Individually – successful 21st century concepts

The importance of well-balanced lighting concepts should not be underestimated either. They effectively use products and brands, place visual focal points and subtly but effectively direct all looks to the presented (campaigned) good. In particular cases with distinctive shapes and subdued, comfortable room-ambience while direct lighting is important for accounts as well as safety (e.g. for walkway illumination).

Excerpts 1: A trip into the fashion world

There is hardly any industry as diverse and trend-oriented as the fashion industry. It has product versions gooses: from children’s fashion to mesh, from sportswear to elegant, glittery and glamorous or sportive and fresh – the textile area hardly limits the fashion world. The design raises attention or surprised and whisked away into a different world. The design raises attention or surprised and whisked away into a different world. The design raises attention or surprised and whisked away into a different world.

Excerpt 2: Seizing and hearing aids

In particular with products and services that are not purchased or used ‘gladly’ or ‘voluntarily’, we are facing the special challenge of making the supposedly ‘implausible’ visit to the specialist shop as easy and pleasant to the customer as possible. Two examples are the optics and hearing aid industries. No one will be happy to suddenly need an ‘aid’ in everyday life. Nevertheless, these areas have also experienced a change in the wind over the last few years. Spectacles and hearing aids are long stopped being just a necessary evil and have almost become a fashion accessory. This is reflected in the incredible diversity of models and versions. Their design, forms and colours differ vastly from the traditionally discrete models of the past. Spectacle-wearers today wear their ‘seeing aid’ proudly and confidently, and the hearing aid area also sells more and more fashionable hearing systems. Customers therefore have high demands not only to the products as such. They also demand good consulting in an attractive, comfortable atmosphere. Rooms reminiscent of a doctor’s office or waiting rooms are absolutely forbidden here. Quite the opposite; the rooms must convey a fashion and in, well thought idea. Some effective sylvanetic devices for them include generous glazing in the facade to permit just enough of a view at the interior to raise curiosity. Presentation furniture and display cases with distinct shapes and subtle, individual build displays that are shaped periodically. Instead of use spatial and design elements like colour or material contrasts directs attention subtly and unobtrusively, but nevertheless effectively. Creativity will prevail!

And last but not least: Authenticity will prevail?

Last but not least, the owner must feel right at home in his shop. Only then can he be truly himself, truly authentic. Therefore, shop design that will cause him a person, the shop and the target customers to speak different languages, will hardly be successful. The ideal rooms might be compared to our personal rooms: we make use to use special materials and a relaxing atmosphere to make us as comfortable as possible to our friends and ourselves. Nothing is more important than our own rooms – and nothing will reflect our personality better. Shops should be the same innovative, individual, multi-faceted. Comfortable, homely or wild and modern and straightforward. Or maybe – if you are very bold – even polarizing. Rooms that will turn shopping into an adventure and customers free.

This book collects outstanding commercial spaces those with clever branding solutions. This book is a treasure chest in correspondence to the natural light source to enhance the image of Artemide product.

Commercial space has been influenced and reflected the human civilisations. A commercial architect, therefore, is in the important role to present the store images to the spiritual and the brand. It is not just about the display system and the customer flow, the design needs to reflect the human civilization activities. Commercial space will continue be engaging and glamorous.

Magic revue or surreal fairy tale?

Looking at the world of retail trade can raise such question: ‘The designers’ task resembles to the creation of a new universe: the design should focus mostly on the magnification of one single feeling: the elaboration of one single idea. If we consider designers as magicians, they

As one magic trick: we are merged into the ambience, we become part of the product, as it scales were inverted like in the surreal world of Alice in Wonderland. We are delighted and fascinated in the same time. What we see if we try to understand the creation of these suggestive universes?

Contrary conditions of cultural, financial and brandDodl demands are hidden behind the perfection of the result. The deeper we dig into the creation lies in the trade-offs behind the scenes. The beauty risen from the resuscitation or bypass of the ambivalence and contradictions. Find of all there is the clash of cultures to be faced, the meeting of the global brand with a culture of a city. Will I am from, once to induce the magic of the expression is strongly limited by brand identity. Architectural and spatial solutions should echo the world of the product. The next challenge to be faced is the adaptation to the size. Architectural details and the use of material is do elaborated and refined, they concern the qualities of product design. During the adaptations this perfection is opposed to the local situation and the limitation of the premises. Of course this is relative and reflective, the adaptation process can be very keeping or wild. Finally the ‘true’ continues to ‘true’. His matter the size of the space there is a constant urge to fit many things, to make large structures to and to create unique statues. The sensory and emotional representations make the results feel dense and overstated.

