



• **Designer:** Ippolito Fleitz Group - Identity Architects

• **Area:** 480 m²

• **Location:** Augustenstr. 87, Stuttgart, Germany

• **Photographer:** Zoëy Braun

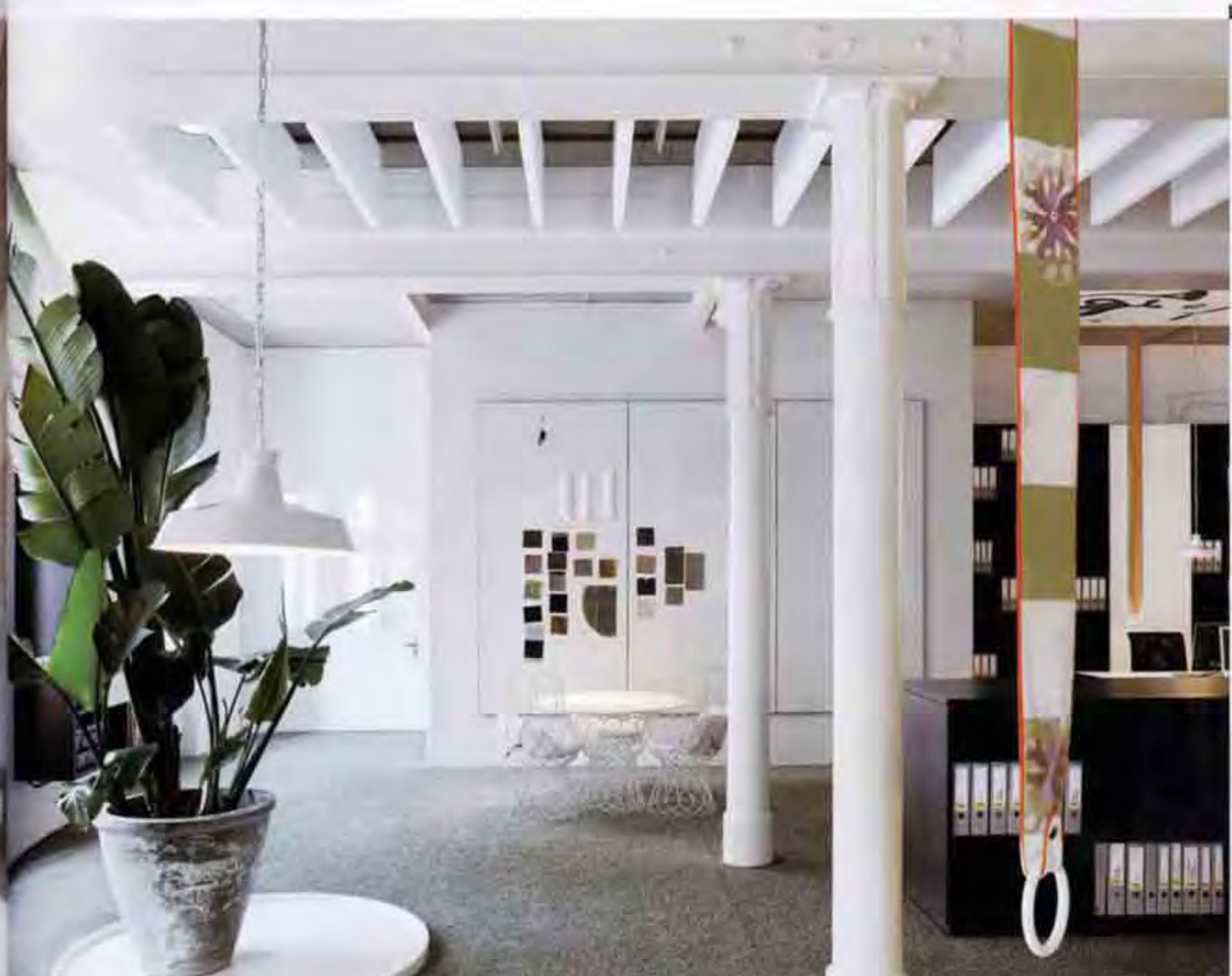


STUDIO IPPOLITO FLEITZ GROUP

Over the past six successful years, the number of co-workers of Ippolito Fleitz Group design studio has grown with its tasks. The architects and communication designers have therefore jointly created for themselves a new place of work on a floor of an old office building. The design of the space is in accordance with their own demanding standard as "identity architects" – the office is to be the hallmark that conveys their identity to both clients and co-workers.

Two long work desks cultivate a creative and communicative atmosphere. Shelving and desks are executed in white or dark wood. Contrasting accents of colour are set by kettle bars over the workplaces that serve as light switches, and the areas of green plants. In addition to conference rooms, cheerful communication islands are available for discussions. The subtle spacious kitchen and oversized mirror is a place of both inspiration and relaxation.











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OFFICE BRUCE B./EMMY B. DESIGN AGENCY

➤ Bruce B./Emmy B. is a prestigious design agency specialising in communication design and events. Our aim in designing a suitable interior for this agency was to faithfully translate what epitomises its work into architecture. Objects and design elements initially appear to be in diametric opposition, yet strike a harmonious balance throughout. They are emblematic for the wish of Bruce B./Emmy B. to respond to their clients with an open, strategic mindset and an excellent command of analytical thinking.

