

Grohe Store Schmidhuber + Partner

WHERE: DÜSSELDORF, GERMANY
 WHEN: SEPTEMBER 2008
 CLIENT: GROHE
 SHOP CONSTRUCTOR: WERBE- UND MESSEBAU
 WALBERT-SCHMITZ
 TOTAL FLOOR AREA (M²): 350

SCHMIDHUBER + PARTNER, A DESIGN AGENCY ESTABLISHED IN 1983, PROVIDES CLIENTS WITH INTELLIGENT, APPROPRIATE AND EXCITING SOLUTIONS. THE FIRM'S SUCCESS IS BASED ON THE ABILITY TO RETHINK THE DESIGN PROCESS IN AN INNOVATIVE WAY. FOR YEARS SCHMIDHUBER + PARTNER HAS WORKED WITH AACHEN-BASED WALBERT-SCHMITZ, A LEADER IN THE FIELD OF EXHIBITION-STAND DESIGN AND CONSTRUCTION.

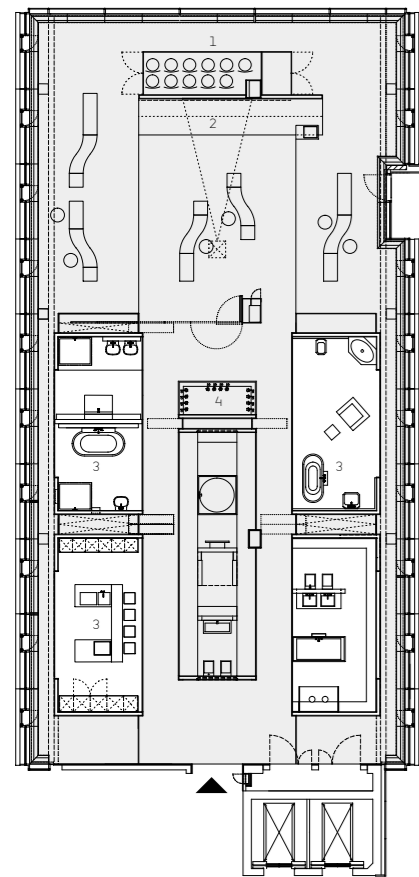
A 350-m² space in the entrance hall of Grohe's headquarters in Düsseldorf houses a Grohe Store, which was designed for the German manufacturer of quality bath and kitchen appliances by Schmidhuber + Partner. The virtual product worlds found on Grohe's website - the so-called 'Grohe Cubes' - have become reality in this clearly structured, glass-walled shop, which invites visitors to experience the four distinctively styled realms within four tangible white cubes. Forming the ceiling and window side of the cubes are graphic images printed on textile, which evoke and enhance the appropriate ambience for each of the four sections. Transparency visually enlarges the relatively small space and creates a remarkable sense of depth. The showroom includes a multifunctional conference area with a stage and modern media equipment. The Grohe Store is intended as a place for frequent meetings and presentations. Since its opening, the Grohe Cubes concept has been introduced into other Grohe showrooms.

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Photography: Fotodesign Schiemann

- 01 He is a sculptor, a painter, a designer (for, among others, above all,
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- 1 Meeting room
- 2 Presentation area
- 3 Grohe Cubes
- 4 Waterfall installation