Still we are more than happy to be drawn into this wonderland. This is illusion, this is magic, let yourself be enchanted. Abrahmsenal.
Health & Beauty Stores
Satisfying functions as well as aesthetic demands are not exactly easy for the pharmacy business, at least not in architectural terms. Things are apparently different in South Tyrol. Here, in a new building in the centre of Eppan, pharmacy has been built to actually meet the highest design standards.

Due to the limited floor area, a thrifty, well considered use of space was essential for the executing architects from Monovolume. The concept therefore has its origins in every pharmacy’s holy of holies, the pharmacist’s cabinet, whose lines penetrate all the furnishings. Shelves around the edge of the interior were used to create copious presentation areas, whose horizontal lines enrich and visually enlarge the space and provide a setting for a sapphireblue Corian counter, which seems to float as a dynamic focal point on a band of light above the white-marble terrazzo floor. Due to its unusual size for a village pharmacy, this simultaneously enables appropriate consulting activity and maximum discretion, while the unusual, highly curved shape prevents it from having too powerful an effect. Pivoting shelves were tensioned between floor and ceiling and present niches for displaying selected products on the side facing the window. Their height was determined such that they restricted the view from outside without lessening the generous feeling of space or amount of light entering the building. In order to direct the attention of customers to the mostly colourful products, the entirely white furnishings made from painted MDF retreat into the background. Balanced lighting throughout allows the pharmacy seemingly to disappear entirely behind its products.
Location: Appiano, Italy
Client: Kofler
Area: 85 sqm
Lighting design: Solux
Photography: Piero Perra
Materials: Corian and white marble terrazzo floor
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**AvroKO**

AvroKO is a New York-headquartered design and concept firm that is most stunningly defined by its lack of definition. Equally adept at the creation of such varied disciplines as architecture, furniture, food, books and even fashion, AvroKO’s four partners – William Harris, Greg Bradburn, Kristina O’Neal and Adam Farmerie – each bring a unique vision to their multi-disciplined design mission.

**Concrete Architectural Associates**

There are no problems, only solutions!

Concrete develops total concepts for businesses and institutions. The agency produces work which is commercially applied. This involves creating total identities that's their working domain. As atmosphere architects, they always presented in their projects.

**Cinimod Studio**

Cinimod Studio is a cross-discipline practice based in London specializing in the fusion of architecture and lighting. It was started by the architect Dominic Harris, whose passion for interactive art and lighting design has produced built projects has now found across the international art and architecture scene.

The ongoing work of Cinimod Studio is both visually stimulating and technologically advanced. A dedication to research and development ensures that the studio stays abreast of the latest technologies and fabrication techniques. The studio is currently involved in several projects in both the UK and abroad, and has designed bespoke lighting products that are now in production.

It is a fundamental belief of the studio that Cinimod Studio should design the experience first and then use one technology to enhance and transport the brand values and company’s mission statement, into a total design concept.

**Crox International Co., Ltd.**

Inspired by Iro Koushalou, the world famous architectural theorist and his landmark publication S, M, L, XL, Crox International is design firm established with the belief that the relationship between the users and the environment must reach the state of equilibrium in all design projects. From metropolitan plans, city landscapes, interior design, exhibition design to scenery creation, Crox has successfully contributed to the real space definition and presented a new experience of communication without boundaries.

Based in Taipei and Shanghai as one of the world’s most renowned design firms. Crox embraces every project type from all geographic regions and budget levels. With the extensive experience and insight from the global specialties, the teams is connected to collaborating with clients and their ideas. Crox is continuously working in the productive market to deliver the inventive marketing conformity through design satisfaction.

**Creneau International**

Creneau International is a Belgian concept and design consultancy and has more than 20 years of experience in realizing highly reputable projects worldwide. "With offices in Brussels and Dubai, representations in Sydney, Prague and Kiev and a production plant in Jakarta, CI is exploring its boundaries every day.”

Cheated, that what does it mean? Their house logs featuring two winged monkeys and the baseline "There are no artists", giving a pretty good idea: It makes you reach for the stars. Through their design concepts, including interior design and brand image to graphic creations, their "idea of the anti-ordinary" is stamped on the imagination of global visual communication below the line. Modelling the interactive and touched by the miraculous, that's their working domain. As atmosphere architects, they thrust their way into the environment and transform your brand values and company’s mission statement, into a total design concept.

Crox uses architecture as a strategic tool in a creative process. Not just visions, creativity does not mainly make beautiful drawings. It is the ability to create new or unusual solutions to existing problems. Combining knowledge and establishing links, the work of Crox always comprises more than just the design.

Crox has a broad experience in developing specialized components for special projects. Crox believes a project should make a little impact on environment as possible with the goal that there are numberous possibilities in energy efficient solutions and sustainable materials. CI is a Civil Environment Design, working closely with its clients on a more sustainable world.

