strip" with an ornamental texture. Two large show-cases in the middle of the room heighten the layering and structuring of the space while providing prominent display surfaces, lit from above and below. Illuminated from behind, the shoe shelves are arranged in alcoves and attract attention.

A large reflecting wall in the background enlarges the room optically and conceals a door leading to a dressing room and the rear exit. A revolving standing mirror near to the entrance multiplies the space and the display. People trying on shoes can sit on the especially designed chairs, upholstered in dark-brown synthetic leather with yellow backstitching. Most items are illuminated both directly and indirectly. Slots in the suspended ceiling contain light bars making flexible spotlights viable in addition to fixed rays and lamps. The ceiling channels also serve as spatial indicators. White makes the shop look bright, friendly, and modern. Selected color accents punctuate the various areas and surfaces, but the products remain the centre of attention. The color scale is risky, feminine and fashion-oriented. Round forms meet sharp edges and glossy surfaces, seamless and hard meets fluffy and soft. Trendy and imaginative mixes with urban and precise.

The new logo's roundness picks up the theme. The dotted line which reappears in the yellow backstitching of the upholstery and as a detail on the ceiling and the show-cases, speaks of seams, fashion and manufacture, and "stitches" the composition together.

Location: Stuttgart, Germany

Photographs: Zoory Braun

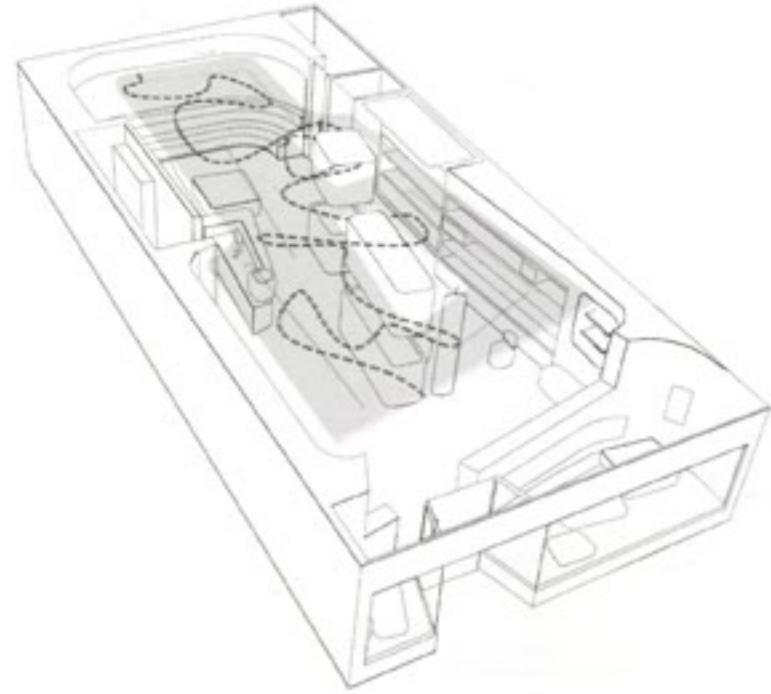
Interior design: ippolito fleitz group

Project team: Peter Ippolito, Gunter Fleitz,

Arthur Orzeall, Axel Knapp, Patrick Schmidt

Colour consulting: Stefan Gubal





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