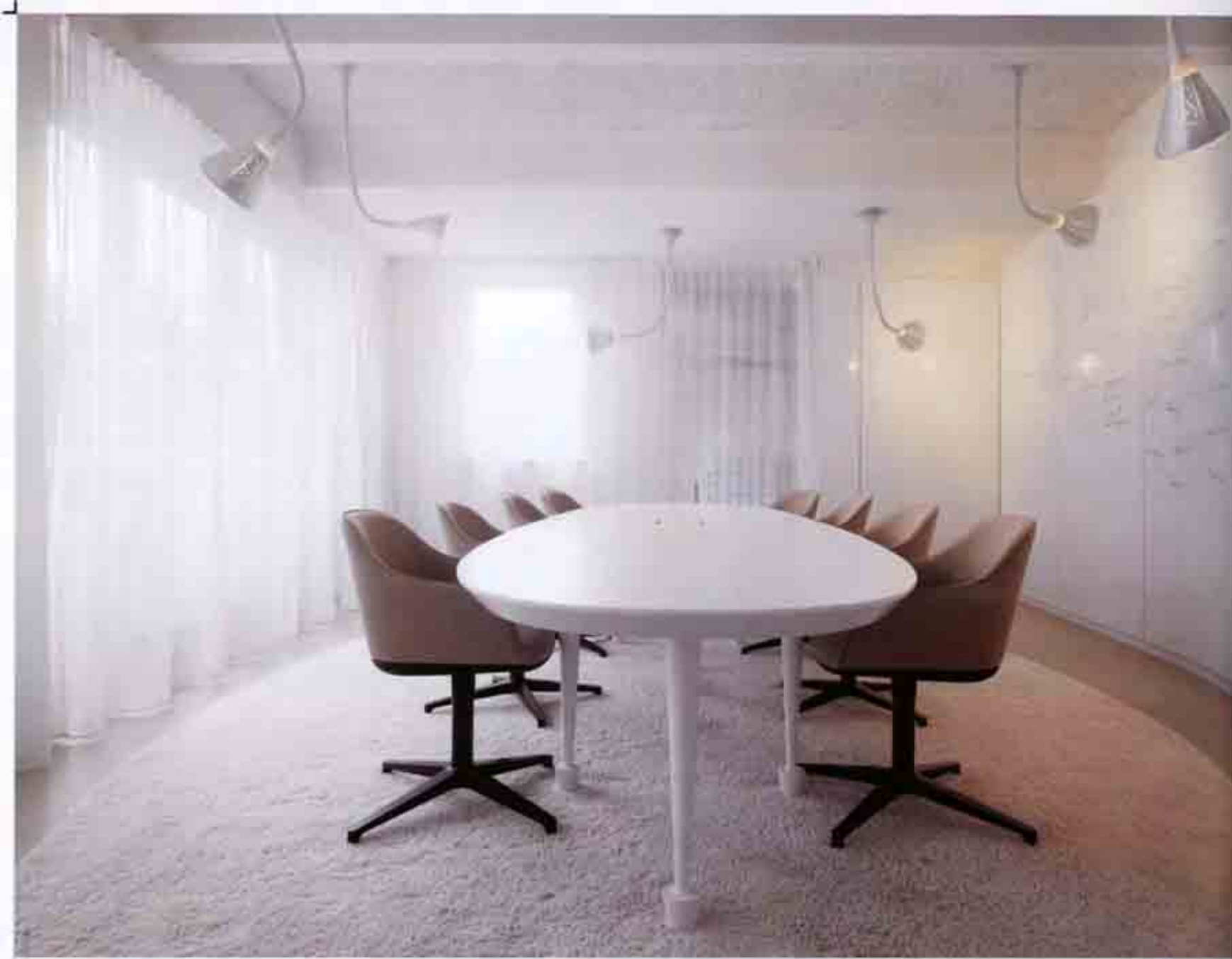
Antitheses attract the visitor's attention from the very first moment of entering the agency, beginning with the shape of the reception desk. The concrete form is topped by a white, lacquered surface. Antithetical details are also present in the adjoining conference rooms. The walls of the smaller conference room are paneled with maritime pine boards. The large conference room next door is dominated by a long conference table with randomly spaced table legs breaking up the sober impression it would otherwise have made. Another pair of diametric

opposites accompanies you throughout the entire space: The smooth perfection of the warm epoxy resin floor contrasts strongly with the almost physical effect of the extremely grainy acoustic plaster on the ceiling. The corridor leads to the next room, which is currently being used as a lounge and a place to host media presentations.

The atelier itself is an open room stretching across 250 m². A characteristic element of the space are the original ceiling joists, which were homogenised and connected with the ceiling by means of a coffer. Shelving units hanging from the ceiling are aligned with the ceiling joists. The table and furnishings create individual units with plenty of free space in between. Two to three of these units are grouped together to form islands, which are further located within the space as a whole. This layout is emphasised by the underlying circles of carpet that reinforce the unit groupings, allocating clear zones which you can enter and exit. ▲









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Completion Date: September 2009
Location: Tashkent, Uzbekistan



PALACE OF INTERNATIONAL FORUMS "UZBEKISTAN"

The Palace of International Forums "Uzbekistan" stands on Amir Timur Square in the very centre of Tashkent. The country's most important representative building is designed as a platform for hosting acts of state, congresses, conferences and other cultural highlights. Our task was to give the interior a contemporary form, while incorporating elements from traditional

Uzbek architecture. The result is a cosmopolitan, communicative interior clothed in exclusive materials. Floor ornamentation, organic movement, crystals, precious metals and a fascinating interplay of artificial and natural light all became a source of inspiration.