**Concrete**

Concrete was founded in 1993 with a thesis about Economy. He opens in 1995 the Architectural Design, characterized by the title "contaminated architecture". In 2006 opens his first personal exhibition at the architecture firm in 2007, named "Concrete Architectura.

Alberto Apostoli Architecture & Design

Alberto Apostoli was born in Verona in 1968. Graduated in Architecture at the University of Venice in 1993 with a thesis about Economy. He opens in 1997 Alberto Apostoli Architectural Design, characterized by a varied professional vocation consequence of his personal path. In 2006 opens his first personal exhibition at the headquarters of the European Parliament in Brussels by the title ‘communicative architectures between communication and design’. A prominent in the attention of the European press. In the same year he opens a study in Guangzhou (China) and in 2007 a representative office in Chandigar. In 2010 Apostoli design studio Halifax (India) at the The Architectural Design, characterized by the title ‘contaminated architectures between communication and design’. In 2006 opens his first personal exhibition at the headquarters of the European Parliament in Brussels by the title ‘communicative architectures between communication and design’.

**Believing in the authentic role and in the function of the cultural ‘product’ of every new project is a preconception of the sector to which it belong. CUBE has always stood out for the high-quality and artistic value of its creations, considered ground for experimentation of new and recognizable formal languages, often inviting to constitute a reference model for Design in general.

**Elia Felices Interimismo**

Elia Felices was born in Atalaya (Spain) in 1977 but soon moved with his family to Barcleona. They family environment is linked to furniture design and painting, legacy which has allowed him know the decoration market as well as develop a special passion for graphic and colour, always presented in their projects.

Despite his youth, Elia Felices has a clearly recognizable style that is balanced with the specific needs of each project, a style of identities that reach elegance without stopping in minimalism.

**Avalon Architectural**

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BEING BORN

BEING BORN is a German brand agency located in the city of Hamburg. The agency manages and designs 3-dimensional brand identities such as retail, trade fair, or downtown design in order to accommodate the growing importance of identities and brands. The 3-dimensional branding binds identity to life in space. The designs provide ongoing support for companies by helping them develop and manage the emotional power of their brands.

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**Contributors**

**Epi Gram Group + FGMF Architects**

**Heikas Concept GmbH**

Marc Heikas, current manager of Heikas Concept Interior, FGMF Architects Concept GmbH and CEO of Heikas KG, has been working in the company from a young age. After studying for his B.Arch., he started working at what was then Vitrabau (today a Vitrabau Vitamin) in Wettenstein. In 1992, he entered the company and continued to expand the portfolio into new projects.

Heikas now has two successful locations in Germany and one sister company located in Hergiswil, Switzerland. Heikas is a general contractor as well as a successful provider of innovative design concepts and considers himself an architect of the future. “We are not just designers. We are developers and visionaries. We do not satisfy demands, we create them!”

In doing so, he is supported by Detlef Becker, manager of Heikas Concept GmbH.

Detlef Becker, manager of Heikas Concept GmbH and head of the team of ten architects and design departments, completed an apprenticeship in architecture after he had passed his A-level exams. In addition to his passion for wood, he soon discovered an enthusiasm for design, and consequently studied architecture.

Since May 2001, Heikas is the creative home of Detlef Becker. Here he is responsible for the development of architecture, retail and design concepts, mainly for the branches watches/jewellery, optics/hearing aids, fashion, advertising agencies, hotels, stores, restaurants, etc. in Brand and abroad.

He was awarded several prizes by the IAB (Brazilian Institute of Architecture and other competitions). He is known for his remarkable projects for his firm, won the MPM Architectural Review Future Projects Award in the Residential category. It was also chosen Overall Winner in the competition. Besides, he won the top prize in the Shopping category of the World Architecture Festival.

**Ippolito Fleitz Group**

Ippolito Fleitz Group is a multidisciplinary, internationally operating design studio based in Stuttgart. We are identity architects. We work in unison with our clients to develop architecture, products, and communication that are part of a whole and yet distinct in their own right. This is how we define identity. With meticulous analysis before we begin. With unimpeachable examination in the conceptual phase. With a clarity of expression in the act of persuasion. With a love of accuracy in the realization. With a sense of purpose and a lot of fun along the way. Working together with our clients, we create identities, we conceive and design buildings, interiors and landscapes, we develop products and communication messages.

We think in solutions. Solutions that help you become a part of a whole and yet distinct in your own right. This is how we define identity.

**Karim Rashid**

Karim Rashid is one of the most prolific designers of his generation. Over 2000 designs in productions, over 300 awards and working in over 150 countries about Karin’s legacy of design. His award winning designs include: democratic objects such as the ubiquitous George waste can and Oh-Chair for Umbra, interiors such as the monument restaurant, Philosophia and Sebastian hotel, cinemas. Karim collaborates with clients to create democratic design for ABC-Dair and Dirt Devil, furniture for Artemide and Magis, brands for Cibik and Thuau, high-tech products for LG and Siemens, as well as luxury goods for Versace and Swarovski. From born to name a few, Karim’s work is featured in 20 permanent collections and we exhibit his art in galleries worldwide. Karim is a personal winner of the Red Dot award, Chicago Athenaeum Good Design award, ID Magazine Annual Award, Best Industrial Design Excellence Award.

**Ippolito + Fleitz + EQUALS**

The studio is a fusion of style and idea that allows them to materialize and build with celebration and confidence. Karim’s passion for conceptual, material and cultural exploration is translated in a well thought out manner into a unique final product with an identity of its own. The process of a strong design is unique, innovation and the quality of collaboration.

**IPTHAY + COHN + CONTENLA**

In the international field, IPTHAY+COHN+CONTENLA is the local correspondent architecture studio for worldwide known multidiscumslists, and is part of an international collaborator net.
A project is elaborated in close collaboration between the optimization and processing of the possible solutions for experimental design methods, accenting on human presence. We focus on collaborative and transdisciplinary networks. That is why we work on a wide array of projects from architectural design to interior design, exhibition space design, product design, etc. Our architectural work includes "Template in Nation", "Nido Love, Tresena" and "House in Kobe". We received the top Design for Asia Award in 2005, the first Place ICE Design Award for in 2007, the Commercial Space 2007 Design Award Gerd Frits and the Good Design Awards 2009.

WE Architecture
Office
WE architecture is a young interesting architecture office, based in Copenhagen, Denmark. Our capability spans from architecture, urban strategies, tangible design and utopian ideas.

WE architecture was founded in 2008 by Marc Bey and Julie Schmidt-Nielsen. All of the partners are experienced project managers leading competitions in large high profile offices such as BIG, Snøhetta, Atelier Oslo and David Chipperfield. Through employment in Barcelona, New York and by doing competitions and commissions abroad, the office has gained international experience and a worldwide network of collaborators.

We believe that the best results emerge through teamwork and creative network. That is why we work on a wide array of projects from architectural design to interior design, exhibition space design, product design, etc. Our architectural work includes "Template in Nation", "Nido Love, Tresena" and "House in Kobe". We received the top Design for Asia Award in 2005, the first Place ICE Design Award for in 2007, the Commercial Space 2007 Design Award Gerd Frits and the Good Design Awards 2009.

WE architecture strives to push innovative architecture forward to improve the condition of the world. No less.

OOS was founded in Zurich in 2000 by Andreas Derrer, Christoph Kellenberger, Lukas Bosshard and Severin Boser. The architects met at the faculty of architecture at the University of Zurich where they had already collaborated and worked together on projects. The participation at several national contests has given them the opportunity to carry out a number of successful projects which laid the foundation stone of our actual approach and the beginning of the mutual professional activity.

The monovolume team is continuously looking for a dual dialogue: architecture and design, where both disciplines work towards the creation of a form. It is important to us to question the traditional beliefs and habits and look at them from another point of view in order to create something innovative. In this process there is always the human being with its needs and desires. At such individual project the contractor and the architect start from the context forming needs of resolutions which are analyzed and adapted together. Remarkable overlapping views, intersecting spatial sequences, diverse applicability are the results of an exemplary cooperation in between the contractor and the designer. The basic thoughts which runs throughout the whole project is the reconciliation of the special, unique and unexpected ideas with reliable solutions. Minimump is regularly and successfully participates in national and international competitions. The firm’s flexibility and competence provide the possibility to experiment and develop various design methods. Later the results and experiences can be reliably integrated into the everyday design practice.

Sustainability
Sustainability is an indispensable condition for the success of an architectural project. The careful consideration of the possible output and the social and environmental responsibility is a priority understood through the examination of the overall process, and the optimization of resources.

Monovolume architecture + design
Our architectural office Monovolume has been working in the sector of architecture and design since 2000. Its founders have been engaged in projects that go from urban design to interior design and furnishing.

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Acknowledgements

We would like to thank all the designers and companies who made a significant contribution to the compilation of this book. Without them, this project would not have been possible. We would also like to thank many other people whose names do not appear in the credits, but who provided valuable input and support for the project from the start to its completion.

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HEAD Architecture and Design Limited
Heikaus Concept GmbH
Ippolito Fleitz Group
Isay Weinfeld
Iván Cotado
Joey Ho Design Limited
Jorge Sousa Santos
Juan Carlo Calma
KARIM RASHID
kissmiklos & Tatlin
LIPTHAY+COHN+CONTENLA
M+R interior architecture
Ministry of Design
Minusplus
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